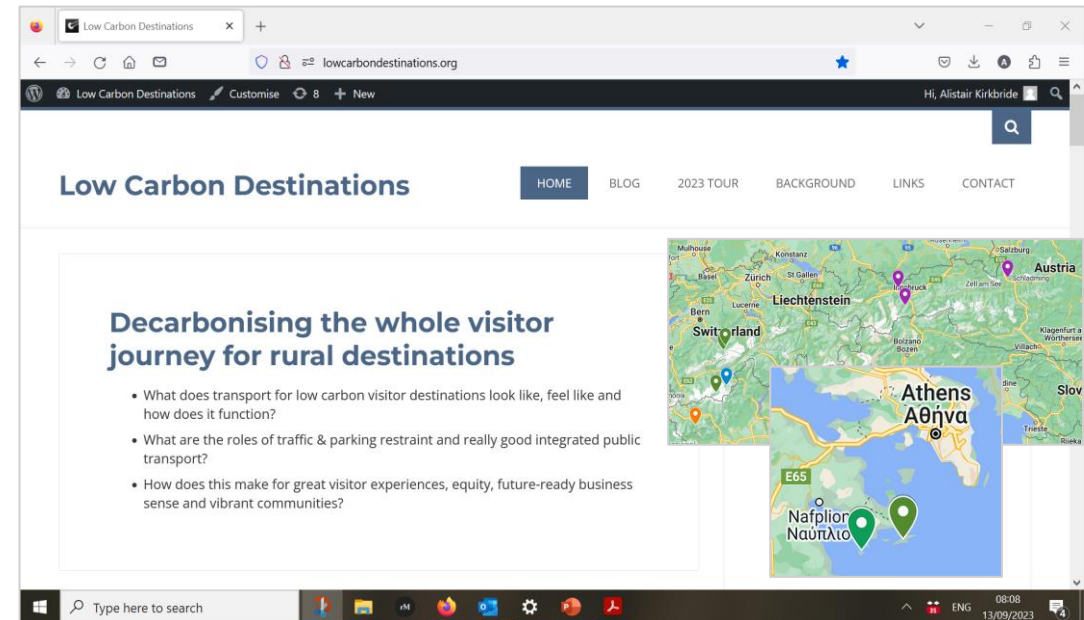


Decarbonising the whole visitor journey?

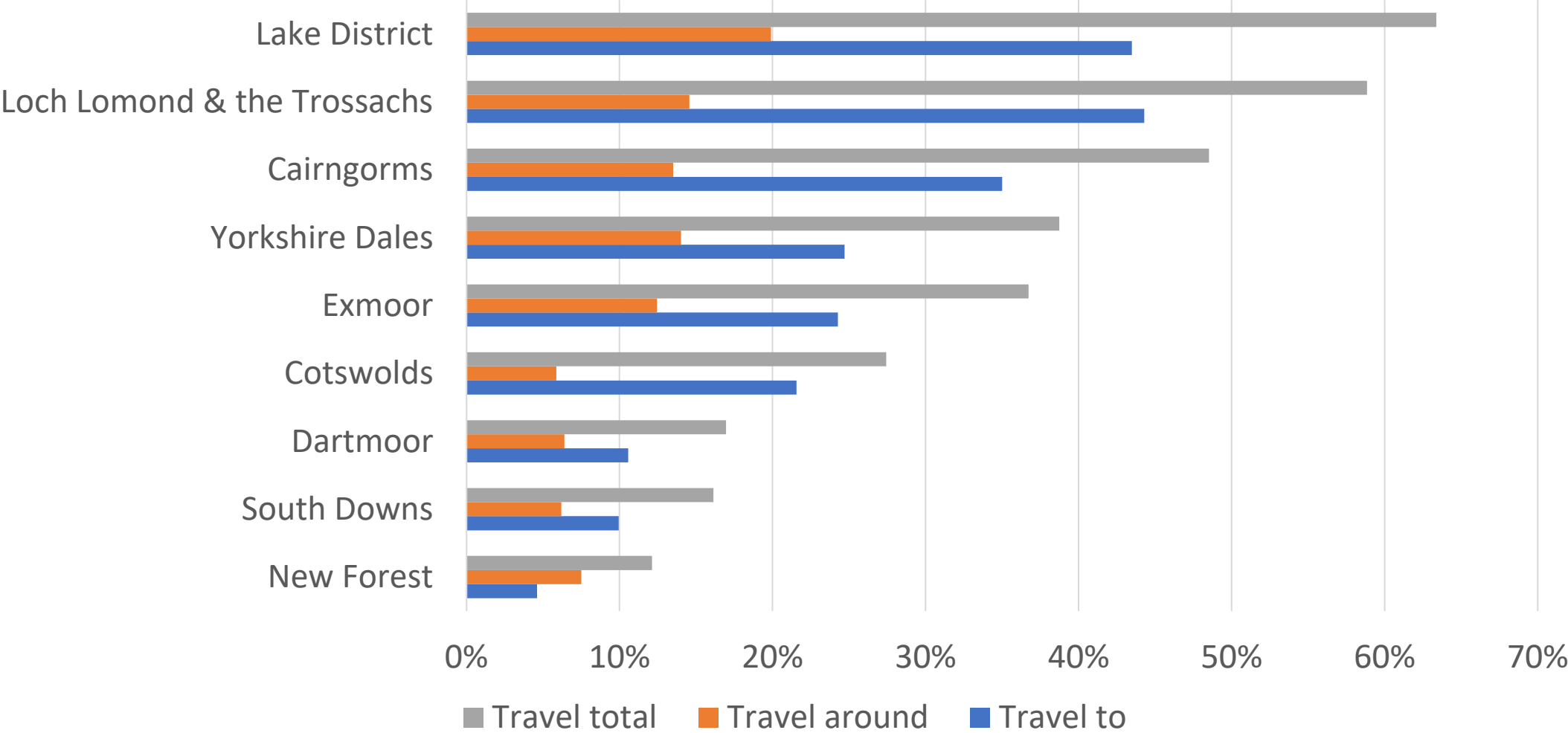
What overseas rural visitor destinations might tell us about how we crack UK visitor travel

