

Is this franchising?

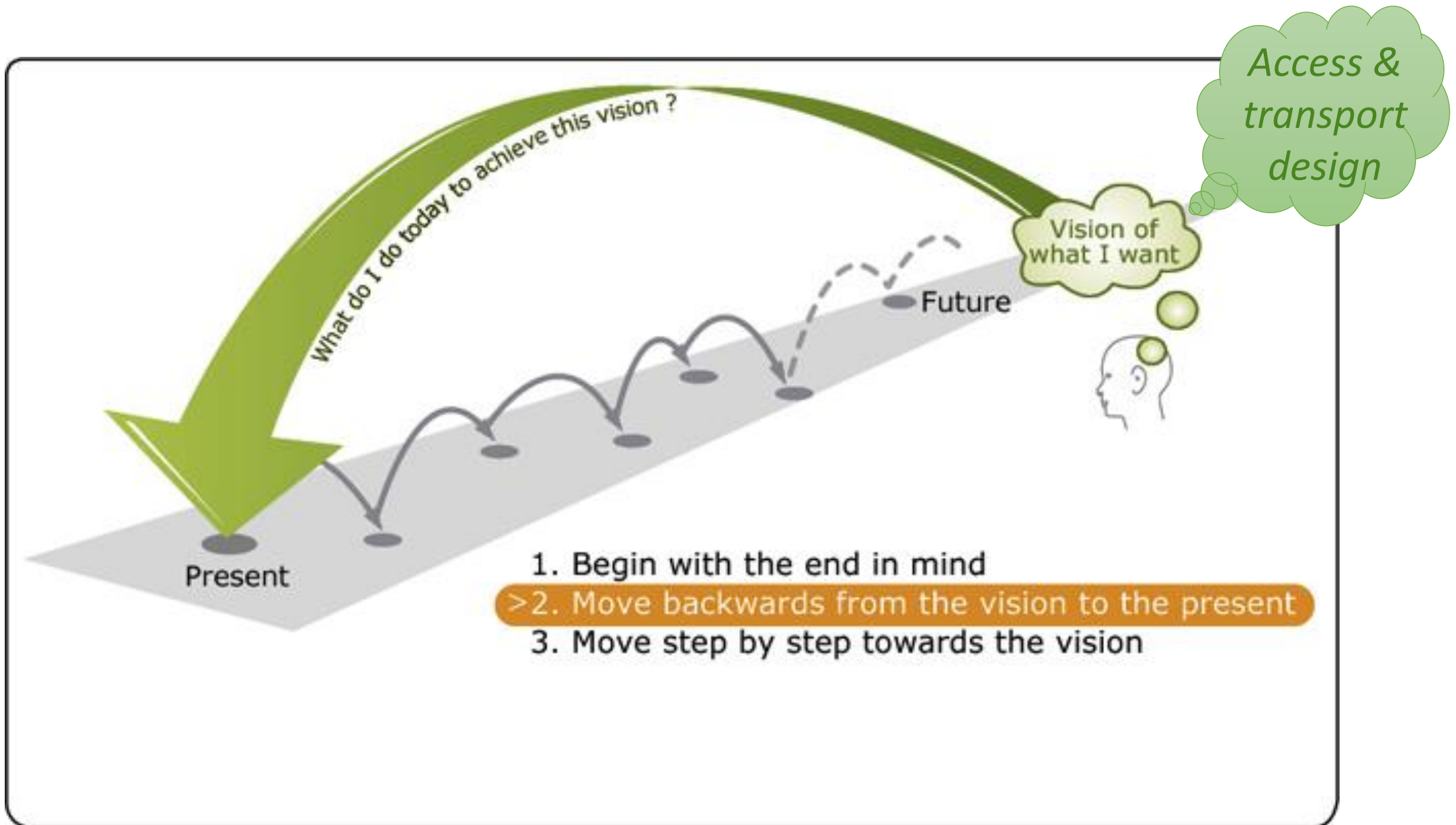
*Designing world-class access & transport
in Lake District valleys*

