

# Rural visitor destinations

Big, well understood markets and  
lots of carbon to save

So where are the scheduled coaches?

**Alistair Kirkbride**

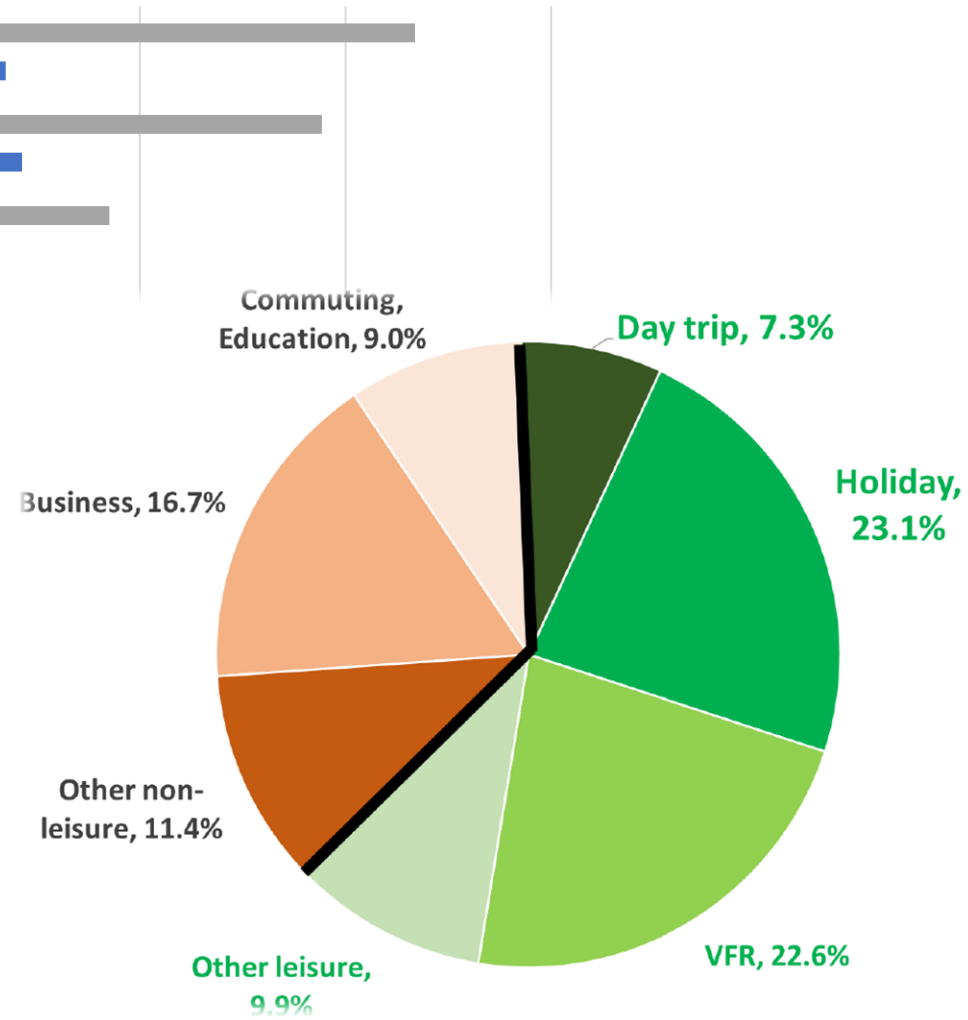
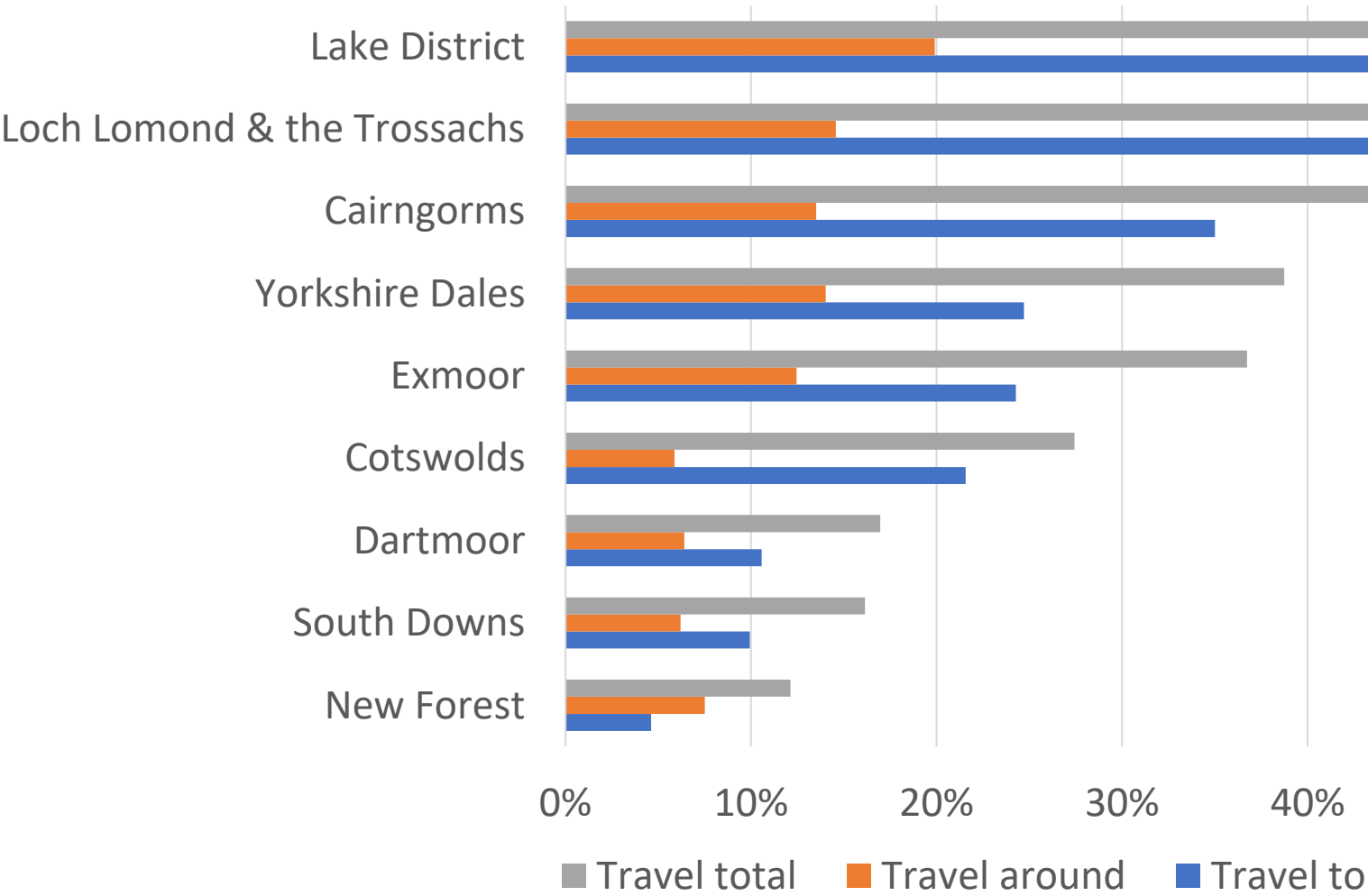
**LOWCARBONDESTINATIONS.ORG**