Alistair Kirkbride
Decemberth 2023



What's the problem? *CO₂ emissions*

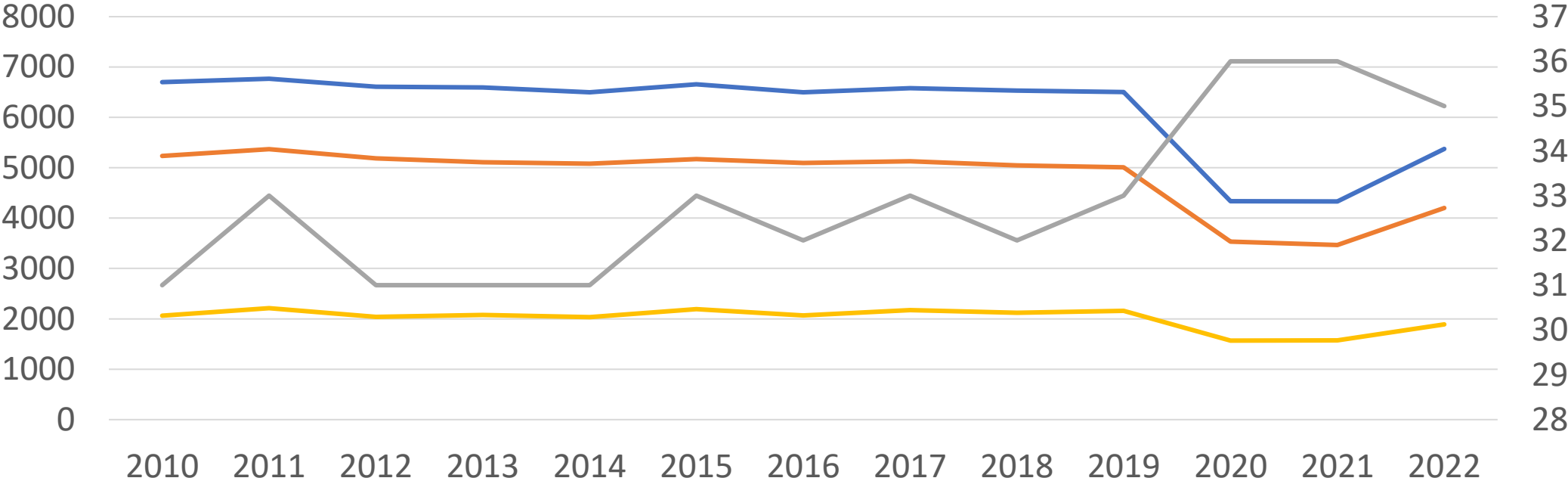
Visitor travel CO₂e emissions as proportion of total carbon budget



Analysis by Small World Consulting via National Parks Partnership programme, 2023

