

Historic Cartmel declares itself Britain's 'Village du Tour' for the Tour de France's historic first visit to Cumbria

Cartmel Village has unveiled ambitious plans to become Britain's "Village du Tour" to celebrate the Tour de France's historic visit to Cumbria in July 2027.

CARTMEL, CUMBRIA, UNITED KINGDOM, August 13, 2026 /EINPresswire.com/ -- From Friday 2 to Sunday 4 July 2027, the internationally renowned food destination and home of one of Britain's most iconic racecourses will become South Cumbria's festival home of the [Tour de France](#), inviting visitors to stay for the weekend and experience the world's greatest cycle race in a unique setting.

Visitors will be invited to make [Cartmel](#) their base for one of the biggest sporting weekends ever to come to the region, with camping, glamping and motorhome pitches available throughout the weekend alongside the village's wide choice of hotels, inns, bed and breakfasts and self-catering accommodation.

Village du Tour will combine live Tour de France coverage on giant screens. Plans include the provision of dedicated shuttle transport taking spectators to the race route in around 15 minutes, where they will be able to enjoy the excitement of the race at close quarters before returning to Cartmel's renowned food and drink scene, live entertainment and festival atmosphere.

At the heart of Village du Tour will be [Cartmel Racecourse](#), hosting a free daytime festival (admission by advance ticket) where visitors can watch every stage of the Tour de France live on



Cartmel's Village du Tour logo celebrating Cumbria's Tour de France participation

giant screens enjoy continental street food, French wines and beers, family cycling activities and a secure bike parking and entertainment, all creating a vibrant festival atmosphere from morning until evening.

Saturday evening will feature a separately ticketed live entertainment event, extending the celebrations long after the riders have completed Cumbria's Tour de France stages.

Village du Tour will extend well beyond the racecourse. The world-famous Cartmel Priory will be illuminated in yellow throughout the weekend, while the village itself will be dressed for the occasion with bunting, floral displays, yellow bicycles and colourful cycling-themed installations.



Cartmel Racecourse will host many elements of the Village du Tour in 2027

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By combining Cartmel's food and entertainment reputation with the excitement of the Tour de France, we believe we can create one of the most memorable visitor experiences anywhere along the route.”

Geraldine McKay

Cartmel's cafés, pubs, restaurants and independent businesses will also embrace the event through special food and drink experiences, creating a festival that stretches from the Priory and village square to the racecourse.

Additional attractions in the planning include a children's bike school, pump track, curated cycling route guides, bike repair facilities and secure cycle parking. Free car parking will be available for ticket holders and shuttle services from Cark railway station will help visitors reach Cartmel without a car, while a land-train style ride will link Village du Tour with nearby Holker Hall & Gardens and its own distinctive

Tour de France celebrations.

Geraldine McKay, Director of Racing at Cartmel Racecourse, said:

“The Tour de France coming to Cumbria is a once-in-a-generation opportunity, and we wanted to think much bigger than simply encouraging people to stand by the roadside for a few hours.

“Village du Tour is about creating a destination where people can spend a unique weekend immersed in the atmosphere of the Tour. Whether you are a lifelong cycling fan or simply looking for a fantastic family weekend away, Cartmel will offer outstanding food and drink, live

entertainment, wonderful places to stay and easy access to the race itself.

"We are incredibly proud of Cartmel's reputation as one of Britain's leading food destinations. By combining that with the excitement of the Tour de France, we believe we can create one of the most memorable visitor experiences anywhere along the route."

Cumbria Tourism's Tour de France lead Rachel Bell congratulated Cartmel on their innovative and enthusiastic approach to the event. "It's fantastic to see Cartmel Village and Racecourse embracing the Tour with their festival plans. The Tour de France gives Cumbria a major opportunity to showcase our wonderful county and create a lasting legacy that positions Cumbria as a walking and cycling destination for all. It's also a chance to highlight the importance of protecting our landscapes and nature, and to inspire visitors to understand and care for the places they come to enjoy."

Daytime admission to Village du Tour will be free, although advance tickets will be required to help manage visitor numbers and ensure the best possible experience.

Tickets for the Saturday evening live entertainment event, together with camping, glamping and motorhome bookings, will be released in due course.

A dedicated Village du Tour web page has been launched, where visitors will be able to register their interest, reserve free daytime tickets, pre-register for camping, glamping and motorhome pitches, join an "early-bird" pre-release list for the live music event and receive the latest announcements as the programme develops.

Cumbria Tourism has developed a Tour De France toolkit, with tips and advice for Cumbria businesses to start tapping into the excitement, strengthen visibility and help amplify Cumbria's message to the world.

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Cartmel's famous Sticky Toffee Pudding Co expect a surge in sales of their yellow lemon drizzle pudding as the county celebrates the yellow jersey of the Tour de France event

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