**the  
CHURCHILL  
fellowship**

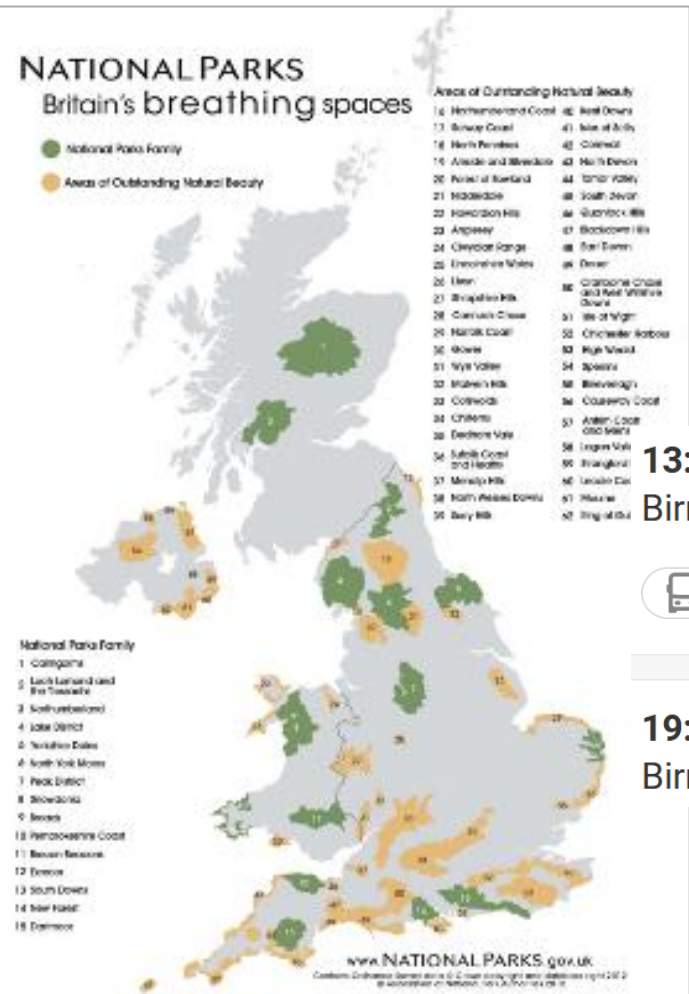
# Carbon emissions

Visitor travel CO2e emissions as proportion of total carbon budget



# A lot of people go to a few places

About 260m people travel to the UK's 15 national parks and 46 national landscapes each year, about 90% by car...  
...more than the 251m who pass through the UK's 144 airports each year (TSGB, 2024))





13:40

12:50 hrs



02:30 +1 day

Birmingham - Great Charles Street Queensway

Penrith (Brunswick Road)

 > 

1 transfer

19:00

10:15 hrs

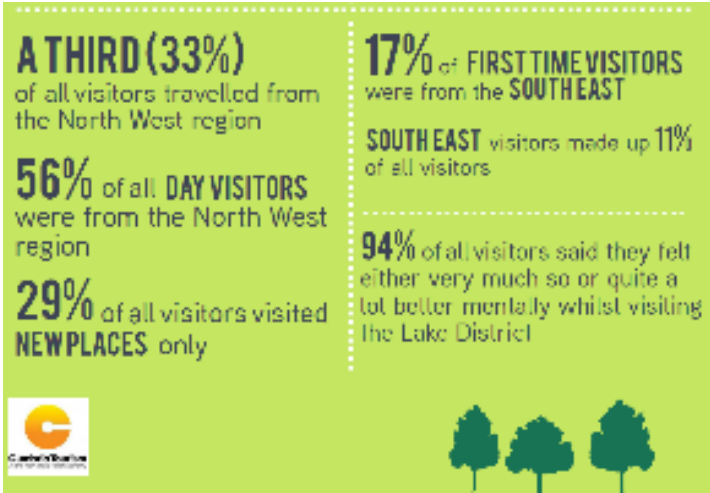
05:15 +1 day

Birmingham - Great Charles Street Queensway

Penrith (Brunswick Road)



# Rural destinations know a lot about their visitors



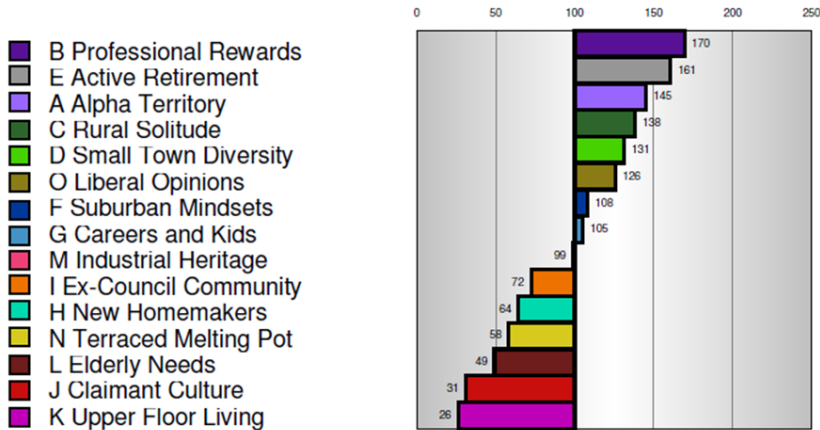
## How often do you visit Exmoor?

	Staying visitors	Day visitors	All
This is my first ever visit	21%	13%	18%
This is my first visit in over 3 years	22%	16%	20%
I visit every 2-3 years	12%	7%	10%
I visit about once a year	17%	9%	14%
I visit at least 2-4 times a year	21%	18%	20%
I visit frequently	7%	37%	19%

## Are you planning to visit Exmoor again?

Yes	97%
No	0%
Don't know	3%

## Ranked Mosaic Lifestyle Groups



- ‘Quick wins’ – these segments have high economic impact and we encourage them to ‘do more of the same’:
  - New Explorers
  - Frequent Adventurous Independents
- These segments require travel behavioural change.

