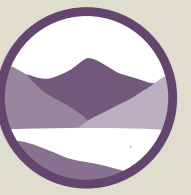


Visitor travel in the Lake District: A 2040 vision



Lake District National Park

Our aim is to catalyse transformational change in the way people get to and around the Lake District. Our vision for travel in the Lake District is of a place where visitors and residents can experience new opportunities to travel sustainably, where visitors from around the world are served by integrated quality, iconic travel experiences, to the benefit of the economy. Where more people choose to walk, cycle, travel by boat, rail or bus as the best way to discover the spectacular landscape.

This will result in:

- Creating a more enjoyable, relaxing and healthier visitor experience
- Reducing impacts of traffic on communities and the landscape
- Reducing carbon emissions
- Increasing spend in the visitor economy

1 Reaching the Lakes

- Transformational transport enabling 50% more visitors to reach the National Park by rail and integrated onward travel linking showcase areas of the Keswick Ullswater and Windermere corridors
- Quality, integrated marketing and mobile ticketing engaging visitors to explore the Lake District sustainably
- Cultural and international visitors to the Lake District World Heritage Site arriving at quality designed gateway stations

2 Linking the Lakes together

- World class integrated water transport, zero carbon bus and autonomous vehicle services with stop and jetty infrastructure and information carrying 30% more visitors
- Improving transport hubs and managing car parks to encourage use as explorer hubs

3 Active travel

- More visitors walking or cycling from their door on a promoted route from every village or accommodation hub,
- Walking and cycling activity promoting health and well being and linking communities and visitor destinations
- Creating 120 kilometers of new multi user trails

4 Smarter travel

- Working with partners on new smart tech developments to revolutionise how visitors and residents travel, including shared transport, mobility as a service and real time parking and transport information linked to existing mapping and booking apps
- Ensure the Lake District is a leading place for transport innovation and accelerating new technologies to market including intelligent parking and transport systems, electric bikes and electric, hydrogen and autonomous vehicles

5 Keeping it special

- As a minimum % visitors arriving by car decreasing from 83% in 2015 to 64% in 2040 Less than 1/2 of visitors' main mode of travel around the Lake District is car by 2040. Ideally, we are aiming for even greater increase in sustainable visitor travel
- Our action plan requires investment into the Lake District transport and visitor services, delivering economic benefits from visitors who stay longer and spend more locally



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