

Visit Lake District, Cumbria

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Cumbria Tourism

What's for 2024?

New sustainable beauty experiences with Pure Lakes Skincare:

Located in the village of Far Sawrey in the heart of Beatrix Potter country, natural skincare company Pure Lakes is launching new masterclasses in candle and soap-making this February.

Visitors can discover the art of creating their own essential oil blend tailored to their unique preferences and therapeutic needs, before learning how to make their own soap using the bespoke blend. Or they can embark on the journey of infusing their own aromatic blend into a natural soy wax candle.



Combine with a visit to nearby Hill Top, Beatrix Potter's home; and the newly opened Grasmere Gingerbread shop in Hawkshead. Also enjoy creative chocolate-based experiences at the Chocolate Factory Hawkshead.

Spinning Jennies: New lifestyle destination in the 'Gateway to the Lakes'



Artisans and independent businesses are at the heart of Spinning Jennies – an exciting redevelopment in Kendal, set to open in phases throughout 2024.

This one-stop lifestyle destination will include 'Penn': a lifestyle store stocking only Cumbrian products created by some amazing local artisans; and 'LOOM': a food hall featuring six different kitchens along with a bar offering over a dozen keg and cask ales, a cocktail list and fine wines.

The development has already seen the opening of 'A Days Walk Farm Shop & Deli' which focuses on fresh, locally sourced Cumbrian produce.

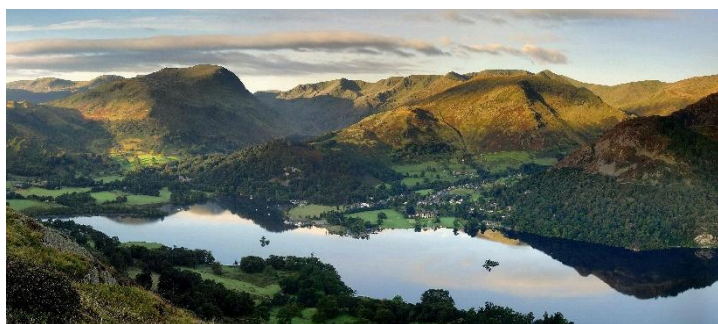
New attraction launches at [Zip World, Windermere](#)

Treetop Drop, an exhilarating and nerve testing 32ft freefall drop, launched at Zip World Windermere on 22nd March. The new attraction will become part of the offering available at the existing high octane adrenaline Zip World site at Brockhole, Windermere.

Suitable for anyone aged five years and above, the new adventure is the ultimate daredevil challenge. The vertigo inducing 32-foot platform offers the initial rush of a freefall with the knowledge that Zip World's safety system will kick-in for a slow and final descent to the ground. 'Drops' can be purchased either as a single Drop or bundle up to try two or three Drops. Drops will be available to purchase from £15 for one, £20 for two and £25 for three attempts.

Historic [Ullswater Inn](#) set to reopen:

Following a 12 month, multi-million-pound refurbishment, the historic Ullswater Inn reopened on 15 February 2024 and increases its capacity to 57 bedrooms.



The inn has a heritage of more than 150 years of providing hospitality in the village of Glenridding overlooking Ullswater.

Transforming the former reception and communal areas has created a traditional-style pub complete with log burning stoves, and seating to provide 254 covers, with feature windows. An outdoor seating area for 140 has also

been created.

Offering spectacular views, it's an ideal base for climbing Helvellyn, exploring Aira Force or cruising with Ullswater 'Steamers'.

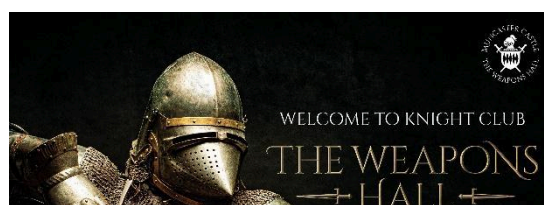
Donald Campbell's Bluebird K7 to return to Coniston

This spring will see the return of Donald Campbell's world record breaking Jet Hydroplane, Bluebird K7 to Coniston. It will be conserved and displayed in her forever home in the Bluebird Wing of the [Ruskin Museum](#) in the centre of Coniston.

Campbell has a long history with the village of Coniston and is buried in Coniston Cemetery. He set many world water speed records before crashing on Coniston Water in January 1967. The boat lay hidden on the bottom of Coniston Water for 34 years before being recovered in 2001. However, it has taken until now for Bluebird to return to the village and go on display for all to enjoy.

[Medieval Weapons Hall](#) to open at Muncaster Castle:

An exciting new immersive experience, this attraction is the biggest development in years at the castle and will allow visitors to try their hand at the skills of a medieval knight.



The Weapons Hall at Muncaster is a purpose-built, covered, training ground where visitors will tackle archery and crossbow skills, jousting, sword-fighting and axe throwing – all under the guidance of skilled experts. The Weapons Hall will be suitable for adults as well as children from the ages of 8 years and upwards. It'll be available for corporate events and private parties. It's due to open in time for this year's main visitor season at the castle which starts on March 23rd.

The Weapons Hall will also have a medieval tavern and coffee bar for thirsty would-be knights. Each activity will last around 1 hour including safety instruction and activity training. The bonus activities of Sword fighting and jousting will last around 15 minutes.