What's the problem? *CO₂ emissions*

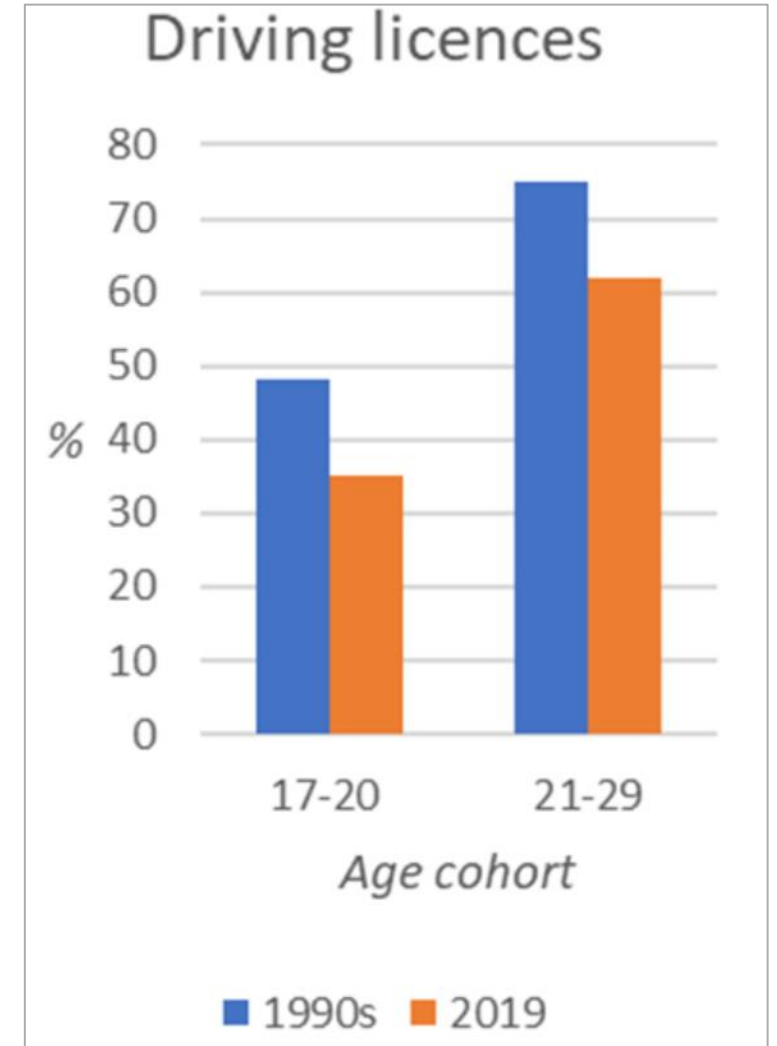
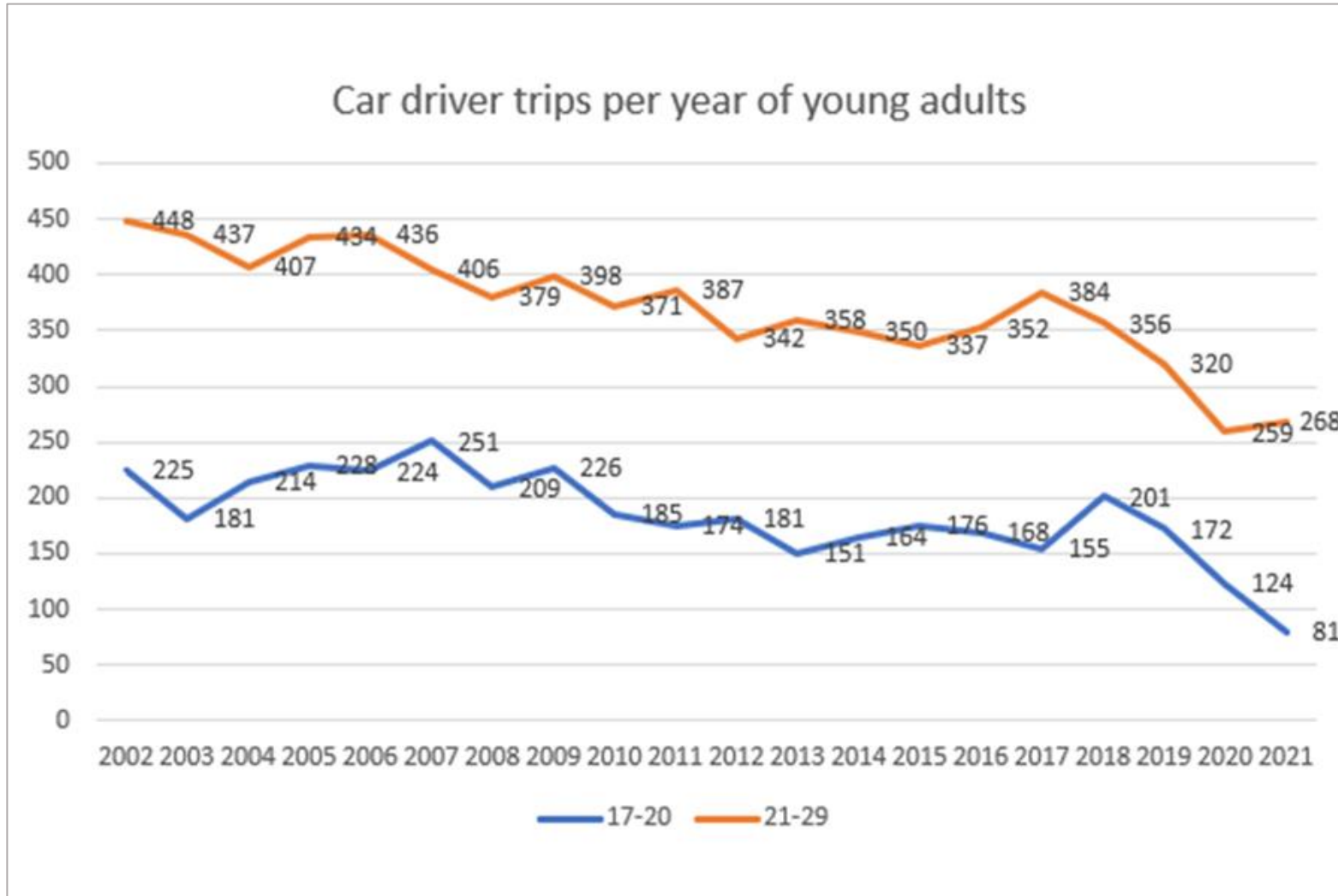
Leisure miles driven (England)