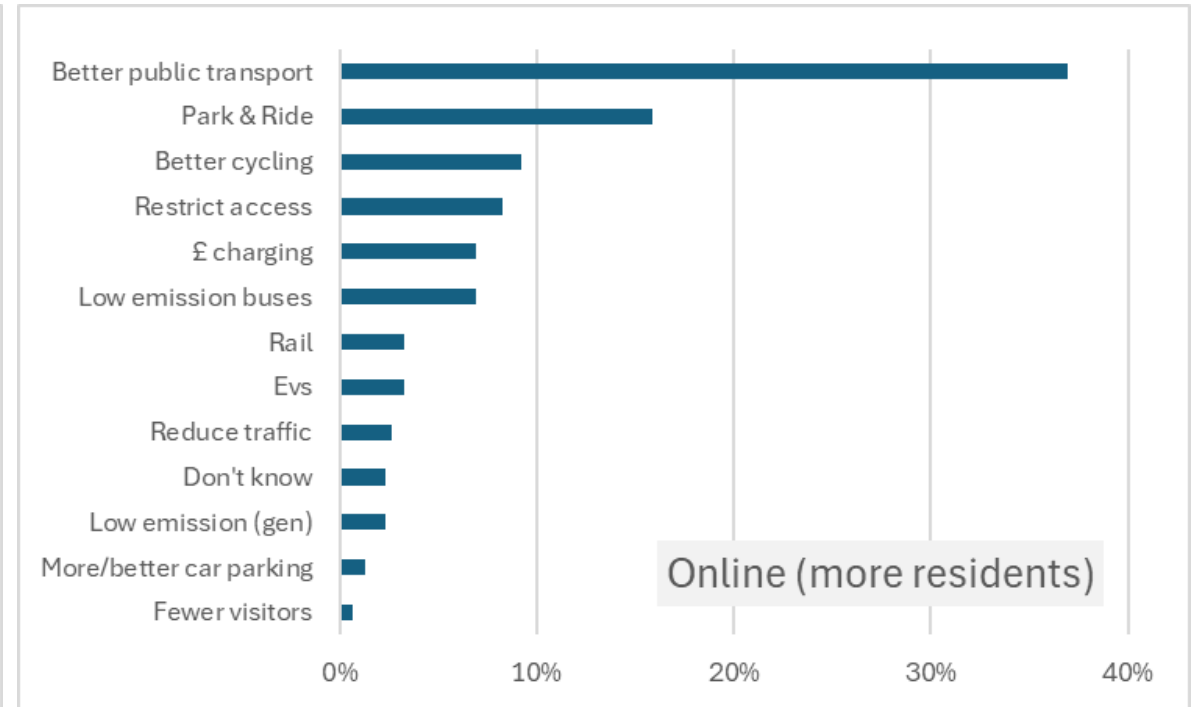
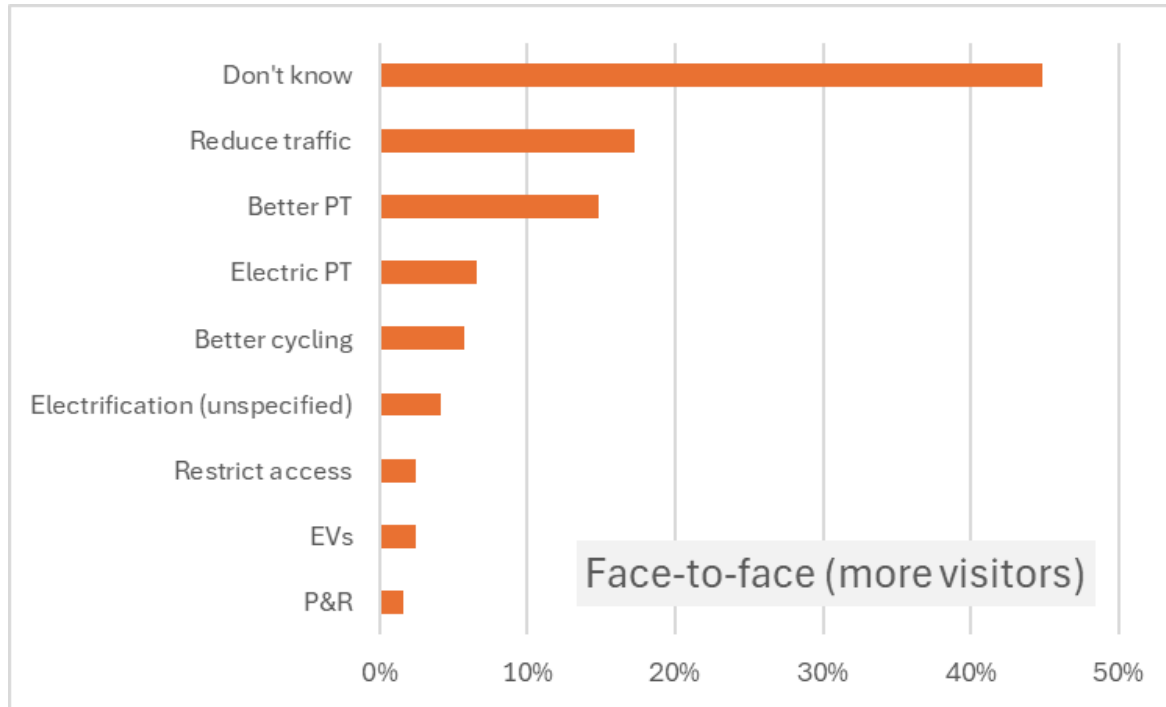
## ANNEX D

