

The image shows a scenic view of Hadrian's Wall in the North of England. The wall is made of large, reddish-brown stone blocks and runs across a grassy hillside. In the background, there are rolling hills and a clear sky. The top left corner of the image has a blue overlay with the text 'Hadrian's Wall Heritage Ltd' in white.

Hadrian's Wall  
Heritage Ltd

## PRESS RELEASE

### **Campaign set to bring in more tourists to the North of England's best known tourist attraction**

A campaign to promote Hadrian's Wall to people in London and South East commuters is expected to generate around £3 million of extra tourism spending in 2009.

Hadrian's Wall Heritage Ltd launched its biggest marketing campaign this summer to coincide with the start of a major exhibition at the British Museum on the Emperor Hadrian.

The core of the campaign was nineteen 200 square foot billboards at Tube stations around the capital, showing stunning images of the Wall and the surrounding countryside. There were also a series of adverts in the London Evening Standard and national newspapers.

Independent research organisation Emotional Logic surveyed Londoners both before and after the campaign and found that there was an 8% increase in the number of people who were either thinking about or had already booked a visit to Hadrian's Wall Country.

The researchers estimated that this would mean an extra 46,000 people would visit the area in the next year, bringing £3 million of additional visitor spending.

Linda Tuttiett, Chief Executive of Hadrian's Wall Heritage Ltd, says: "We were determined to make the most of the fantastic opportunity presented by this summer's blockbuster Hadrian exhibition in London. That's why we worked with a number of partners, including VisitBritain, on our biggest ever marketing campaign.

"This new research shows that the campaign has been a great success in generating additional interest in Hadrian's Wall Country among people living or working in London."

The 400 Londoners surveyed during July 2008 were also presented with a list of eight tourist attractions in the North East of England and more people were aware of Hadrian's Wall than any other attraction. In total 89% people said they had heard of Hadrian's Wall. Just over 80% of people said they were aware of the Angel of the North, while a little under 70% said they had heard of the Gateshead Millennium Bridge and Durham Cathedral. The other attractions included in the list were Lindisfarne, Bamburgh Castle, Alnwick Gardens and Kielder Forest.

Hadrian's Wall was also in the top five when people were asked to 'name tourist attractions in the North'. Other major tourism attractions of the North named unprompted were The Angel of the North, the Lake District, Alton Towers and Blackpool.

For more information on Hadrian's Wall please visit [www.hadrians-wall.org](http://www.hadrians-wall.org).

**ENDS**

MEDIA CONTACTS: Paul Gardner or Jon Perkins on 015394-42436.  
[Paul@ospreycommunications.co.uk](mailto:Paul@ospreycommunications.co.uk)

#### Notes to Editors

1. Hadrian's Wall Heritage Ltd is a not for profit company with responsibility for the coordination, protection, development and marketing of the Hadrian's Wall World Heritage Site and the areas it passes through.
2. The organisation was set up in May 2006 in partnership with One NorthEast (One), the Northwest Regional Development Agency (NWDA), Natural England and English Heritage.
3. Hadrian's Wall Heritage works in partnership with a number of organisations. It brings together business and conservation, visitors and local communities in a uniquely focused way, with the overall aim of:
  - Creating jobs and enhancing the local economy
  - Attracting more visitors who will stay longer and spend more in the area
  - Creating a vibrant and sustainable visitor economy
  - Finding better ways to interpret and protect an internationally recognised monument
  - Making Hadrian's Wall a truly world-class destination