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**Cumbria Tourism**  
At the heart of our visitor economy

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Dear Barry

In 2016 the visitor economy in Carlisle was worth £481 million, with over 9.2m visitors in 2016 generating 8.3m tourist days, and supporting 6,215 Full Time Equivalent jobs. Between 2015 and 2016, Carlisle achieved an increase of 5.1% in tourist days, 5.1% in tourist numbers, and 6.8% in tourism revenue. Employment supported by tourism grew by 3.7%.

The visitor economy is a vital sector in Cumbria and as identified by the Cumbria Local Enterprise Partnership's (draft) Rural & Visitor Economy Growth Plan demonstrates a strong capacity for growth. The visitor economy creates businesses, provides jobs, generates revenue, and sustains rural communities, while also protecting the natural environment upon which it depends.

One of Cumbria's major selling points is the excellent range and number of footpaths, right of ways and open access areas. There is no doubt that opening Waverley railway bridge will further extend and improve Cumbria's rights of way network. Waverley railway bridge is already an iconic landmark and visitors will be able to enjoy the additional access as well as the intrinsic historic and architectural interest when reopened.

With the increasing expectations of visitors and demand for unique and memorable experiences, it is important that both mature and developing destinations continue to encourage tourism business development, including new and enhanced experiences related to existing attractions.

This project will enhance the area for both visitors and residents and will help develop improvements to connectivity with new routes and trails, opportunities for new interpretation of local heritage and the environment.

Cumbria Tourism gives strong support to the Waverley Viaduct Trust's plans and ambitions.

Yours sincerely

Ian Stephens  
Managing Director  
Cumbria Tourism