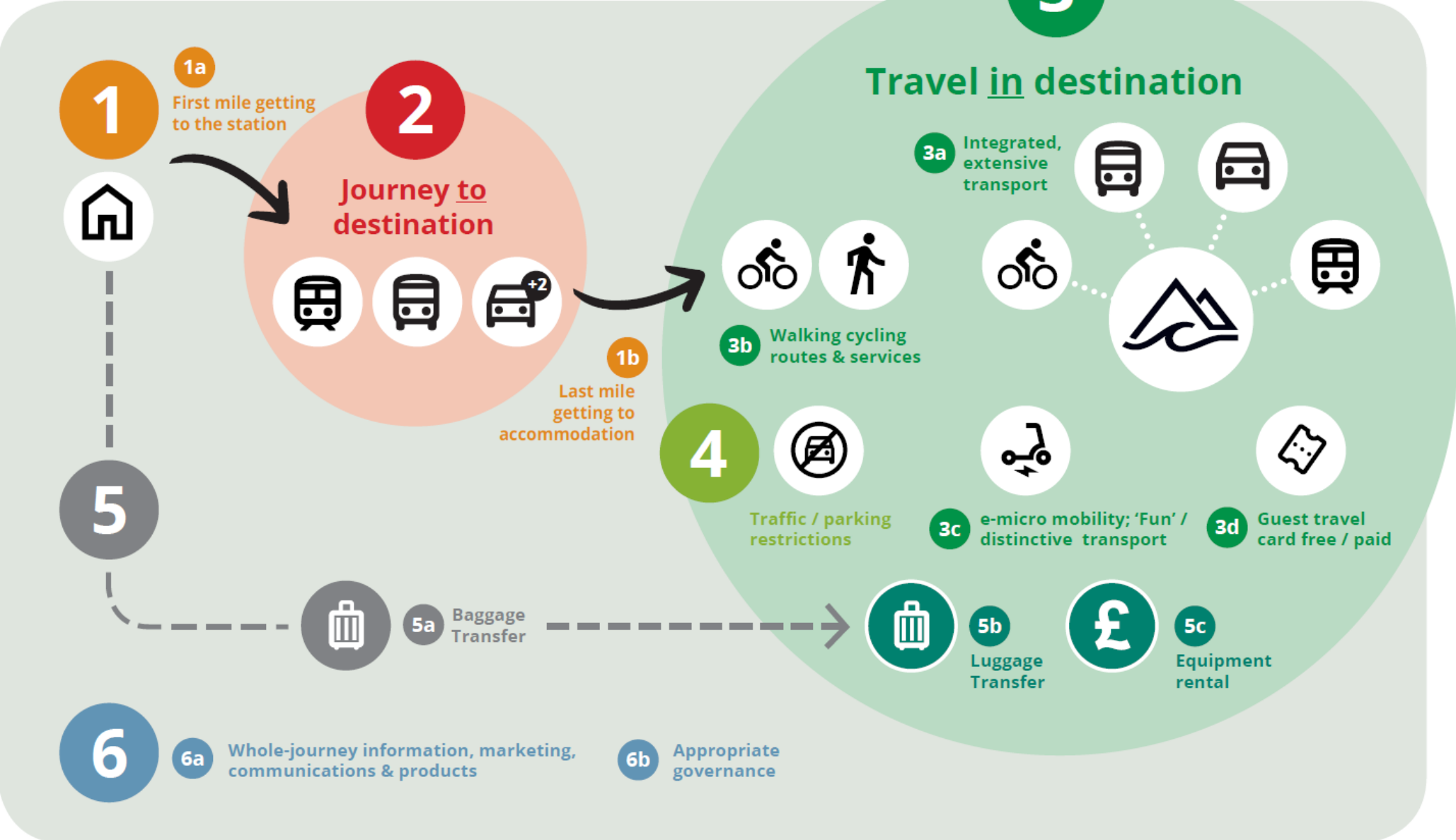
- Tot miles travelled
- Miles car/van/mcycle
- Miles car/van/mcycle leisure
- Miles car/van/mcycle for leisure / total (%)

