

good journey

gain visitors
cut carbon
widen access
ease traffic
go green

Welcome car-free visitors

good
journey

visit car-free in
2024

Join leading attractions welcoming visitors by train, bus, bike and foot

Cut carbon – 60% of scope 3 emissions come from visitor travel

Widen access – 24% of UK households don't own a car

Good Journey's [website](#) gives easy directions and discounts to more than 400 attractions – from local museums to the Eden project. Plus over 250 car-free itineraries.

As a nonprofit, we keep membership fees as low as possible – starting at £75 for small attractions, with 20% discount when joining for two years.



Why are more attractions reaching out to car-free visitors?

- ✓ open up to the 24% of UK households without cars
- ✓ help cut carbon emissions, air pollution and noise
- ✓ reduce traffic congestion and car park pressure
- ✓ visitors get more exercise, boosting wellbeing
- ✓ visitors spend more money in your café



It's good business sense

42% of UK travellers want to make more sustainable transport choices¹



It widens access

8/10 people on the free bus to NT Wallington said it was their 'only way' to get there²



It eases parking problems

10,000 people used Good Journey to plan travel to RHS Hampton Court Show³



It's what visitors want

70,000 people used the 'Greenway' cycle path to Waddesdon in the first year⁴

(1) Booking.com, Sustainable Travel Report 2023. (2) National Trust, visitor survey. (3) Google analytics. (4) Waddesdon Manor

How it works



Decide on your offer – like a discount off entry or a free cuppa in your café.



We create your page – with easy travel directions and door-to-door journey planner.



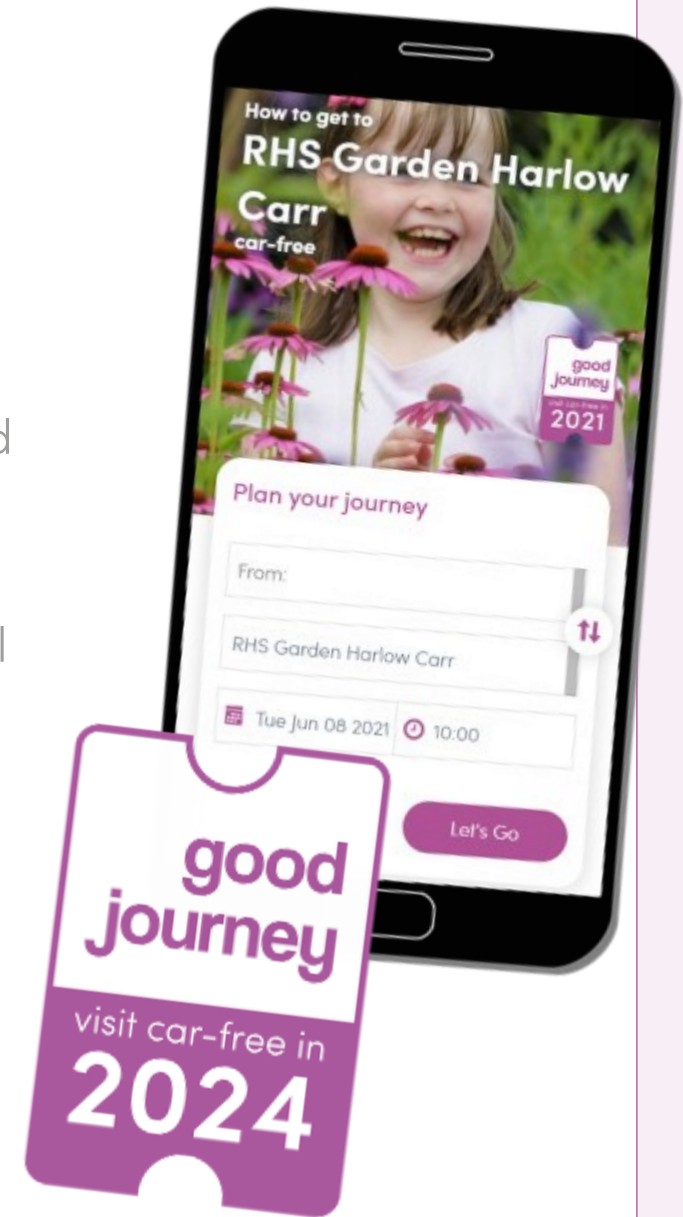
Link to your page – with an eye-catching green travel message and track take up of your offer.



Promote your offer – display the Good Journey Mark and get top marketing tips from our members.



Start making change – we'll give you expert support to improve green travel options on the ground – from shuttle buses and cycle racks to walking routes.



20% off by bus

How to get to

Wordsworth Grasmere

car-free

Plan your journey

From:

Wordsworth Grasmere

Mon Nov 06 2023 16:00

Let's Go

provided by traveline.info



Visit Wordsworth Grasmere car-free

Visit by bus for just £2 each way. Most buses in England are offering £2 Single Fares until 31st December 2024. C your route is included, or you can find a full list of participating operators and routes [here](#).

There are frequent buses to Grasmere from Kendal, Windermere, Ambleside and Keswick. There's also a good tr Lancaster and Oxenholme to Windermere – for connecting buses to Grasmere.

recommended route
step-by-step

get bus
timetable

get bus
timetable

5 good reasons to choose Good Journey

1 One-stop shop so your visitors can plan their journey door-to-door in one place

2 Journey planner powered by Traveline's live data from transport providers

3 Recommended routes worked out by travel experts not algorithms

4 Cycling route planner pre-set to your location

5 Expert tips like cheap train tickets and accessibility information

Blenheim Palace success

Around 500 visitors a week plan car-free travel to Blenheim with Good Journey.

Blenheim have increased car-free visitors from 5000 to 41,000 a year.

They now aim for 50% of visitors to make carbon-friendly journeys by 2027.



“ Good Journey helps thousands of people to reach Blenheim by train, bus and bike every year – helping us to reduce our carbon footprint and safeguard our future. Dominic Hare, CEO

BLENHEIM PALACE

Travel to Blenheim Palace the Green Way

Save Carbon Emissions and Money

visit car-free in **2023**

Travel the greener way
Receive at least 30% off admission* when you travel by train, bus or bike. Frequent buses from Oxford and Oxford Parkway stations to our main gate. Plan your journey at goodjourney.org.uk/blenheim

70miles BIRMINGHAM
80miles BRISTOL
60miles LONDON
70miles SOUTHAMPTON

Book tickets at blenheimpalace.com
or for further information call **01993 810530**

Blenheim Palace Heritage Foundation. Registered Charity 1166164
*Terms and conditions apply

“ The journey planner is brilliant and really easy to follow

National Trust

“ Our car-free offer has increased visitors to us and other local businesses

Heights of Abraham

Get in touch



Contact Loretta Jones

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Or book a 30 min discovery call

calendly.com/lorretta-goodjourney

