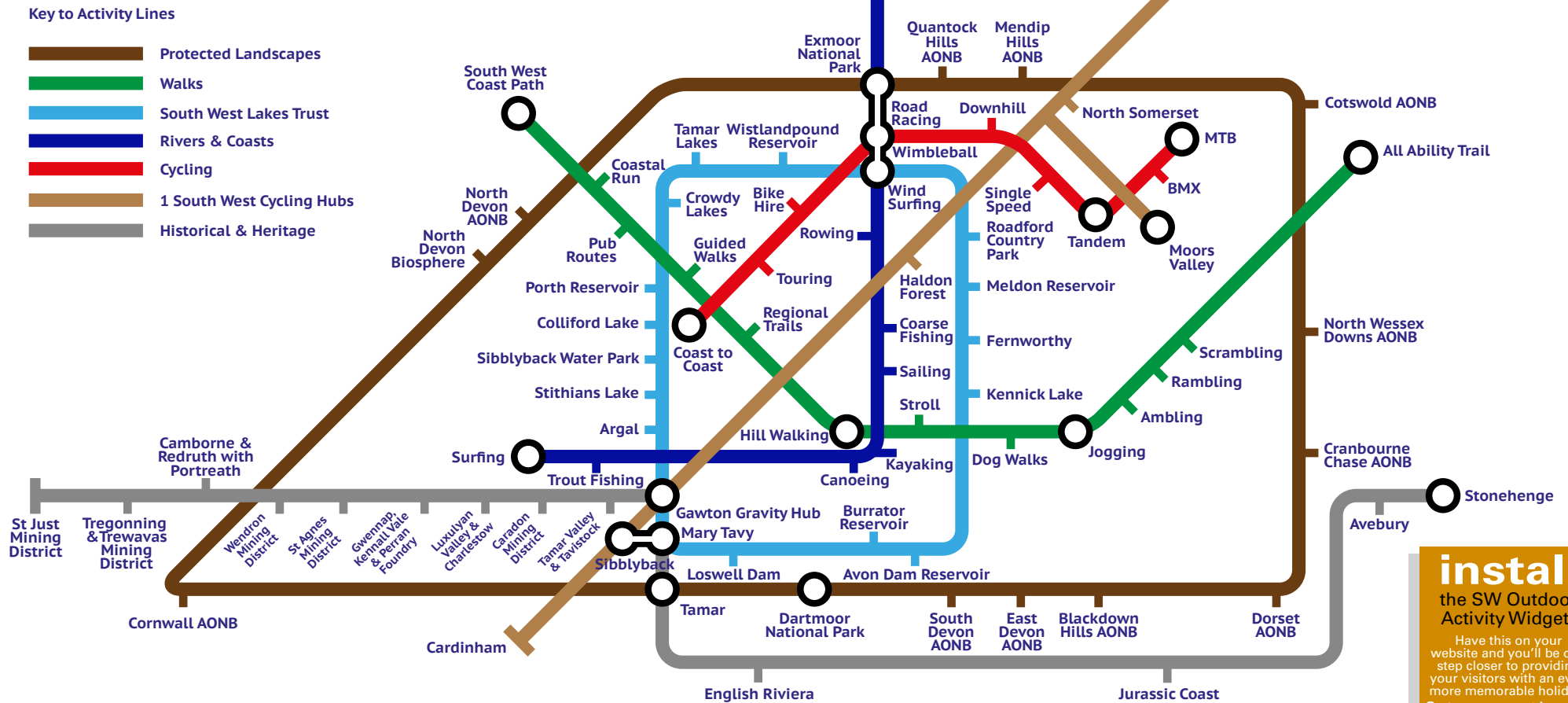


Promoting the South West's Outdoor Activity Tourism

What would your guests like to do?



Amazing activities and incredible locations for visitors



install
the SW Outdoor Activity Widget!

Have this on your website and you'll be one step closer to providing your visitors with an even more memorable holiday! Go to www.swoutdoormap.weebly.com



Outdoor Activity Tourism Toolkit -Your activity marketing plan



Your activity marketing plan is a formula. Each of the guides in this toolkit needs to be added to the next. The result will be a focussed marketing plan based on memories for your target audience



Outdoor Activity Tourism Toolkit - Why?

Why should you use outdoor activities to enhance your offer?