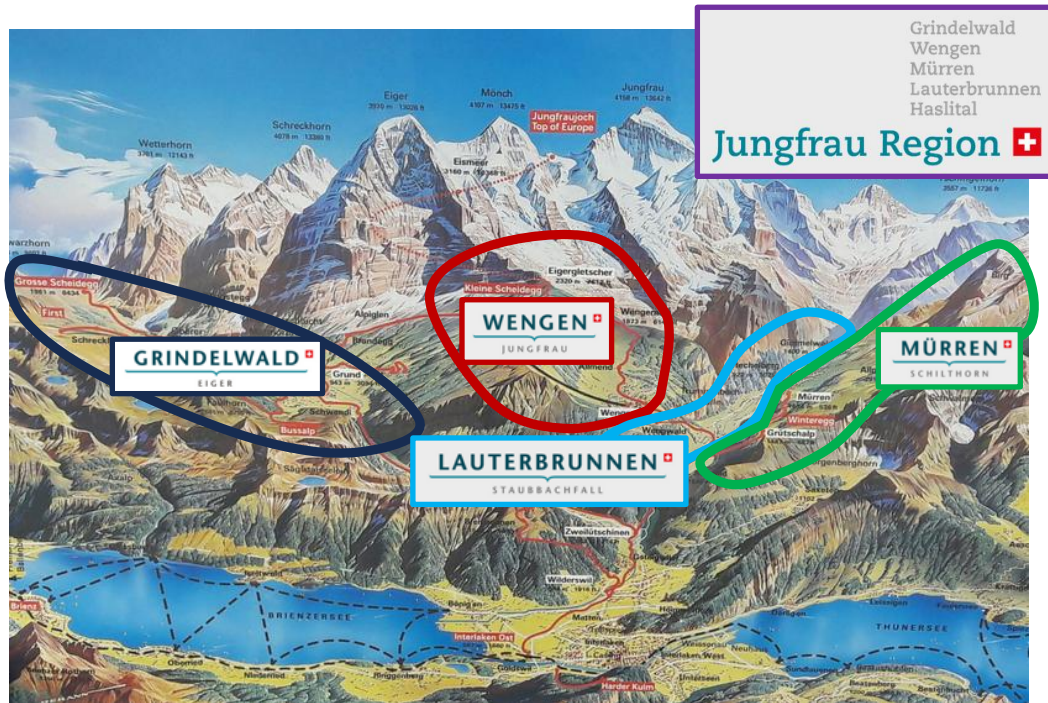
Alistair Kirkbride
September 9th, 2025

the
CHURCHILL
fellowship

LOWCARBONDESTINATIONS.ORG







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](#)

Tirol
AUSTRIA



Saas-Free
Saastal

Ab der 1. Übernachtung sind im Sommer und Herbst die **Bergbahnen*** und das **PostAuto** im Saastal **inklusive**.

*exklusive Standseilbahn Metro Alpin



saas-free.ch/saastalcard

From your first overnight stay, you will receive the SaastalCard, which allows you to use cable cars (except Metro Alpin) and the Postbus in the Saas Valley free of charge during your stay (plus optional arrival or departure day)! You also benefit from up to 30% discount on numerous activities.

1 - BOOK



Book your summer or winter holiday in one of our many accommodations* and make your way to us in Werfenweng.



2 - SELECT CARD



Choose between Werfenweng Card BASIC or Werfenweng Card PLUS (two variants). Would you like to purchase your Werfenweng Card before you arrive? Then contact your host. On site you then have the opportunity to buy your Werfenweng Card online by scanning the QR code. You will receive the QR code at check-in. You are not online savvy or you don't have a credit or debit card? Then you can also purchase your Werfenweng Card on site at the Werfenweng Tourist Office.

3 - EXPERIENCE



As soon as you have purchased your personal Werfenweng Card, you can enjoy all included services**.

