# WINDERMERE LAKE CRUISES

Media
Pack

## Windermere, Top 10 Fast Facts

- At 10.5 miles long and 200 feet deep, Windermere ('mere' meaning 'lake') is England's longest natural lake. It was created during the Ice Age when glaciers carved out a deep valley which gradually filled with water.
- Official figures from VisitEngland show Windermere Lake Cruises ranks high in the top ten list of 'paid for' visitor attractions, occupying a top-five position for several years - with 1.63 million passenger journeys annually.
- Windermere Lake Cruises currently operates 16 vessels, including 3 historic 'steamers', 4 traditional wooden launches and 9 waterbuses. There is also an array of self-drive vessels and rowing boats.
- There are 100+ daily scheduled sailings on the lake at the height of the summer season. They vary between 30 minutes and 90 minutes in length and can include round trips or one-way sailings from one part of the lake to another.
- Passengers can sail from several lakeside locations including Waterhead (Ambleside), Bowness and Lakeside, with new links to a network of easy walking trails and family-friendly cycling routes.
- Windermere's tranquil western shore is renowned as one of the poet William Wordsworth's favourite walking spots. He said, "None of the other lakes unfold so many fresh beauties".
- Built in 1891, the iconic MV Tern is the lake's oldest 'steamer' and even hosted the Olympic Torch as part of its nationwide relay for the 2012 Olympic Games.
- Windermere is home to a variety of rare wildlife including the goldeneye duck, tufted duck, red-breasted merganser and pochard. Red deer roam the ancient woodland on the lake's western shore and it is one of the few places in the UK where you might spot a red squirrel.
- Windermere has inspired generations of artists, writers and poets. Take the famous 'Swallows and Amazons' adventure books by Arthur Ransome and the recent film production.
- Sail on one of Windermere's historic vessels and follow in Royal footsteps. Her Majesty the Queen has sailed on board 'MV Teal' twice (1956 and 2013), while 'Queen of the Lake' also participated in the Diamond Jubilee Pageant.
- Windermere Lake Cruises also operates an eco-friendly 'self drive' fleet of small electric boats for private hire. With zero carbon emissions and virtually no noise, the so-called 'Mystics' are ideal for exploring the tranquil western shore of Windermere and its many hidden islands and bays.

## Latest Developments

- **Group package showcases World Heritage status:** To celebrate one year of the Lake District's inscription as a UNESCO World Heritage Site, visitors can enjoy a 'Lakeland Heritage' group package. Combining the region's blend of culture, heritage and nostalgia, it will include:
  - A cruise on one of Windermere Lake Cruises' three historic 'steamers', which are all part of the National Historic Fleet.
  - The splendour of Blackwell, The Arts & Crafts House - an outstanding example of British architecture.
  - A more unexpected side of the Lakeland Motor Museum, including an insight into the area's role as a cradle of the Industrial Revolution.

- **First new 'Steamer' launched onto Windermere for 80 years:** Windermere Lake Cruises launches a new, 300 seat boat onto England's longest lake in 2020. MV Swift is expected to be in service from mid to late 2020, adding to the fleet of traditional 'steamers' and launches. 1938 and still sails majestically on Windermere today, carrying up to 560 passengers on each journey.

- **Sailings being to new world class museum:** Windermere Lake Cruises now operates a new service to carry passengers to and from 'Windermere Jetty Museum of Boats, Steam and Stories', a new museum with a nationally significant historic boat collection on the shore of the lake.