The Weapons Hall will also be available as part of a full "Medieval Experience Day" which the castle is launching this year and will also include a private owl flying session and private tour of the 800 year old castle.

50th anniversary of 'Swallows and Amazons':

2024 marks 50 years since the famous 1974 British film adaptation of 'Swallows and Amazons', based on the 1930 novel by Arthur Ransome.

Visit the locations that originally inspired and captivated the imagination of many generations to follow....

- Let outdoor adventure company [Joint Adventures](#) guide you around Coniston Water and travel to places only accessible by canoe or Kayak, such as 'Secret Harbour' on 'Wild Cat Island'.
- If you fancy exploring on your own you can have a totally authentic experience by hiring a dingy in true 'Swallows' style or for a modern twist you could even try your hand at stand up paddle boarding from the [Coniston Boating Centre](#).
- For a more relaxing way to explore take an afternoon cruise on [Coniston Launch](#) and travel down the peaceful east side of the lake to find locations including 'The Amazon River' and 'Octopus Lagoon'.
- See the sail dingy Mavis – Ransome's inspiration for the fictional Amazon on display at Coniston's [Ruskin Museum](#).
- If you're hooked on adventure, head to Ullswater for a kids' Swallows and Amazons adventure with [Glenridding Sailing Centre](#).



Upcoming Events

[New Light Prize Exhibition, Rheged](#) (15 March – 2 June 2024)

Celebrating and promoting the best of Northern Art, this biannual exhibition will be returning to Rheged as part of a UK tour. It will feature works by a number of Cumbrian Artists including past winner Alan Stones (Eden Valley), Ceri Allen (Carlisle), David Cemmick (Eden Valley), Catherine Macdiarmid (Kendal), Joan Prickett (Blindcracke) and Mark Gibbs (Carlisle), Anna Thomas (Lake District), Brian Shields (North Eden), Beatrice Livesey (Cartmel), Kate Bentley (Solway), Stefan John Orlovski (Ulverston).



'OR' art installation, Lowther Castle (19 April – 6 May 2024)

Following the success of Ten thousand Daffodils last year, Lowther Castle will welcome a new art installation called OR - so called because the Lowther Crest is based around the colour gold. It will see 520 gold flags placed on the lawns in front of the castle and overall, the display will measure around 320m x 45m, creating an installation of a scale rarely seen – over 5 times the size of the Turbine Hall at Tate Modern in London.

The experience of walking among these flags will be highly sensory. Not only will the flags create a mass of colour but they will also crack with the wind. Visitors who walk to the top of the installation will gain an incredible view of the castle, standing proud in a sea of gold.



Penrith launches inaugural Beer Festival (14th & 15th June 2024)



As a county that is well known for its craft ales and micro breweries, it should come as no surprise that a brand new Beer Festival is set to come to Penrith this summer. Taking place in the picturesque Frenchfields in Penrith, there will be a line-up of more than 10

breweries showcasing a range of flavours and styles from crisp lagers and classic ales to more robust stouts. There will also be live music and food vendors.

Media Enquiries

There are plenty of ideas and inspiration about our hugely diverse county on our visitor-facing website www.visitlakedistrict.com, including **suggested itineraries**, **things to do**, **'what's on'** and **our destination blog**.

Accredited journalists looking for free images of the Lake District, Cumbria, can request access to the Cumbria Media Library. All we ask is that you always credit www.visitlakedistrict.com

The Cumbria Tourism team can also help source **travel-related facts/figures**, as well as helping to set up **interviews and filming opportunities** with tourism and hospitality businesses and industry experts. With advance notice, we are happy to consider **press and influencer trip requests** and help journalists with **itinerary planning**.

Getting Here



By rail

The county is easy to reach by rail, thanks to three stations on the main UK West Coast mainline, with regular arrivals and departures at Oxenholme, Penrith and Carlisle. The Lake District is under 3 hours away from London Euston, 2 hours from Glasgow and Edinburgh. Manchester has a direct train service from the airport itself taking just an hour.

By car

The Lake District is 15 minutes away from the M6 motorway. Approximately 4 hours' drive from London, 2 and a half hours from Glasgow and Edinburgh and Manchester is around 1 and a half hours drivetime from the Lake District. The M6 motorway travels through Cumbria – with junction 36 near Kendal, junction 40 at Penrith and junctions 42-44 at Carlisle all accessing the county.

By sea

There are ferries from Belfast and Dublin to Liverpool, Holyhead and Cairnryan. Road and rail networks link these ports with the Lake District, Cumbria.

By air

Cumbria is served by several airports including Manchester, Liverpool, Newcastle, London, Glasgow and Edinburgh.

While you're here, why not go car free?

We have an excellent bus network, courtesy of Stagecoach. The 555 bus route which cuts through the heart of Cumbria - taking in some of the most popular towns and villages including Kendal, Windermere, Ambleside, Grasmere and Keswick - has repeatedly been named as one of the UK's best scenic bus journeys.

Visitors using this route can continue to take advantage of the £2 flat fee to travel on the 555 until at least June 2024. This same flat rate applies to almost all bus routes throughout the county.

Ideas and itineraries for a car free holiday in Cumbria can be found at:

[Sustainable Stays - Visit Lake District](#)