Going for a short walk is the most popular activity when visiting Cornwall



83%

visitors taking part in some form of activity

83%

Source: Visit Cornwall

1/2

visitors to the SW visit the Coast



1/4

visitors to the SW visit the Countryside

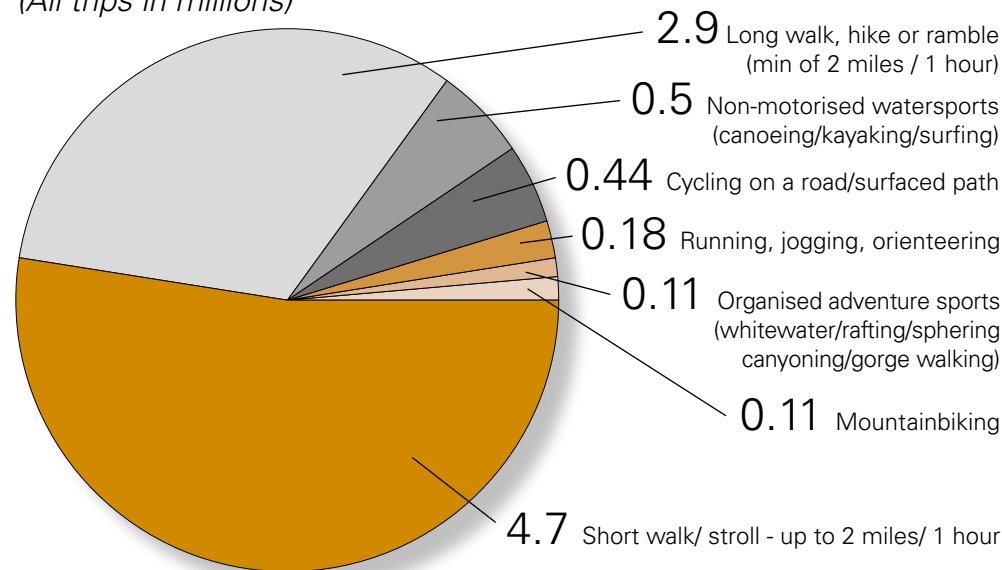


1/4

visitors to the SW visit the Free attractions like Heritage Sites



Activities on Overnight Trips in South West England - 2011
(All trips in millions)



Source: Visit England Activities on Overnight Trips in England - 2011

You can increase visitor numbers during the off-peak season by linking yourself to outdoor activities. Climbing and adrenaline sports visits are much less seasonally peaked, however, with an above average proportion of winter visits. Adventure tourism, certainly in inland areas, can thus contribute to extending the season, and to attracting winter visits.

Many of these can take place whatever the weather; purpose built mountain bike trails or sailing and windsurfing when you're already wet.

Our countryside can look even more beautiful during the spring and autumn.



Outdoor Activity Tourism Toolkit - Why?



South West Outdoor Activity Toolkit

Step outside and see what's on your door step that you can tell visitors about?

Look for these links, follow them and create a strong, mutual support network:

Cornish Mining World Heritage Site
<http://www.cornish-mining.org.uk>

South West Coast Path
<http://www.southwestcoastpath.com>

1 South West Off Road Cycling
<http://www.1sw.org.uk/experience>

South West Lakes Trust
<http://www.swlakestrust.org.uk>

Jurassic Coast
<http://jurassiccoast.org>

English Riviera Geopark
<http://www.englishrivierageopark.org.uk>

Stonehenge World Heritage Site
<http://www.english-heritage.org.uk>

North Devon Biosphere
<http://www.northdevonbiosphere.org.uk>

Tamar Valley AONB
<http://www.tamarvalley.org.uk>

AONBs in the South West
<http://www.landscapesforlife.org.uk>

Dartmoor National Park
<http://www.dartmoor-npa.gov.uk>

Exmoor National Park
<http://www.exmoor-nationalpark.gov.uk>

Up to 1/2

of visitors to the SW plan their outdoor activities before they arrive

1/3

 make spontaneous decisions

Help them

plan and make decisions on the day with the activity widget.

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What's out there?

Fill in the blanks:

1. Where's my nearest footpath and where does it go?

2. Where's the nearest long distance or named trail?

3. Where's my nearest bridleway and where does it go?

4. Where's my nearest lake?

5. Where's my nearest beach?

6. Where's my nearest AONB or national park?

Outdoor Activity Tourism Toolkit Stand out from the crowd

To a visitor researching where to stay in the South West from far afield you can all look the same; another beautiful cottage in a very picturesque part of the country.

How will you stand out?



Tell me WHY first. Then tell me WHO you are, WHERE you're located, and WHAT else you have to offer.

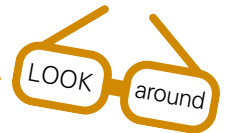
For example **'We'll make your holiday more of an adventure'**



South West Outdoor Activity Toolkit

Don't try to be all things to all people. Get rid of generic descriptions on your marketing material like 'great access to the countryside', be specific, 'the Coleridge Way passes our doorstep'. Research your area, see the 6 Research Tips on sheet 2 and use those to grab people's attention.

Look around your community and business with a fresh set of eyes and start making a list of special people and places that make your community unique. This is different to the inventory of "outdoor assets" completed at Stage One.



Write down your answers to these questions:

What makes you stand out?

Why is my accommodation different from my nearest competitor?

Why am I different from other tourism providers and what interests can I personally bring?

Why do we like living here?

What countryside destinations do the locals use?

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Activity Widget!

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Outdoor Activity Tourism Toolkit - Who?

Who do I need to talk to?



What type of person takes part in outdoor activities on holiday?