4 - EXPERIENCE SOME MORE



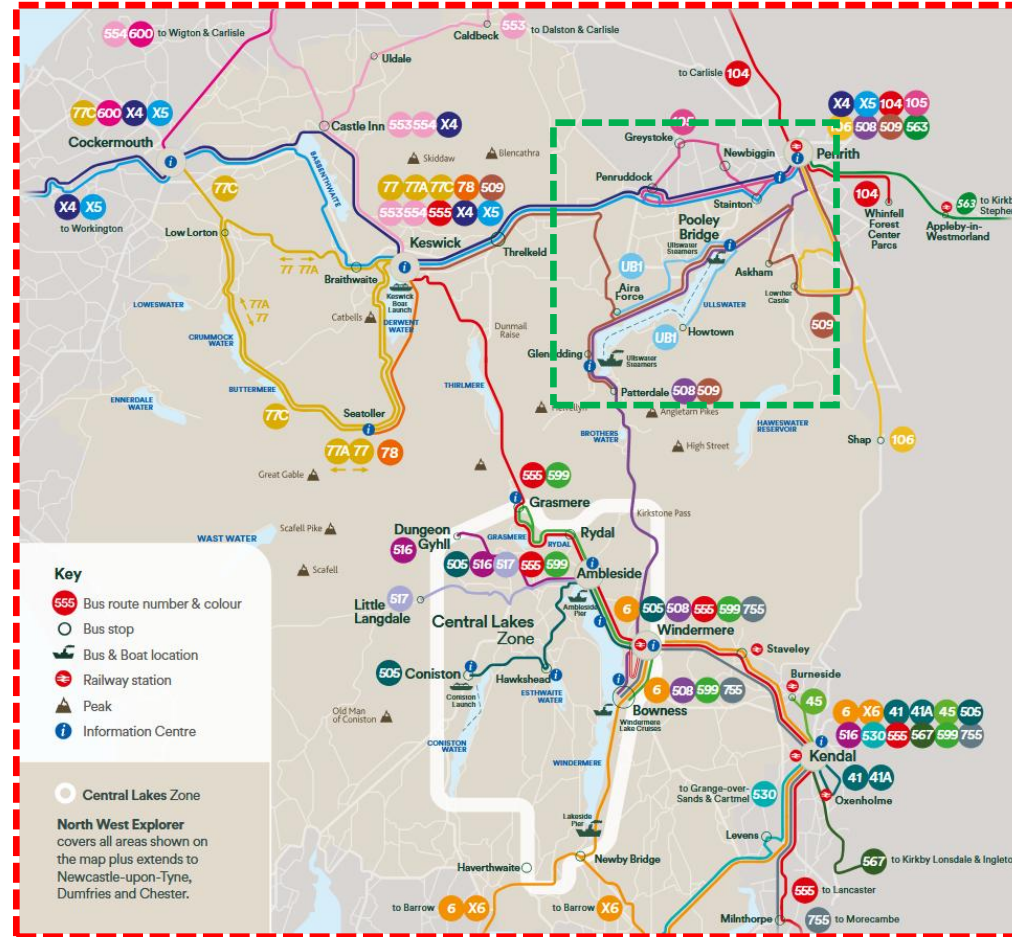
In addition to the included mobility offers, you get a certain number of points (depending on the type of card). The points are your personal holiday currency, which you can exchange for various activities and offers.