The Lake District is a UNESCO World Heritage Site

A new boat for Windermere

Electric self-drive boats available for hire

Windermere Jetty: Museum of boats, steam & stories
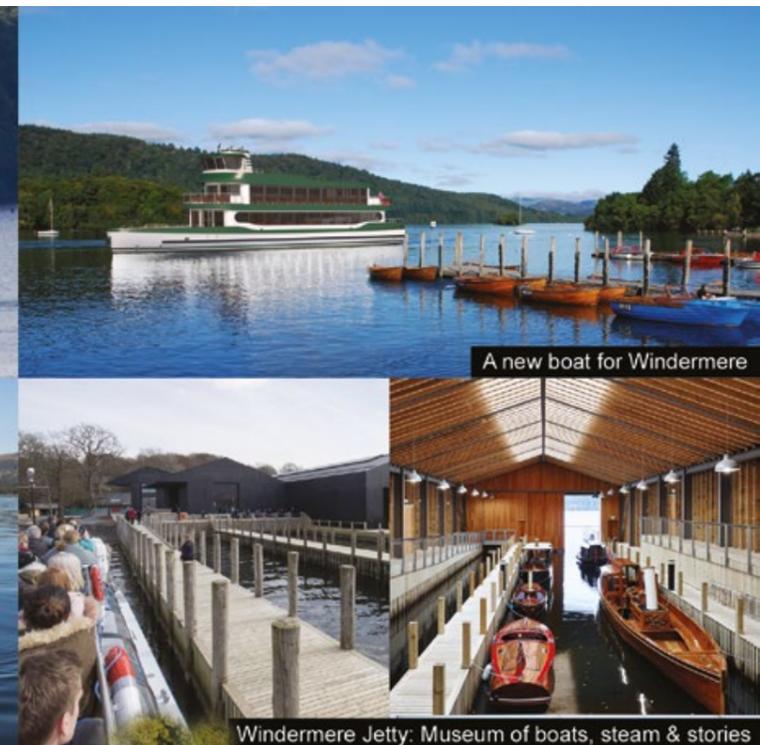
## Sailing with Windermere Lake Cruises - the essentials

Passengers can start or finish at different locations on the lake or choose a round trip if they prefer. Boats sail every day except Christmas Day and cruises vary from 45 minutes to 3 hours. Tickets start at £9 for adults and £4.50 for children (for an 'Islands' cruise from Bowness). Family tickets and 24 hour 'Freedom of the Lake' passes are also available, while dogs travel free of charge.

## Combined tickets are available with one or two of the following visitor attractions:

• Lakeland Motor Museum: www.lakelandmotormuseum.co.uk (includes a free shuttle bus)
• Lakeside & Haverthwaite Steam Railway: www.lakesiderailway.co.uk (inter-connecting timetables)
• Lakes Aquarium: www.lakesaquarium.co.uk
• The Cross Lakes Experience is a flexible one-day ticket which allows passengers to not only   explore Windermere by boat, but to link in with sailings on Coniston and scheduled bus and mini coach services exploring the area around Hawkshead, Wray Castle and 'Beatrix Potter' country.

## Throughout the year, there are also a range of Seasonal Cruises, including:

• Summer evening buffet cruises, with live music (June-August)
• Evening cruises (on sunny summer evenings, May-August)
• Discovery cruises, with a Lake District National Park Ranger (August)
• Silver Sailors (exclusive cruises for retired people living locally, September and October)
• Santa sailings (December) sail and meet Father Christmas on board
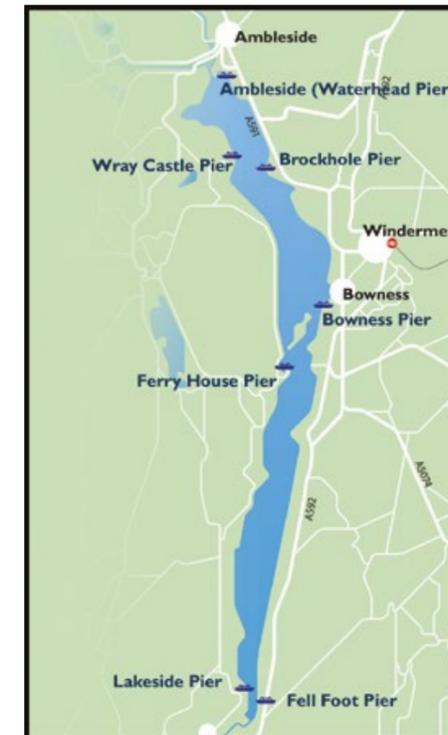
## Media Enquiries

We provide a range of services to journalists who would like to find out more about Windermere Lake Cruises, the lake and surrounding area.

This includes:

- General facts and figures
- Hi res images
- Case studies
- Editorial
- Filming locations
- Press trips (for commissioned pieces)
- Interview requests

If you have a press office enquiry or would like media access to Windermere Lake Cruises' image gallery to support an article you are writing, we are happy to help!

Contact Peter Storry: pstorry@cumbriatourism.org / 07493 884 634 / 01539 822 222

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