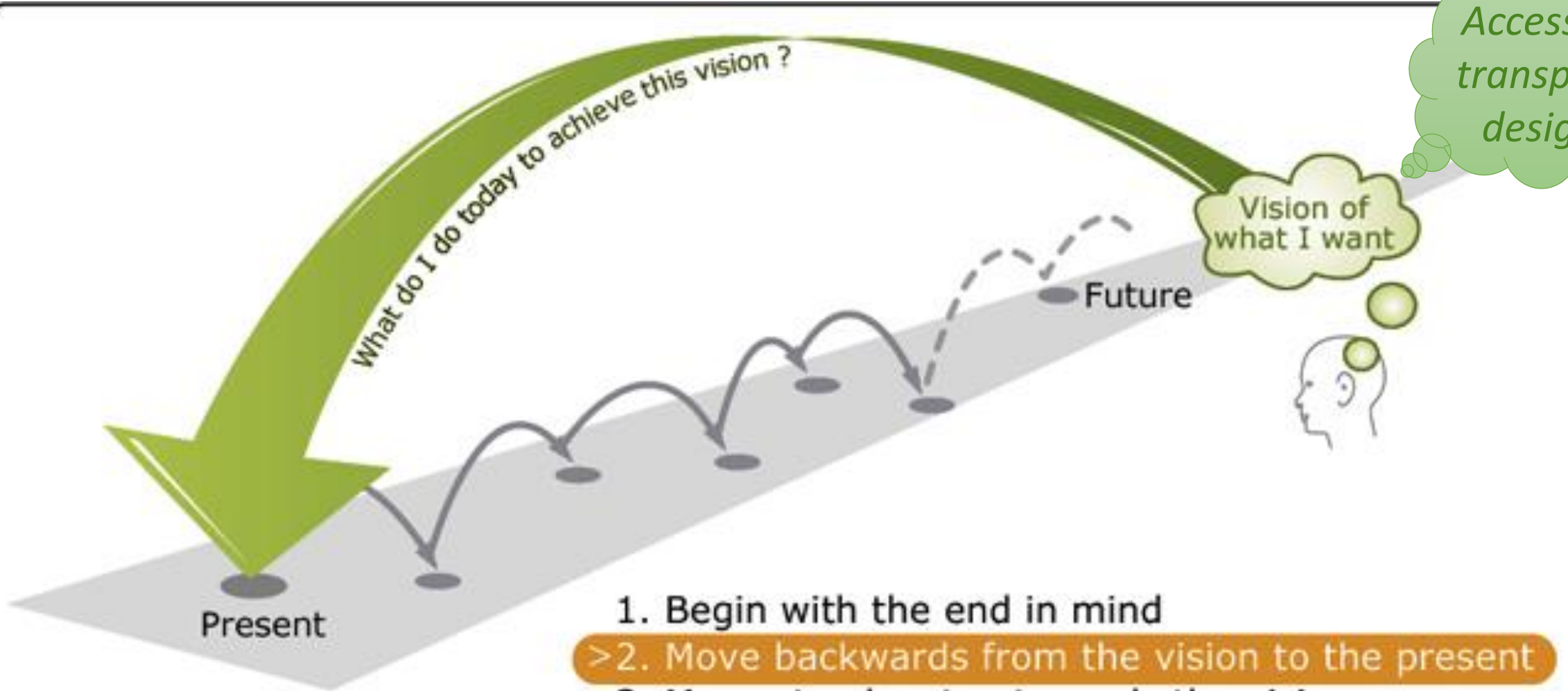


What's the problem? *Are visitor economies future-ready?*



Six components of visitor travel decarbonisation





Present

What do I do today to achieve this vision ?

Future

Vision of what I want

Access & transport design



1. Begin with the end in mind
- > 2. Move backwards from the vision to the present
3. Move step by step towards the vision

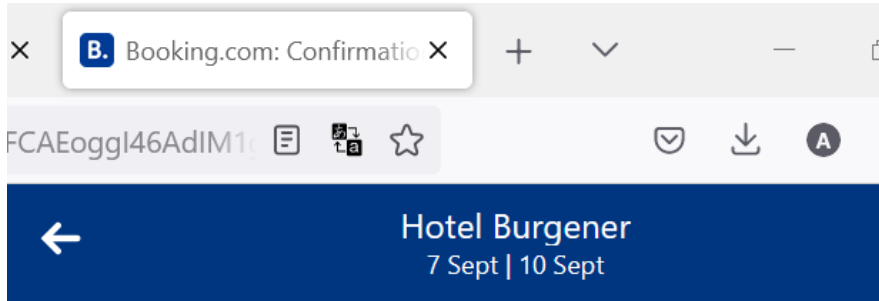
1. Cultures and approaches to the problem?
2. Governance and how visitor access & transport economics works
3. Appetite for change

Cultures: **Swiss model** *Managed visitor car access...*



Swiss model

Addicted to parking revenue?



Dear Alistair Kirkbride

thank you for your reservation.

Please send us the names and dates of birth of all the guests and an email address so that we can prepare and send you your SaastalCard!

With SaastalCard you can use IN SUMMER all cable cars (excl. Metro Alpin; skiing not incl.) in Saas-Fee and Saas-Almagell as well as PostAuto buses in Saas Valley for free. Moreover, there are other discounts with the SaastalCard (parking, swimming, minigolf...)

Please let us know the latest one day prior to check-in at what time you will arrive at Saas-Fee.
Thank you!



Cultures: **Austrian model** *Integrated, high quality (free?) public transport*

Guestcards in Tirol - Your Ticket to an Unforgettable Holiday

Summer holidays in the heart of the Alps are a journey of adventure into Tirol's alpine landscape. Almost all the holiday regions in Tirol offer a summer card or guestcard entitling visitors to enjoy local attractions and public transport either free of charge or at a discounted rate.

Guestcards are a great way for visitors to Tirol looking to make the most of their time here. They are available from each accommodation provider and... [Read more](#)



Lechtal Gästekarte ❄️❄️ (free of charge)

- **Transport:** Day ticket for buses in the Lechtal Valley for only €3 per person.

[Activities in the Lechtal Valley](#)

[Transport in the Lechtal Valley](#)

[More about guestcard](#)

Lechtal Aktiv Card ❄️ (extra charge)

- **Services included:** Petersboden-Bahn cable car, Steffisalp Express chairlift, Riffkogelhahn cable car, guided walks in the nature park, etc.

