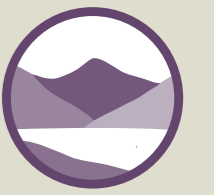


# Visitor travel in the Lake District: 2040 vision



Lake District National Park

Where and how visitors will drive less and see more.

Embracing new technologies, driverless pods, electric vehicles and integrating travel through 'Mobility as a Service'



Discovering new ways to travel



Prioritising people and the environment through traffic management



Digital information and promotion to encourage sustainable travel



- Rail link
- Gateway with quality public realm
- Showcase corridor
- Multi user trails
- Mass movement links



More people enjoying scenic boat and bus rides



50% more people arriving by rail at iconic gateway stations



Creating more opportunities for walking and cycling on new and improved routes

This is a summary of our Action plan for visitor travel in the Lake District National Park. For more details visit [lakedistrict.gov.uk/smartertravel](http://lakedistrict.gov.uk/smartertravel)

Discover  
Explore  
Inspire