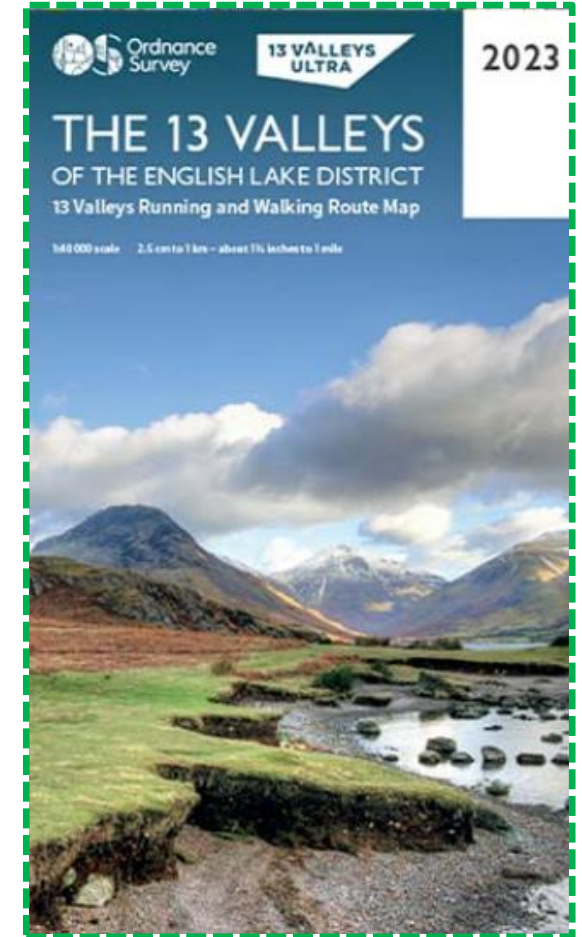
Scale



1 LTA

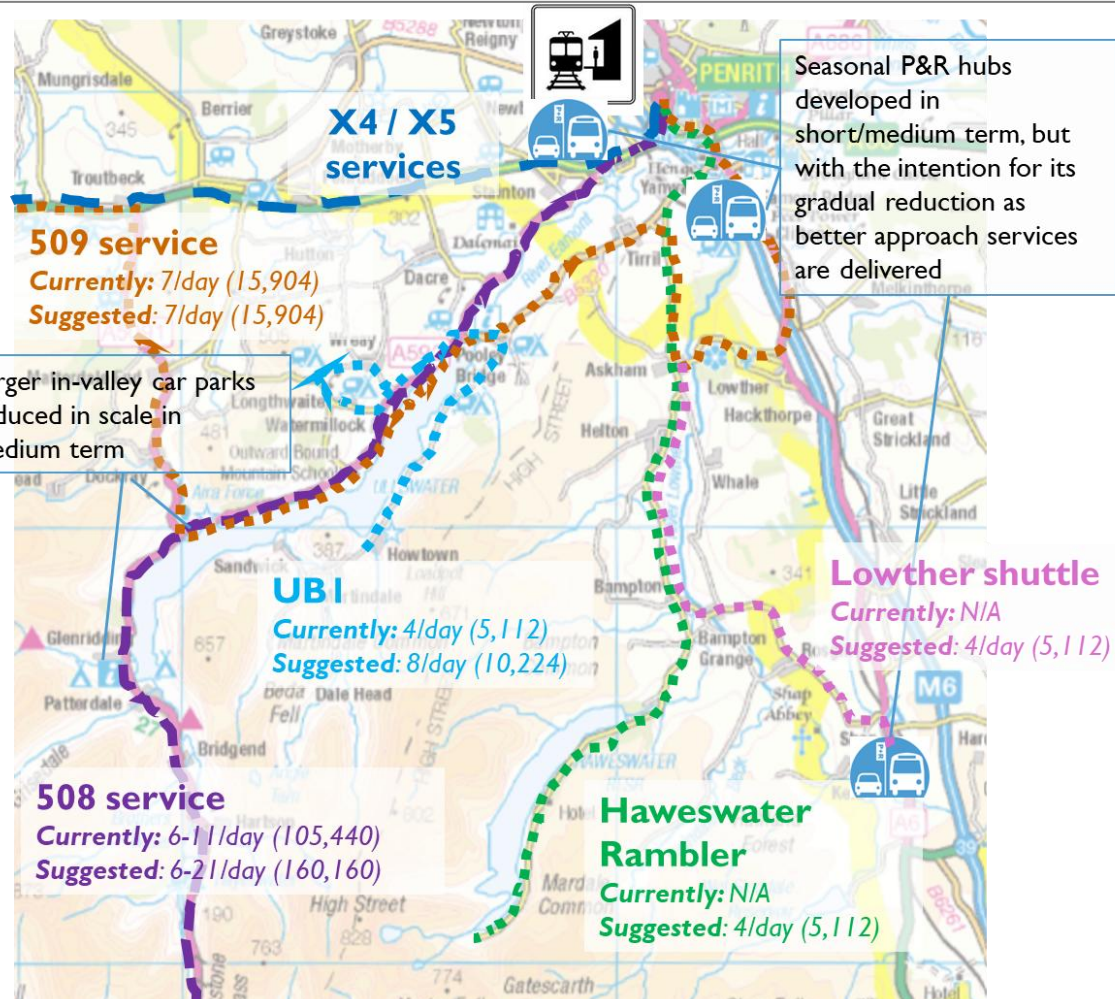


2 National Park



3 Valley

Scale



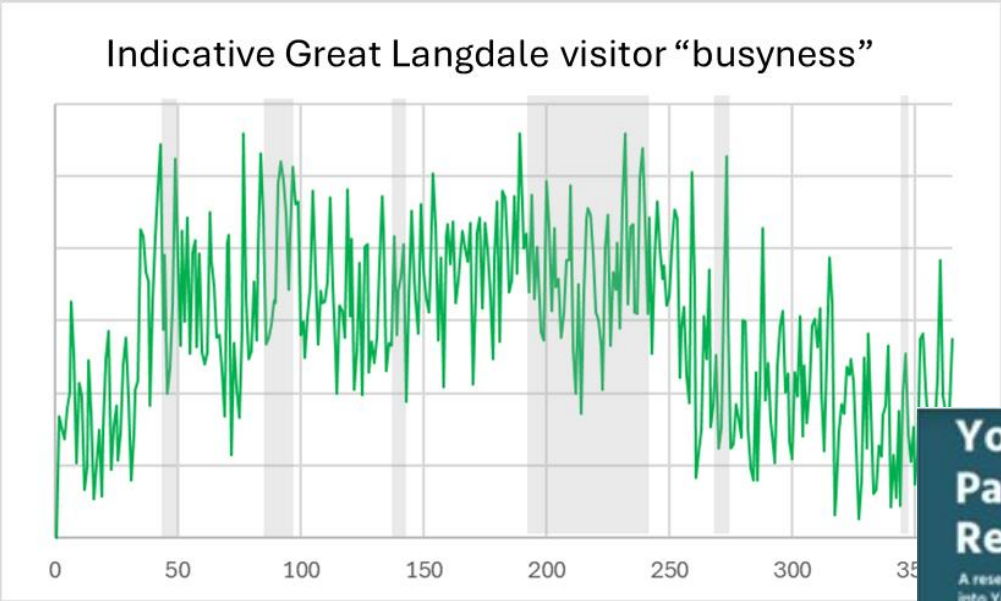
- Expanded capacity $\approx 600,000 \approx 59\text{-}75\%$ of all visitors
- Estimated cost for enhancements (contracted): £142,000



Through local projects, SITU promotes, encourages and works towards the creation of a sustainable and integrated transport system for the Ullswater valley which will benefit residents, local businesses and visitors in keeping with the World Heritage status of the Lake District National Park.