[Activities in the Lechtal Valley](#)

- **Transport:** Free hiking shuttle between Streeg, Reutte and Lech am Arlberg as well as to Jöchelspitze, Kaisers and Gramais over the Hahntenjoch mountain pass to Imst and to Bachlabb/Boden, Hinterboarnbach and Namlos

[Transport in the Lechtal Valley](#)

[More about guestcard](#)

Region Seefeld Card ❄️ (free of charge)

- **Services included:** Free or discounted activities in summer and winter, many deals and discounts, special offers.

[Activities in Seefeld](#)

- **Transport:** Unlimited use of buses in the region.

[Transport in Seefeld](#)

[More about guestcard](#)

Gästekarte Osttirol (free of charge) ❄️❄️

- **Transport:** Free use of all public buses in East Tirol. Throughout the year there are buses which run more or less hourly in all the region's valleys. In winter there are special ski bus services.

[Activities in East Tirol](#)

[Transport in East Tirol](#)

Cultures: Austrian model – *Integrated, high quality (free?) public transport*



Summer – Winter – Werfenweng Card One card, many colorful advantages



Fun mobility

What do Bigs, Jet Flyer and Velo-Taxi have in common? The fun vehicles provide lots of fun for the young and the young at heart and their use is free of charge with the Werfenweng Card.

Cultures: Yosemite model – *Timed (car) access, capped volumes*

Yosemite National Park Park Entry Requires Reservations

A reservation will be required to drive into Yosemite National Park from May 20 through September 30, 2022, between the hours of 6am and 4pm.

Reservations are NOT required for entry to Hetch Hetchy

Reservations NOT required for entry between 6am - 4pm

Reservations required for entrance during Peak-Hours (daily)

6am

4pm

KEY DATES

March	April	May	June	July	Aug.	Sept.	Oct.
March 23		May 20			Peak-Hours Reservations Required		Sept 30

Reservations open (70% for ALL reservation dates) remaining 30% released 7 days before arrival date

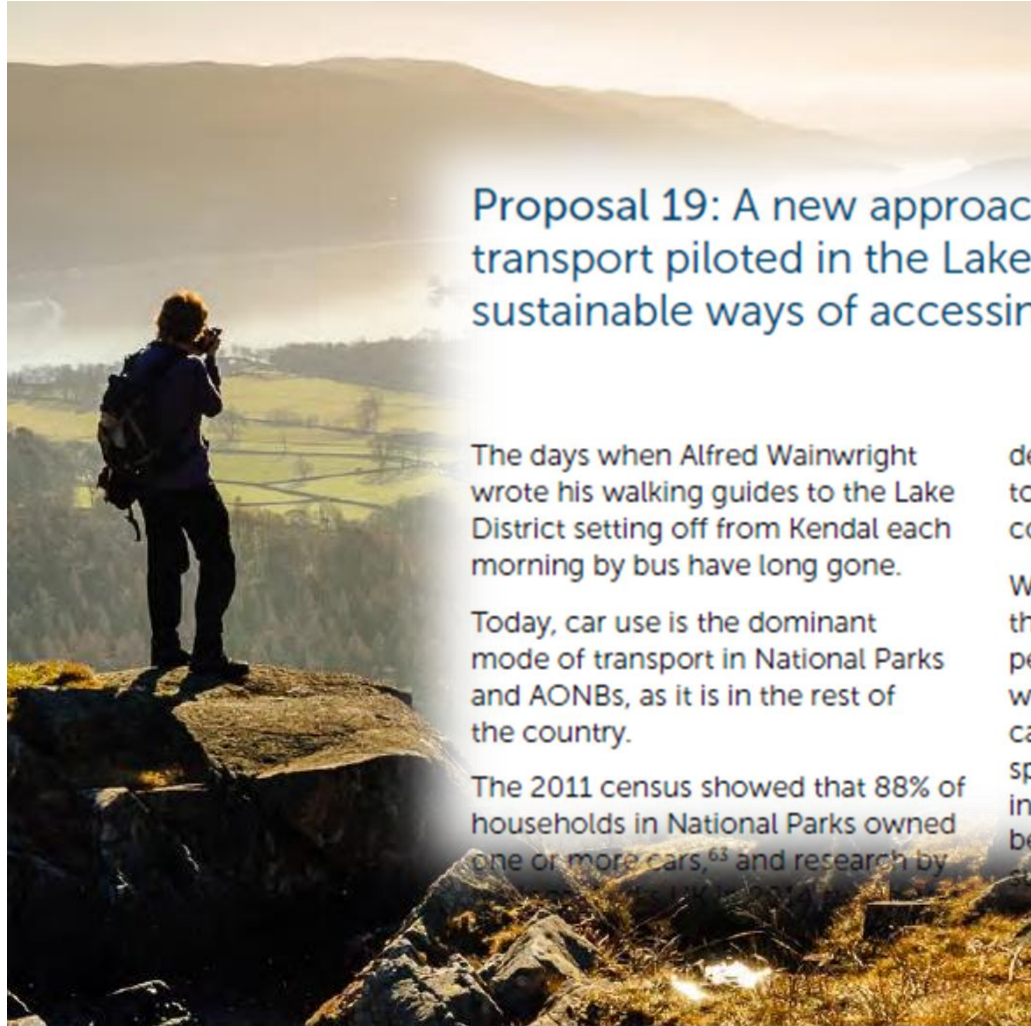
Visitors can enter with:

- Peak-Hours Reservations
- In-park camping, lodging, or vacation rentals
- Wilderness or Half Dome permits
- Regional transit or tour groups

For the latest park information
NPS.gov/yose



Governance: Glover Review



Proposal 19: A new approach to coordinating public transport piloted in the Lake District, and new, more sustainable ways of accessing national landscapes

The days when Alfred Wainwright wrote his walking guides to the Lake District setting off from Kendal each morning by bus have long gone.

