

WINDERMERE LAKE CRUISES

Media
Pack



Windermere, Top 10 Fast Facts

- Windermere ('mere' meaning 'lake') is England's longest natural lake at 10.5 miles long. It is 200 feet deep. The valley was carved by glaciers during the Ice Age and gradually filled with water.
- Windermere Lake Cruises fleet consists of 17 vessels, including 3 historic 'steamers'. Its newest vessel is the 300-seat MV Swift which came into service in October 2020. There are 4 traditional wooden launches, 9 waterbuses and an array of electric self-drive vessels and traditional wooden rowing boats.
- Official figures from VisitEngland show Windermere Lake Cruises ranks at Number 4 in the country's Top 10 list of 'paid for' visitor attractions. Despite disruption caused by the global pandemic it still carried out 1,065,707 passenger journeys in 2021.
- 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.
- Passengers can sail from several locations including Waterhead (Ambleside), Bowness and Lakeside. You can also sail to the award-winning Windermere Jetty Museum and the Lake District National Park Visitor Centre at Brockhole.
- During the main season (April–Oct) you can also access Windermere's tranquil western shore via the pier at the National Trust's Wray Castle. That shore has many family friendly walking trails and cycle routes and was one of the poet William Wordsworth's favourite spots. He said, "None of the other lakes unfold so many fresh beauties".
- MV Tern, built in 1891, is the lake's oldest 'steamer' and Flagship of the fleet. She hosted the Olympic Torch as part of its nationwide relay for the 2012 Olympic Games.
- MV Teal twice hosted Her Majesty Queen Elizabeth II who sailed on board her in 1956 and 2013. 'Queen of the Lake' also has Royal links having taken part in the spectacular Diamond Jubilee Pageant on The Thames in June, 2012.
- 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.
- Windermere is home to a variety of rare wildlife including the goldeneye duck, tufted duck, redbreasted 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.



Latest Developments

- **In latest figures from VisitEngland Windermere Lake Cruises ranks as the 4th most visited paid for attraction in England.** It carried out 1,065,707 visitor journeys in 2021 despite the year beginning with a third national Covid lockdown. It remains the most popular attraction in Cumbria.
- **First new “Steamer” launched onto Windermere for 80 years – MV Swift – has carried over 332,000 passengers in her first two years of service.** The 300-seat vessel is a highly popular choice and perfect venue for corporate events, school groups, birthdays and wedding celebrations.
- **Windermere Lake Cruises encourages sustainable tourism in the Lake District.** In a drive to encourage visitors to leave cars behind it has joint Bus and Boat tickets offering unlimited bus travel in the Lake District along with a Windermere Cruise. As well as a tourist attraction it sees itself as an integral part of the public transport network in the Lake District.
- **International visitors are a key part of Windermere Lake Cruises’ tourism market.** Throughout the pandemic it worked hard with travel groups across the world to make sure international visitors could return as soon as possible. Translated brochure material is available in many different languages including Chinese, Japanese, Dutch, Spanish, French, Italian and Portuguese.
- **Our aims:** To safely deliver a world class experience for our visitors, to value our staff by providing stable well-paid employment and personal development, to make a positive contribution to the local community and to sustain the spectacular landscape in which we operate.



Sailing 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 £11.70 for adults and £5.85 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.

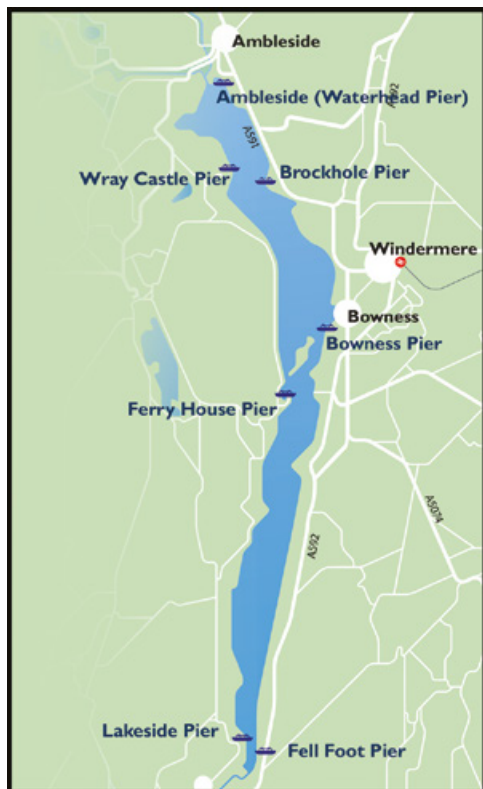
Combined tickets are available with one or two of the following visitor attractions:

- Lakeland Motor Museum: www.lakelandmotormuseum.co.uk
- 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.
- Windermere Jetty Museum lakelandarts.org.uk/windermere-jetty-museum/

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: press@windermere-lakecruises.co.uk

Contact us



Media Enquiries

We provide a range of services to journalists who would like to find out more about Windermere Lake Cruises to support topical news stories and features, including:

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

If you have a press office enquiry or would like access to Windermere Lake Cruises' image gallery to support an article you are preparing – we are happy to help.

Contact: Peter Marshall pmarshall@cumbriatourism.org / 01539 822222 or 07908 799623

Web: www.windermere-lakecruises.co.uk

Twitter: [@Windermereboats](https://twitter.com/Windermereboats)

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