Seasonality & volumes

Indicative Great Langdale visitor “busyness”



	Existing (excl pop-up)	Carrying capacity	Difference
 Visitor parking capacity	588	390	198
 Estimated annual parked cars	208,019	137,972	70,047
 Estimated annual car visitors 2.5	520,048	344,930	175,118

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

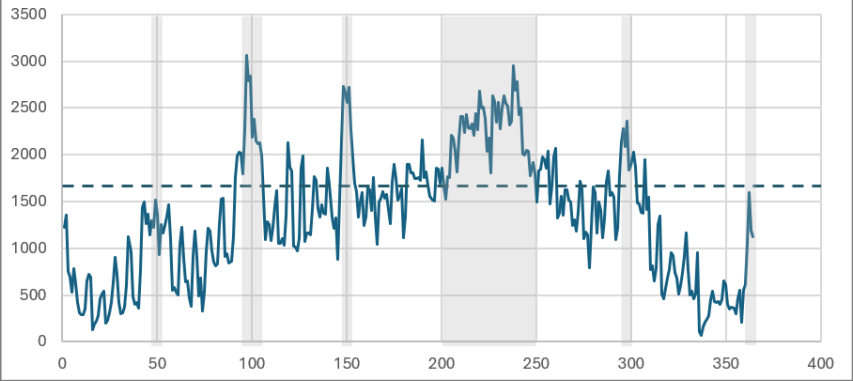
March	April	May	June	July	Aug.	Sept.	Oct.
March 23		May 20				Sept 30	
Reservations open (70% for ALL reservation dates) remaining 30% released 7 days before arrival date		Peak-Hours Reservations Required					

Visitors can enter with:

