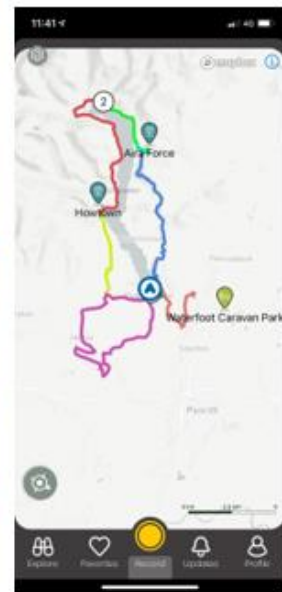




Making memory trails in the Lake District

One of the first visitor attractions in the north of England to join WishTrip, Ullswater Steamers are [bringing their popular walking trails](#) to new audiences and encouraging visitors to share their holiday memories of the Lake District.

WishTrip is an online platform that acts as an interactive visitor guide for visitors to attractions and landmarks all over the world. The app comes to life when the user is on site, providing information on the location as well as walking routes and trails in the surrounding area. Ullswater Steamers have uploaded several [walking routes](#) already, providing key points to look out for on the waymarked Ullswater Way. All four Ullswater 'Steamers' piers connect to walks in the area offering options for serious hikers, families or visitors looking for an easy low level walk.



Visitors can follow these routes and the app collates photos and videos taken on the way, making it effortless to create an interactive travel album that can be easily shared. The dramatic scenery in the Ullswater valley lends itself to this perfectly, the Aira Force waterfall walk is just one example and the Steamers run an [Aira Force Shuttle service](#) daily. SUP enthusiasts and cyclists can once again take their paddleboards and bikes aboard the boats and as always dogs are welcome. Every season offers a patchwork of spectacular colour and rich habitat for native wildlife.

"We are excited to be one of the first attractions in the area to be using WishTrip," says Lisa Braithwaite, Ullswater Steamers Attractions Marketing & Events Manager. *"It's aimed at independent travellers who are tech savvy and want the freedom to*

instantly share their experiences with others or get recommendations from peers. It replaces our older walking app and we are encouraging our visitors to give it a go and share their Lake District holiday memories.”

Lisa goes on to say, “*We always advise visitors to check the weather forecast before setting out and to be prepared with the right basic equipment for walking as conditions can easily change on the fells.*” The [Adventure Smart](#) campaign has useful tips for anyone heading out on land or water in the Lake District.

Why not combine a walk and cruise on the lake with watching the Tour of Britain on the 10th September? The cyclists will race down the A5091, turning left to follow the lakeside road A592, past Aira Force, through Pooley Bridge and on to Penrith.

[ENDS]

Notes to Editors:

For media enquiries or interview requests, please contact:

Lisa Braithwaite, Ullswater Steamers – 07769 221593

OR

Sorcha Hunter, Cumbria Tourism – 07766 985993

Photos

1. Ullswater Steamers Wishtrip app walking route
2. Information boards at Ullswater Steamers
3. Ullswater Valley view from Hallin Fell

About Wishtrip

WishTrip is an online platform that acts as an interactive visitor guide for visitors to attractions and landmarks all over the world.

Additional charges on Ullswater Steamers

£2.50 charge per paddleboard or bike

£1 per dog

Private charter one hour mini cruises are available from the 28th of June until the end of October 2021 and can be booked for up to 12 passengers as part of a small organised group tour. The cruise departs from Glenridding, a delightful little village nestled at the southern end of Ullswater and lasts one hour. You must book this cruise at least 48 hours in advance.