



# Hadrian's Wall Heritage Ltd

## PRESS RELEASE

### **New British Museum exhibition helps boost tourism for Cumbria**

Tourism bosses say an exhibition at the British Museum has led to increased interest in Hadrian's Wall this summer.

Enquiries to the Hadrian's Wall Information Line during July 2008 increased by 40% compared to the same period last year.

Over 90,000 tickets have already been sold for the British Museum exhibition - *Hadrian: Empire and Conflict* - since its launch on the 24<sup>th</sup> of July. The exhibition continues until the 26<sup>th</sup> of October.

Hadrian's Wall Heritage Ltd launched its biggest marketing campaign to coincide with the start of the exhibition and has just given its website an exciting makeover to ensure that businesses around the Wall reap the full benefits.

Linda Tuttiett, Chief Executive of Hadrian's Wall Heritage Ltd, says: "The British Museum's Hadrian exhibition has undoubtedly been an important factor in generating additional interest in Hadrian's Wall Country this summer. We've been determined to make the most of this fantastic opportunity and that's why

we've been working with a number of partners on our biggest ever marketing campaign.+

The core of the new marketing campaign was nineteen 200 square foot billboards at Tube stations around the capital for two weeks from the end of July. The giant posters were produced with help from the national tourism organisation VisitBritain and show stunning images of the Wall and the surrounding countryside.

There have also been a series of adverts in the London Evening Standard, national newspapers and BBC History magazine.

The new website - [www.hadrians-wall.org](http://www.hadrians-wall.org) - has a number of features including inspiring photography, new interactive maps, itinerary ideas and enhanced information on things to see and do.

Liam McNulty and Lauren Harrison own the Willowfield Farm guest house in Gilsland. Liam said: %July and August have been very busy months for us and we are continuing to take bookings for the coming months. The exhibition has definitely been something our guests have been talking about.+

Key sites along the Wall include Housesteads Roman Fort, Roman Vindolanda, Segedunum Roman Fort Baths & Museum in Newcastle and Birdoswald Roman Fort near Gilsland. Hadrian's Wall Country also stretches down the Cumbrian coast, including sites like Senhouse Roman Museum in Maryport and Ravenglass Roman Bath House.

For more information on Hadrian's Wall visit [www.hadrians-wall.org](http://www.hadrians-wall.org) or call 01434 322002.

Tickets for the *'Hadrian: Empire and Conflict'* exhibition at the British Museum can be purchased online at [www.britishmuseum.org](http://www.britishmuseum.org)

## ENDS

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

### Notes to Editors

1. Hadrian, emperor of Rome from 117 to 138AD, is best known for his interest in architecture, his passion for Greece and Greek culture and of course the eponymous wall he built between England and Scotland. The British Museum exhibition will look beyond his established image and offer new perspectives on his life and rule, exploring the sharp contradictions of his personality and his role as a ruthless military commander. Based upon highly important loan material seen together for the first time, the exhibition will examine Hadrian's background as a member of the economically powerful and ascendant Spanish elite, his relationship with his lover Antinous, his military campaigns, the iconic architecture of his time, his extensive travels, his succession and impact and influence on the modern world.
2. 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.
3. 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.
4. 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
5. In order to protect this important and historic monument for future generations we would be grateful if editors do not use photographs of people standing on top of the Wall as this is counter productive to our conservation messages. Hadrian's Wall Heritage has a large image library available to support news stories and travel features. Journalists can

contact the organisation direct to obtain access to this library. It is also important not to use photographs of cyclists or horses next to the Wall.