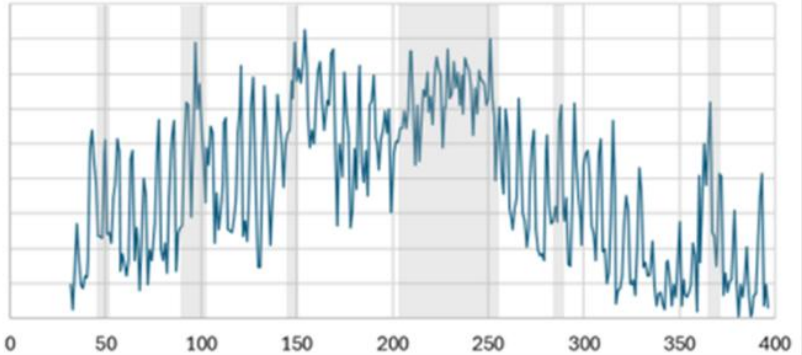
- Peak-Hours Reservations
- In-park camping, lodging, or vacation rentals
- Wilderness or Half Dome permits
- Regional transit or four groups

For the latest park information
NPS.gov/yose

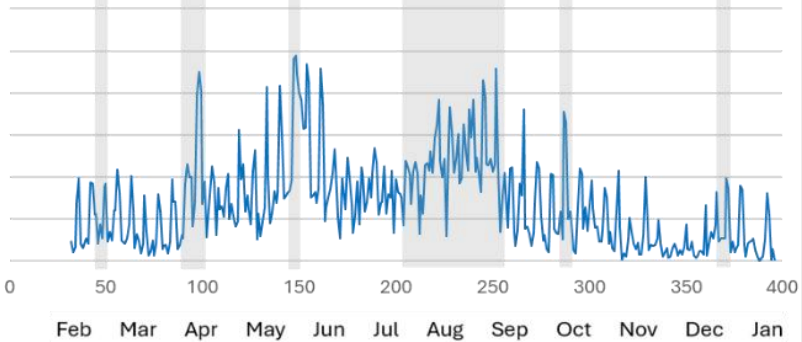
Modelled car-based visitor volumes for Hawkshead locality



Eusemere car park 2023



Glenridding car park 2023



→ 2 models?

1. Annual micro franchise

- National park or valley scale?
- Services are currently mainly commercial
- Benefits to
 - Users (visitors, residents)?
 - LTA?

2. Seasonal as part of visitor access management deal?

Modes?

