

BL Escapes: Building a Modern Travel Business Through Digital Connectivity



BL Escapes is a Cumbria-based independent travel agency founded by Brogan Lumley, specialising in bespoke holidays tailored to every budget and travel style. From relaxing beach getaways and city breaks to family holidays, cruises, excursions and travel extras such as insurance and airport parking, BL Escapes offers a personalised, one-to-one service designed around each customer's individual needs.

Fully ATOL and ABTA protected, the business combines expert travel knowledge with the convenience of digital technology, allowing customers to access free, no-obligation quotes and travel advice quickly and easily through social media, email and direct messaging.

Unlike traditional high street travel agencies, BL Escapes relies on strong digital connectivity to deliver a flexible and responsive service. Reliable broadband and mobile connections enable Brogan to access booking systems, communicate with suppliers, research destinations and manage customer enquiries from virtually anywhere.

Brogan told us:

"As a parent, digital connectivity has allowed me to build a business I am passionate about and that fits around family life rather than the other way around. I can work from home, be there for my children when they need me, and still respond to customer enquiries quickly. Having reliable internet and mobile connectivity means I can support clients wherever I am and whenever they need me."

This flexibility enables Brogan to support customers when they are most likely to be planning their holidays, including evenings and weekends, helping to create a more convenient and personal experience.

She explained:

"Many of my customers are looking for holidays outside traditional office hours. Thanks to digital connectivity, they can message me through social media, email or WhatsApp, and I can respond quickly with advice, quotes and booking information. Being accessible when customers need me helps me offer a much more personal service."

Fast and reliable connectivity is also essential for keeping customers informed throughout their travel journey. Whether sending travel documents, confirming bookings or responding to last-minute requests, digital communications allow information to be shared instantly, improving efficiency and customer confidence.

Digital connectivity also plays a vital role in marketing the business. Social media provides a cost-effective platform to showcase destinations, share travel inspiration, promote special offers and engage with potential customers. Regular online activity helps BL Escapes maintain visibility within the local community and beyond, while generating a significant number of enquiries.



Brogan said:

"Social media has been one of the biggest drivers of growth for BL Escapes. It gives me a free platform to showcase destinations, share travel inspiration and connect with potential customers. Without reliable digital connectivity, I wouldn't be able to promote my business so effectively or reach as many people."

BL Escapes demonstrates how reliable digital connectivity can help small businesses thrive. By supporting flexible working, strengthening customer relationships and enabling affordable, effective marketing, connectivity has become an essential part of the business's success.

From a user perspective, a client of BL Escapes said:

"Booking my holiday through BL Escapes made the whole process so easy and stress-free. It was fantastic to have such easy access to Brogan and her business outside of normal working hours, which made such a difference when fitting the booking around everyday life. I could contact her in whichever way was most convenient for me — by phone, WhatsApp, Facebook or Instagram — and always received a quick and helpful response. When I needed to amend parts of the holiday, these were dealt with quickly and efficiently, with excellent communication throughout. Having a local, personal service where I could speak directly to someone who genuinely cared about getting everything right made the experience feel so much more convenient than booking online myself. It's great to have a local business offering such a flexible and accessible service to customers across Cumbria."

Brogan added:

"Reliable digital connectivity is absolutely essential to how I run BL Escapes. From communicating with customers and suppliers to researching destinations and managing bookings, almost every part of the business depends on being connected. It allows me to work flexibly, deliver great customer service and compete successfully as

an independent travel agent. I would encourage any business owner to take the time to understand what digital connectivity options are available to them."

To find out more about BL Escapes, visit their [web page](#), [Facebook Page](#), [Instagram Page](#), or contact Brogan via Mobile / Whatsapp at 07498260563 to start planning your next getaway.

Cumbria now benefits from some of the strongest rural digital connectivity in the UK, with nearly 97% of premises able to access superfast broadband, more than 87% able to access gigabit-capable services, and over 99% covered by outdoor 4G from at least one mobile network operator.

Residents and businesses are encouraged to visit www.connectingcumbria.org.uk to learn more about the digital connectivity options available in their area and how they can make the most of these services. If you have any specific questions, please direct these to the team at info@connectingcumbria.org.uk