### Mosaic Segmentation Analysis

## LSTF Visitor Travel Case Study - Mosaic Segmentation Analysis 2014



# Visitors (and people more generally) want to travel differently



<https://www.cumbriaaction.org.uk/news-events/news-appetites-to-travel-differently-in-the-lake-district-where-do-you-want-to-go-reports-available-now-2024-05-15>

## Who gets a good deal? Revealing public attitudes to transport in Great Britain

*“The public’s attitudes to transport are largely pragmatic, not ideological, and there is recognition of the benefits that could come from the shift to a less car-centred transport system.”*

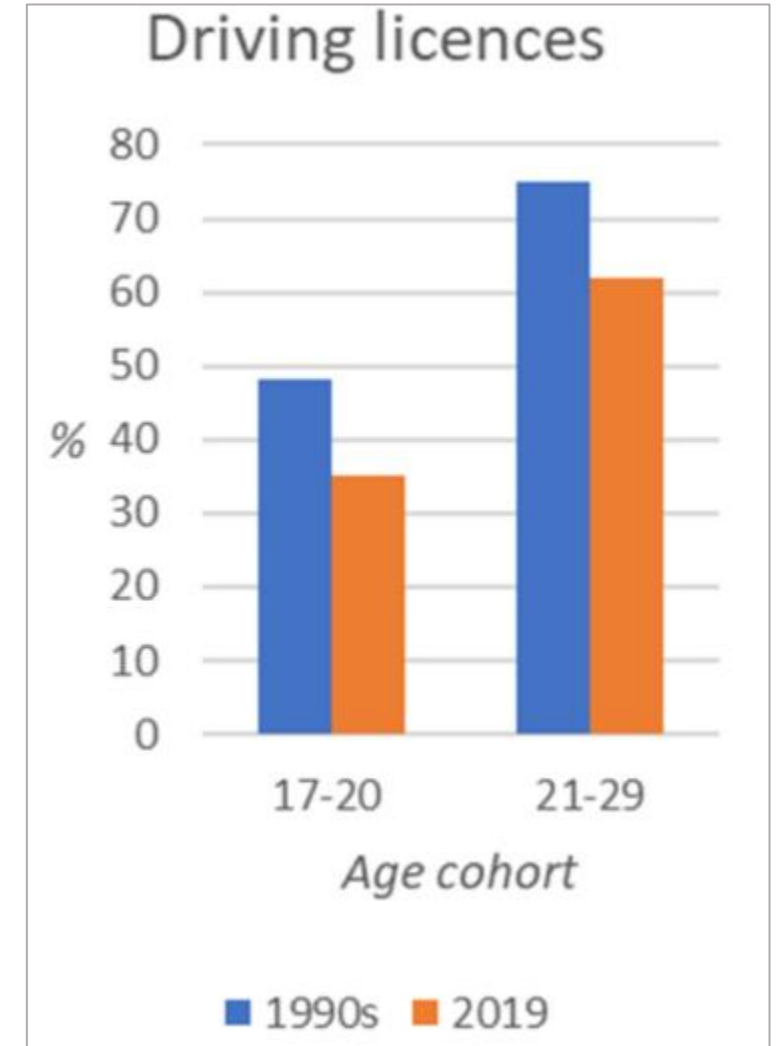
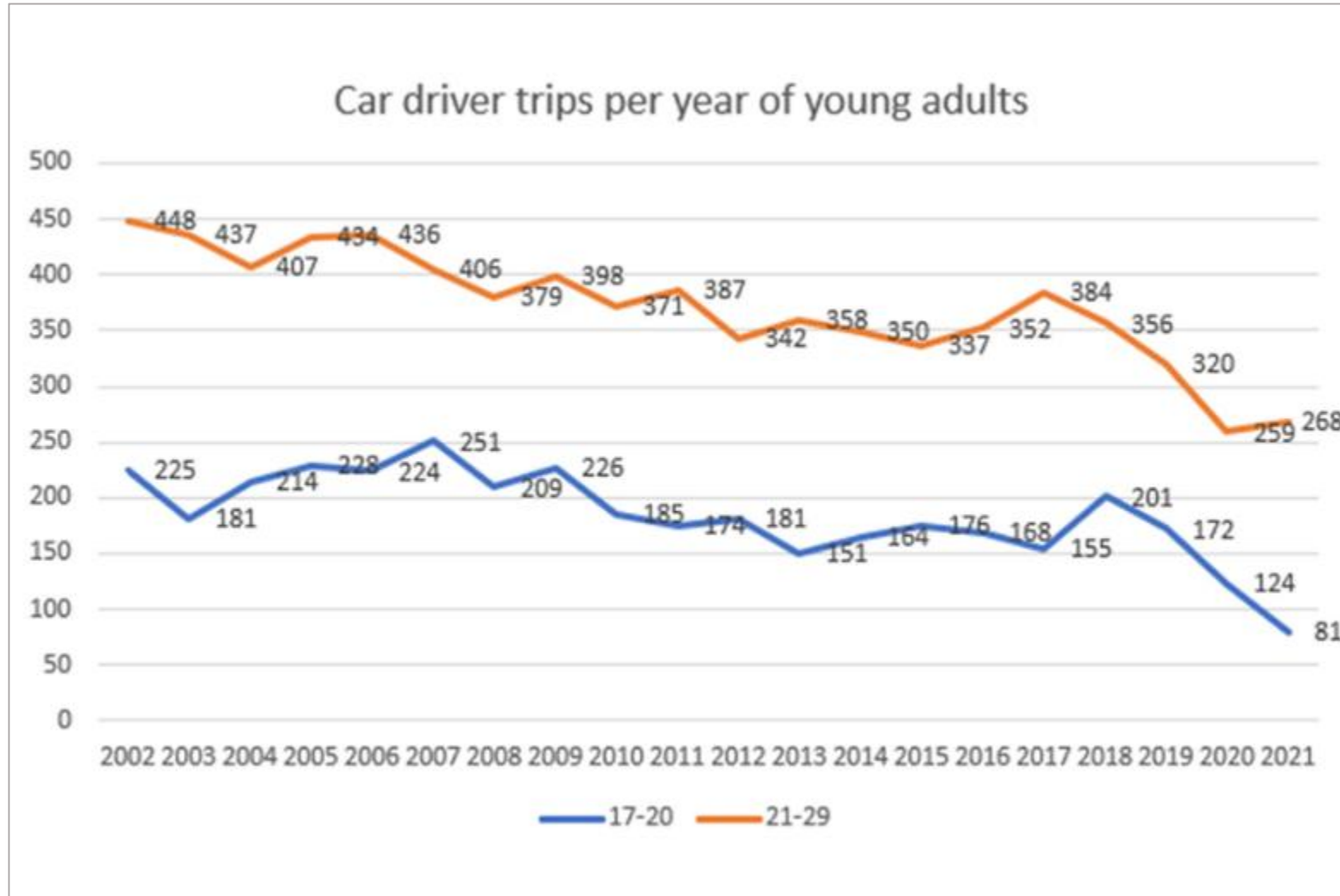
[www.ippr.org/articles/who-gets-a-good-deal](https://www.ippr.org/articles/who-gets-a-good-deal)