werfenweng

All activities

Werfenweng Card - WWC

Mobility

Fun mobility

WWC Activities

Events

All Opening Hours

Mountainbike

Hikingtours

Map

Search activities and locations

Go

Guest Mobility Ticket

W³-Shuttle

127 m from Dorfplatz

WWC free

Dorfshuttle E-LOIS

127 m from Dorfplatz

WWC free

Electric cars

127 m from Dorfplatz

PLEASE CHANGE YOUR SEARCH TO GET NEW RESULTS

Biga

299 m from Dorfplatz

Renault Twizy

299 m from Dorfplatz

Golfcart

299 m from Dorfplatz

Fat Max

299 m from Dorfplatz

Gaudiradl

299 m from Dorfplatz

Segway

299 m from Dorfplatz

Velotaxi

299 m from Dorfplatz

Mini Me

299 m from Dorfplatz

Super Soco

299 m from Dorfplatz

SCOOTER COMSCOOT MAX

299 m from Dorfplatz

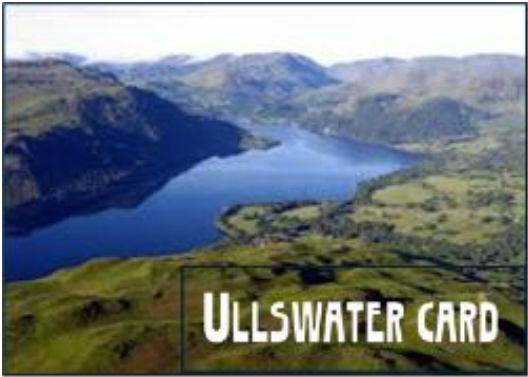
SCOOTER COMSCOOT

299 m from Dorfplatz

Jetflyer

299 m from Dorfplatz

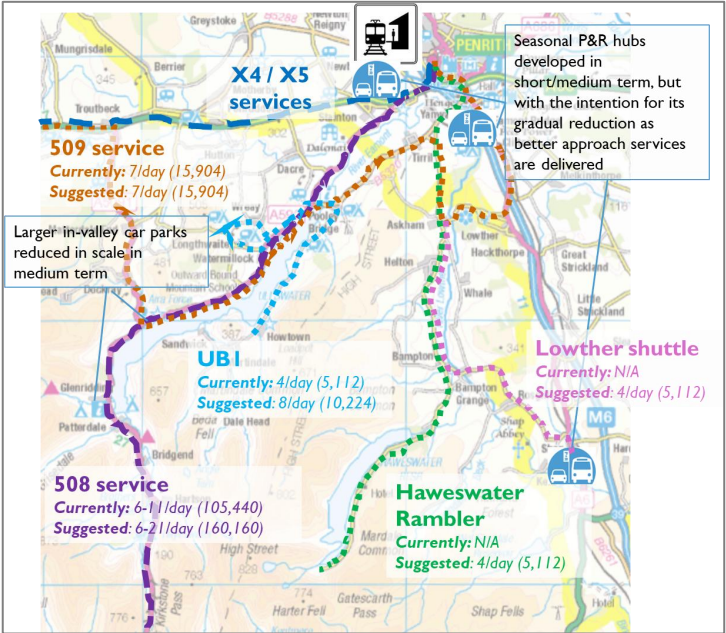
PLEASE CHANGE YOUR SEARCH TO GET NEW RESULTS



=

Enjoy the freedom to explore the Lake District by bus with new inclusive bus and parking tickets.

+



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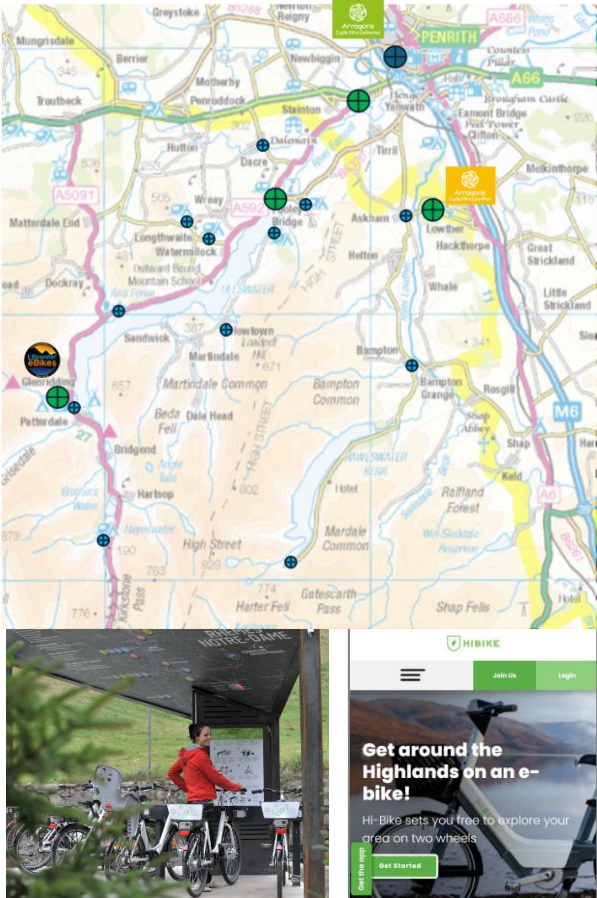
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X



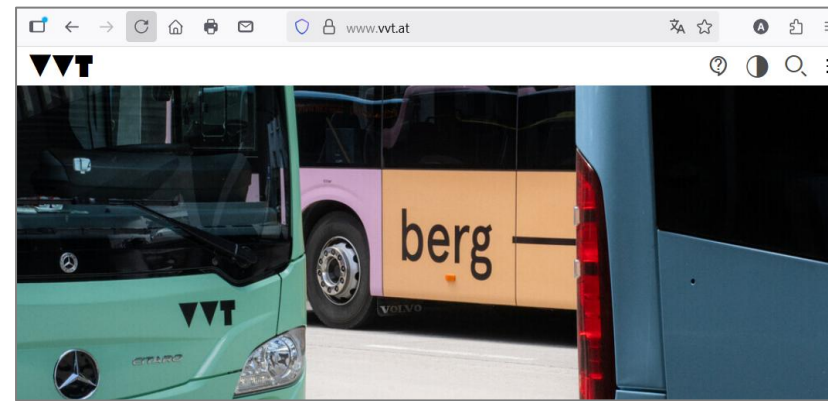
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Touristischer Verkehr