Today, car use is the dominant mode of transport in National Parks and AONBs, as it is in the rest of the country.

The 2011 census showed that 88% of households in National Parks owned one or more cars,⁶³ and research by

deterrent to car use and an incentive to National Parks to tolerate their continuation.

We don't think all car use is wrong, or that it can be ended. But we do think people should be given a choice and we also think that unlimited car use can spoil the natural beauty of the special places people come to see in the first place. It is not much fun being on the shores of somewhere such as Windermere on a bike or on foot when the AFD? is noisy


Landscapes Review


We want our national landscapes to work together with big ambitions so they are happier, healthier, greener, more beautiful and open to everyone.

→ ↻ 🏠 ✉️ 🔒 <https://integratedtransport.org.uk/could> 📄

FIT Foundation for Integrated Transport ABOUT ~ WORK

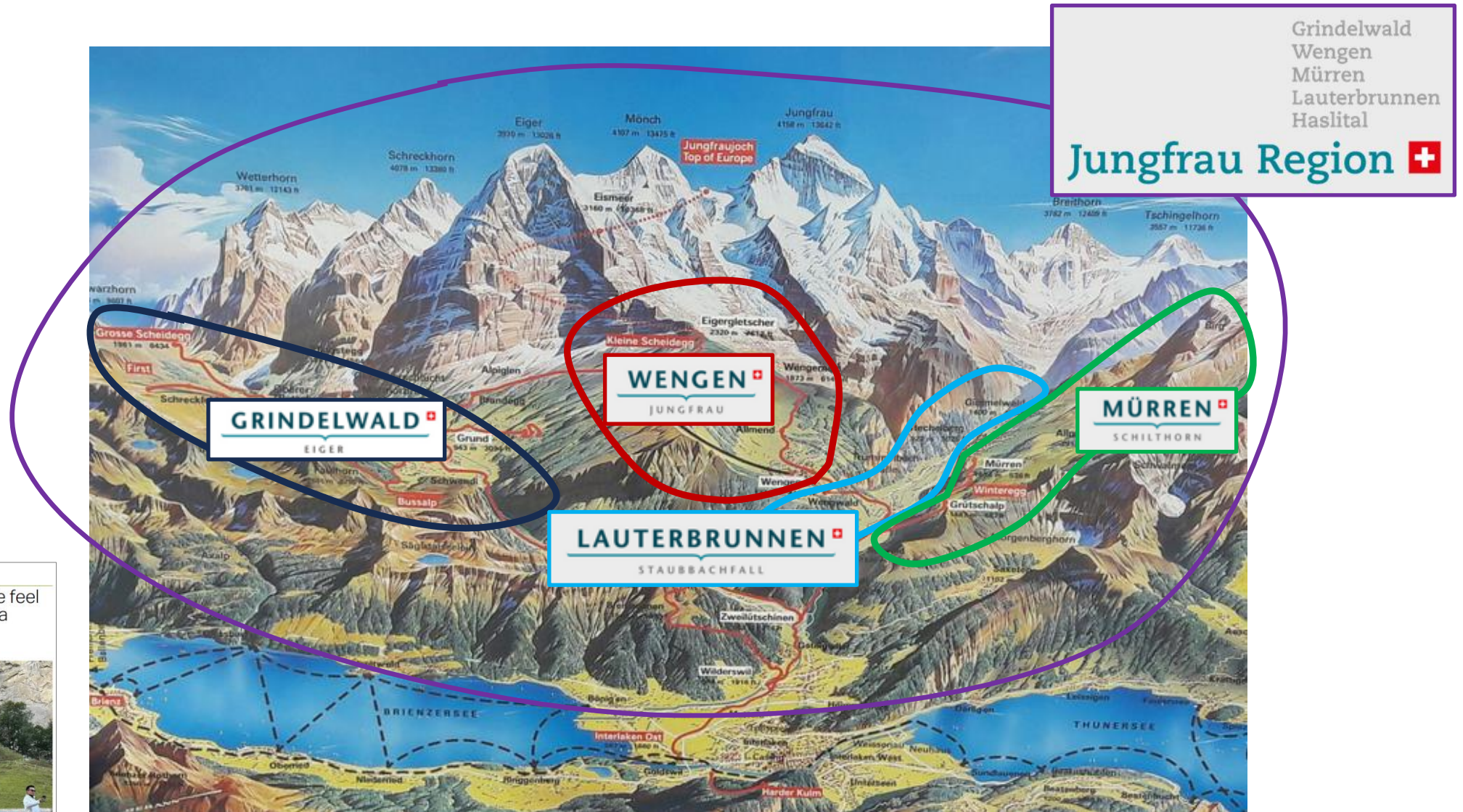
Could different governance unblock long-standing National Park access and transport problems?

