



LAKELAND PHOTOGRAPHIC HOLIDAYS - PRESS RELEASE

Lakeland Photographic Holidays finalist in the Cumbria Tourism Awards 2011 for Tourism Experience.

We are delighted to announce that Lakeland Photographic Holidays were one of the top 3 finalists in the Cumbria Tourism Awards 2011 for Tourism Experience.

Tourism Experience is defined as: Any tourism enterprise that provides an outstanding unique experience for its customers, offering attention to detail and concern for the customers well being and enjoyment.

Lakeland Photographic Holidays business owners John and Gail Gravett, are the only photographic based business to ever be entered into the Cumbria Tourism Awards, and they aced it by finishing as finalists; in the top three. When the judges visited their Photographic Holiday business, they were impressed with their weekly survey which showed that 100% of guests who stayed would recommend them to a friend, they received over 60 really positive comments and 5 out of the 7 guests they had that week were regulars who had been many times before.

Lakeland Photographic Holidays offer a unique touch to their photographic business by offering full board accommodation and photographic tuition. John, recognised as a regular writer for ePHOTOzine and one of the top photographic tutors in the UK, brings a range of workshops and courses related to photography in an area that offers scenic, holiday brochure looking views. (The business will also be launching their new website before the end of the month and 2012 workshops will be available from the 7th September).

Cumbria Tourism is essentially an organisation that is faithful to its name, it's set up to acknowledge and appreciate different businesses in Cumbria that use fun, unique or interesting ways to attract tourism.

The judges said: "Lakeland Photographic Holidays have maximised the potential of all inclusive special interest holidays in the Lake District and the numbers of repeat visitors are testament to this. They provide accompanied visits and tailored workshops to develop the skills of keen amateur photographers, helping them to capture the magic of Lakeland on camera and thereby continuing to promote Cumbria's wonderful landscape. Carefully selected menus and well prepared, locally sourced food also enhance the guest experience."

Gail Gravett
19 Jul 2011

Inspiring photographers in the Landscape
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