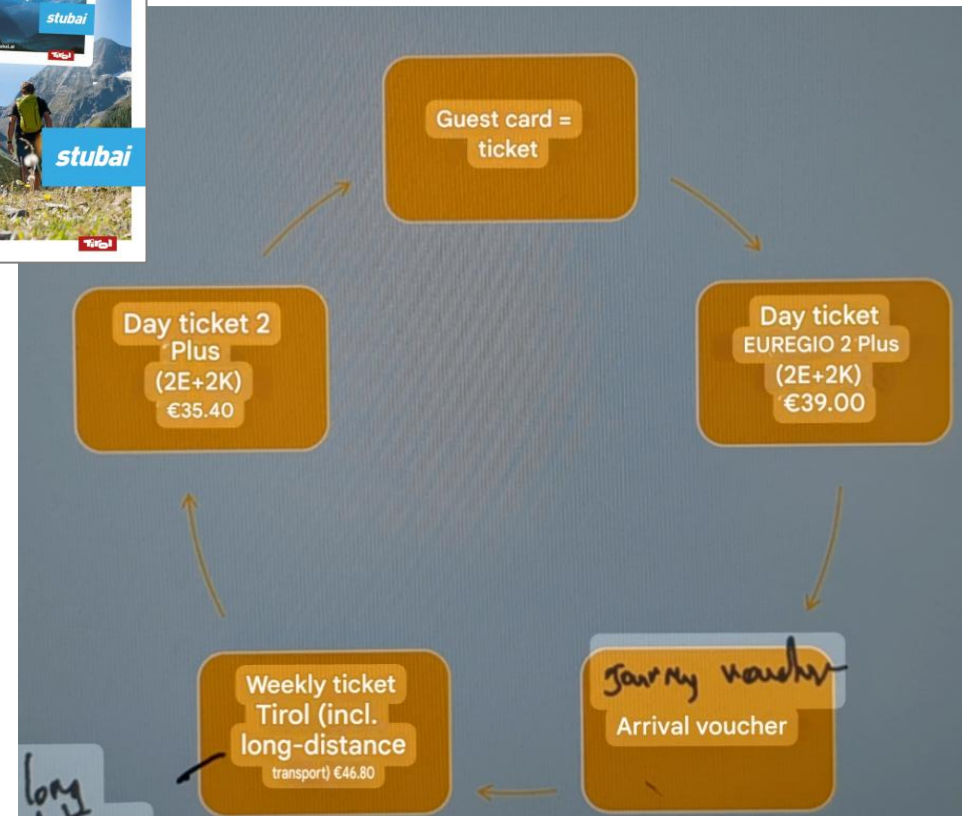
Ziele

ERHÖHUNG DES ANTEILS
ÖFFENTLICHER ANREISE
VON 10 % AUF 20 % BIS
2035



Strategien/Übereinkommen:

- Regierungsübereinkommen Bund und Land
- Mobilitätsmasterplan ✓
- Der Tiroler Weg ✓
- Tiroler Nachhaltigkeits- und Klimastrategie



Tourist traffic

Goals

INCREASE THE SHARE OF
PUBLIC TRAVEL FROM 10% TO
20% BY 2035

Strategies/Agreements:

- Federal and state government agreement
- Mobility master plan ✓
- The Tyrolean Way ✓
- Tyrolean sustainability and climate strategy

So what could franchising look like for rural visitor areas?

- I. Model 1: Annual franchise for national park.
 - *Why?*
2. Model 2: Valley-scale bus micro-franchise
 - *Seasonal?*
 - ...as part of deal
 - a. a demand management plan
 - *Seasonal visitor car access capping (Yosemite model)*
 - *Public sector manage demand – push volumes to PT*
 - b. “Guest card” visitor access pass(es) implementation
 - *Approach by car / by other*

Thank you

alistair@lowcarbontourismdestinations.org