

## **Sustainable Access to Countryside Attractions**

### **11th June 2010, The Eden Project, St. Austell, Cornwall**

Tourism is a major contributor to economic prosperity - especially with the boom in people holidaying at home in the UK. But there is a downside, as most people come by car, with air quality, tranquillity, biodiversity and landscape suffering - not to mention a huge carbonfootprint! Access by bus and train, walking and cycling is good for health, the environment, social inclusion and keeping money in the local economy - fostering a positive spiral of prosperity.

This event pulls together the varied strands of sustainable visitor travel - making the links between tourism and transport, emphasising the need for cooperation between departments: Highways and Passenger Transport, Countryside and Economic Development. It is hosted by The Eden Project, an award winning attraction in Cornwall, which has had a travel plan since its establishment. Delegates will be introduced

to the travel plan history and future, and there will be a chance to view the Eden Project during the day. There's a good bus link from St Austell station to the Eden Project too!

The event is aimed at local authority officers and members, countryside and heritage managers, protected landscape partnerships and boards, people running destinations and attractions, and anyone with an interest in greening visitor travel.

For the booking form, please go to:

[http://www.ptrc-training.co.uk/file\\_send.php?id=174](http://www.ptrc-training.co.uk/file_send.php?id=174)

or

<http://www.transplan.org>

Many thanks,

Chris

Chris Wood  
Transplan  
45 Beatrice Road  
Norwich NR1 4BB  
01603 - 667 314  
07707 - 223 099  
[www.transplan.org](http://www.transplan.org)