Date  
**1 April 2024**

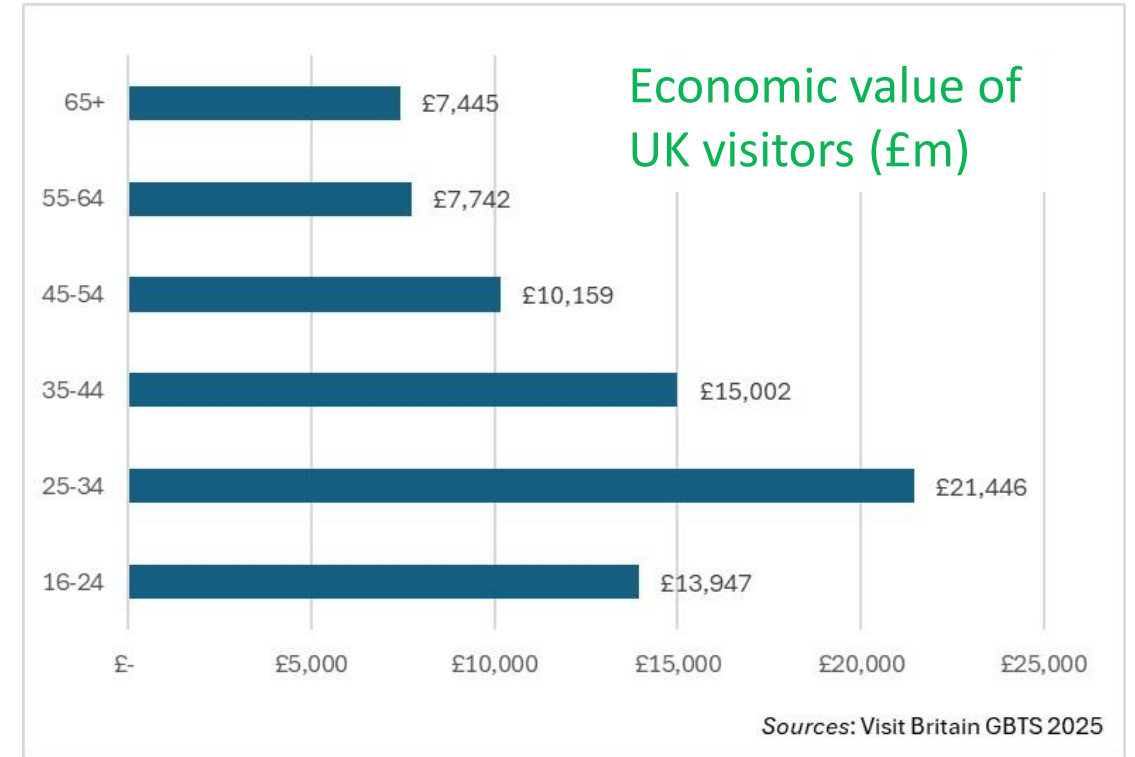
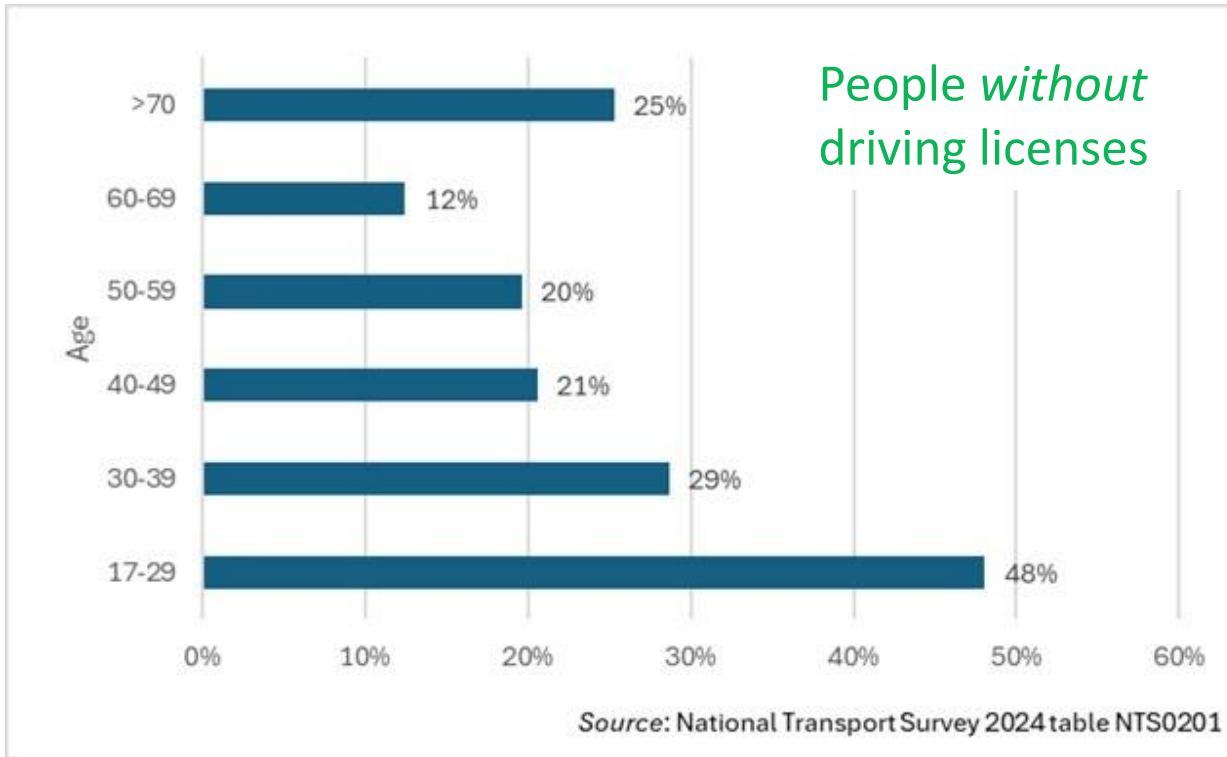
Type  
**Publications**