 **Alistair Kirkbride**
Alistair Kirkbride was awarded a FIT fellowship in 2020



- Who involved
- Partnership structure
- Appropriate powers and abilities

Governance: Locality-focussed



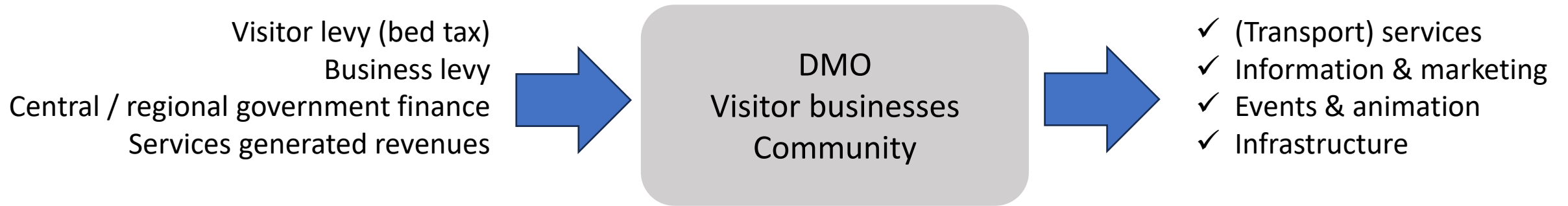
swissinfo.ch Swiss perspectives in 10 languages
Life & Aging

Mass tourism: "We feel like employees in a theme park"



▲ The "Invasion" trap: Lauterbrunnen is flooded with people from all over the world because of the Staubbach waterfall. For many local residents, these tourists are a major inconvenience. SRF / Adrian Müller

Governance: **Locality-focussed decision making & spend**



Governance: **Locality-focussed decision making & spend:** *UK structures?*

The Westmorland Gazette

Tourist tax could raise £17.5m for the Lake District National Park

21st March

LAKE DISTRICT NATIONAL PARK AUTHORITY ENVIRONMENT NATURE CUMBRIA



ZAFIRO HOTELS



Introducing Tourism Business Improvement Districts in England

Published by the English Core Cities DMO Group and VisitEngland – December 2011

Business Improvement Districts for Coastal Communities



Department for Transport

The Bus Services Act 2017
New powers and opportunities

Governance: Locality-focussed decision making & spend: *On what?*



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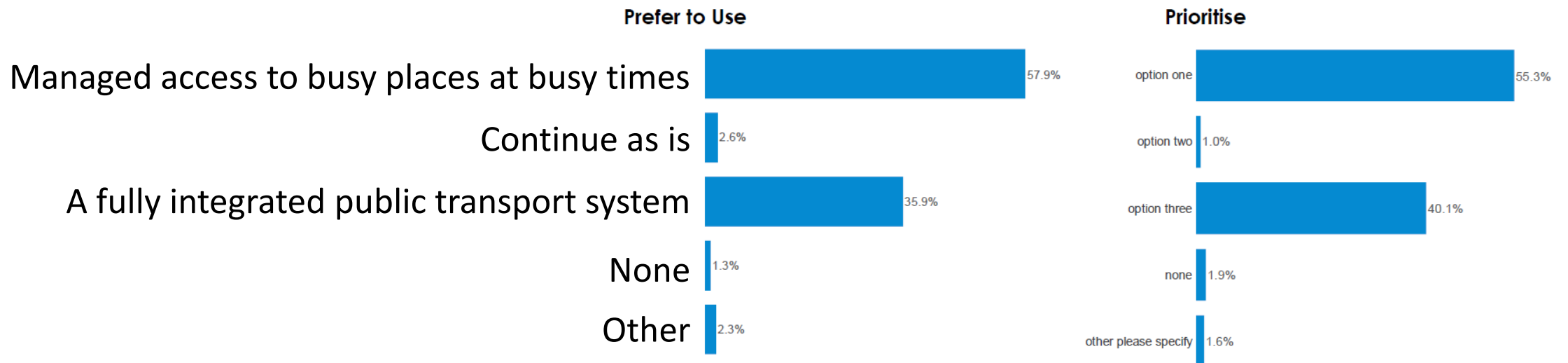
Appetite for change?



The screenshot shows the BBC News website interface. At the top, there are navigation links for Home, News, Sport, and Weather. Below this is a red banner with the word 'NEWS' in white. Underneath the banner are several category links: Home, Israel-Gaza war, Cost of Living, War in Ukraine, Climate, UK, World, Business, and Politics. A sub-menu for Wales is also visible, including Wales Politics, Wales Business, North West, North East, Mid, South West, and South. The main headline reads 'Snowdon: Pre-booked parking introduced at Pen-y-Pass' with a sub-headline '© 19 August 2020'.



More than 500 cars were parked along the roads in Snowdonia last month



And so...

1. Tested components for better leisure travel exist.
They need combining
2. What is /could / should be (a) UK culture(s) for doing this?
3. Needs different governance & local economic decision making
Key structures already exist
4. Transport designed as an element of visitor experience and marketable product rather than “transport”

Thank you

alistair@lowcarbondestinations.org