



Chief Executive's Office		
Date	3/7/12	
Seen by	CX	
Referred to		
ACX	Corp Comms	Dem Serv
GR	SPP	Bus Supp.
Dev	F&R	H&ES
P&L	P&P	Other
Ref: MEN 07/7		

DIRECTOR OF DEVELOPMENT		
DATE	09/09/2012	
REF.	D194/12	
EVENTS	ECO INIT	COMM
POLICY	BUS SUPP	EU
LIBRARY	SNAP	OTHER
DDMT / UMGROUP		

Dear Colleagues

Tourism & the Local Economy, Keswick 28th-30th September 2012

This NAC conference will examine the contribution the tourism and hospitality industry makes to our national and local economies. Tourism is often an underestimated industry but it is Britain's 5th largest industry and our third highest export earner. It generates around £90 billion of direct business for the economy each year and is one of our biggest employers with over 200,000 businesses, directly supporting over 1.3million jobs.

This conference will consider the important link between, tourism, jobs and the economy. We will examine examples of best practise and discuss the potential for growth and regeneration in all our communities

It is appropriate that this conference is being held in the heart of the Lake District an area of outstanding natural beauty measuring approximately 40 miles from North to South and is 30 miles wide. Keswick is one of the North Lake's most popular destinations nestling between the Skiddaw Mountains and Derwentwater Lake, the town is situated in an idyllic location in the Lake District National park.

The conference will also consider the importance of sustainable tourism, which attempts to make a low impact on the environment and local culture, while helping to generate income and employment. It is responsible tourism which is both ecologically and culturally sensitive.

Delegates will have the opportunity hear a range of speakers, participate in Q&A sessions and also take part in Workshops.

If you would like to attend this event, please use the booking form overleaf and return it to myself by post or email. Demand is expected to be high so please book early.

Yours Faithfully

B Nelson

Councillor Brian Nelson

General Secretary

Councillor
Brian Nelson

Council Offices
6 Goatbeck Terrace
Langley Moor
Durham, DH7 8JJ

Office: 0191 378 9947
Mobile: 07791 574 879

National Association of Councillors