Authors  
**Stephen Frost**  
**Dr Maya Singer Hobbs**

## The next generation of visitors aren't driving



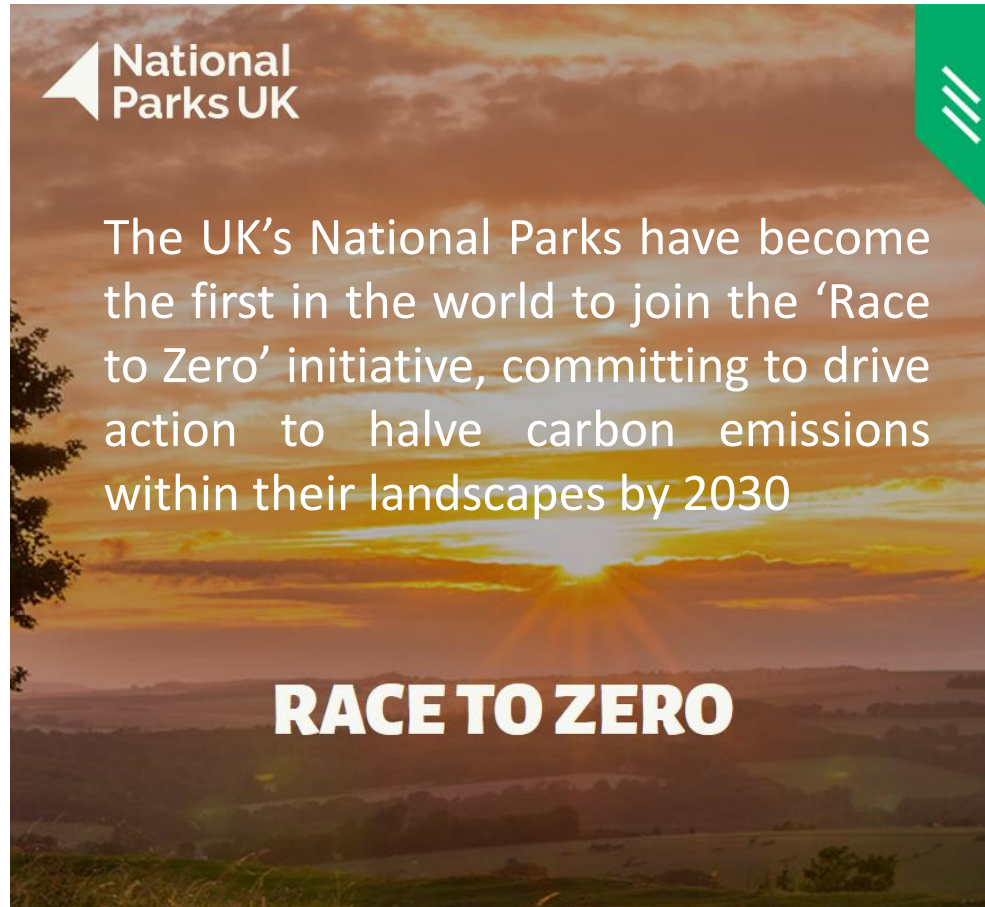
## The next generation of non-driving visitors have significant economic value



The tourism economic value of

- All people without driving licenses in England: £22bn
- Millennials and Gen Z in England: £18bn

# Destinations are committed to changing visitor travel behaviour and reducing emissions



*...and this translates to ambitions for changing approach travel*

Indicator of success		CALL TO ACTION
Proportion of people travelling to and around the National Park by public or active transport		
Target		PÀIRC NÀISEANTA <b>LOCH LAOMAINN</b> IS NAN TRÒISICHEAN
	Reduce proportion arriving by car from 2015/16 Visitor Survey baseline of 85%	
	Reduce proportion exploring by car from 2015/16 Visitor Survey baseline of 62%	
	Increase proportion exploring by foot, water and bike from the from 2015/16 Visitor Survey	

## 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



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