It's important to have a named target audience in mind when you're marketing yourself. By having this named individual in mind you'll create engaging marketing for them rather than just generic material for 'everyone'. See sheet *One Stand Out*

	Heather the active mum 	Dan the mountain-biker man 	Hugh the long distance walker 	Jo the paddler 	Yours? 
Age	37 years old	32 years old	62 years old	25 years old	
Party	Family of husband and pre teen children	Group of mountain biking friends on a weekend break	+1 (wife, friend and/or dog)	Group of mixed friends	
Time	Summer holiday	Spring or autumn break	All year round	Summer or autumn when the water's warmed up	
Where	Cottage, self-catering, camping or caravan	Cottage, self-catering, hostel, camping or caravan.	Cottage, self-catering, camping or caravan	Cottage, self-catering, camping or caravan	
Style	'Sampler' - introducing her family to different activities and enjoying the shared experience	'Enthusiast' - regular rider, own bike and all the kit	'Views' - not just scenery, wants cultural and heritage viewpoints to enrich the journey	Dabbler' - activities are a common link to friends where the social experience is equally important	
Improve Your Welcome?	Links, leaflets and digital, to local activity providers Deals with local providers? Lazy day suggestions needed. Weather info.	Safe secure area for kit. Cleaning and drying areas. Links to authentic local food & drink providers. Digitally connected, wifi access? Weather info.	Cleaning and drying areas. Links to deeper heritage. Onward support and advice, courier service? Weather info. Welcome dogs aswell.	Cleaning and drying areas. Communal areas? Cater for large groups? Distinct accommodation? Weather info.	
Digital Usage	Facebook, Pinterest	Twitter and Facebook	Online maps	Twitter, Facebook & Instagram	

The Internet is a key source of information for many adventure activity takers. Unless they are participating in activities entirely on the premises of an activity centre, all target audiences require information on access to the countryside or coastline.

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Outdoor Activity Tourism Toolkit - Memories



South West Outdoor Activity Toolkit

Create a memory

A tourism product is what you buy. A tourism experience is what you remember.

The South West offers the perfect combination for creating experiences and memories.

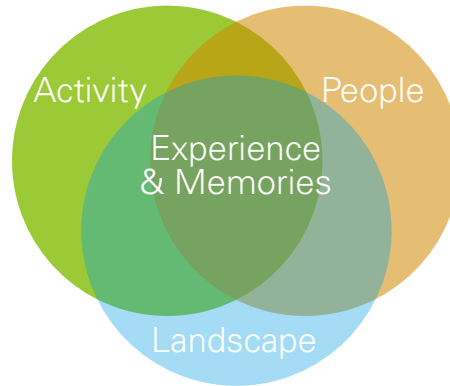
Create an emotional reaction.

You have a split second to grab your potential visitors attention; make them laugh, make them gasp, make them think, stop them in their tracks.

'We're 400 steps from 4000 years of history' or 'Velvet Bottom, the best beauty spot on Mendip'

Your visitors will have the strongest memories from the most emotive experiences.

They will re-visit and recommend places based on memories.



In developing tourism experiences the focus is on the **emotions, feelings and sensations** the travelers will leave with, the stories they will learn about at the destination, and the connections they will make.

Will this be **Heather** laughing as her children try windsurfing for the first time? Or **Dan** proudly retelling the story of today's death defying mountain bike jump?

At the core of an exceptional visitor experience is your ability to purposefully and thoughtfully combine your **physical assets** (lakes, trails, footpaths) with the **emotional interactions** (passion, excitement, awe-inspiring moments) that travelers experience.

The Memory Quiz

What stories do our guests share with others about their time with us?
 What are their most memorable moments?
 What do they post on social media?
 What are they taking pictures of while they are staying with us?
 Which people and places are they connecting with?

What types of experiences do we offer that we know our guests enjoy (e.g. thrill, intimacy, relaxation, adventure, mystery, once-in-a-lifetime)?
 List the emotions here not the activities:

The memory I want my visitors to leave with are:

Memorable visitor experiences go beyond the time visitors are with you.

Planning and delivering exceptional visitor experiences requires considering the entire customer journey from the visitor's perspective, from the moment they think about their trip.

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Outdoor Activity Tourism Toolkit - **Tools**

Master your tools



Do more online.

90%

of us use the internet to research our visit.

Promoting your business online should be your marketing priority.

1. Update your website weekly; write some local news on it, write a diary (called a blog) and link those pieces of content to other websites. Write about something that's current and relevant.
2. Put more pictures on your website and when you do make sure the picture file name describes what's happening in the image and is saved with your business name so that search engines can find it e.g. Okehampton_B&B_walking_boots_by_fire.jpeg
3. Start a Facebook Page for your business and put links to it from all your printed and digital marketing.
4. Encourage your visitors to 'check-in' on their own Facebook profile so their friends can see where they are.
5. Start a Twitter account and start telling us what's different about your place.
6. Use Instagram on your smartphone to quickly take, improve and share digital pictures across your social media.
7. Create Pinterest boards to show your business and what's in the local area.
8. Create short videos (Vine is good for doing this) showcasing your business and the local area and put them on YouTube.
9. Get visitors email addresses and keep in touch with them through an newsletter like Mailchimp.
10. Install the south west outdoor activity widget on your website and you'll have the perfect digital solution for your visitors. Go to www.swoutdoormap.weebly.com

What's the magic solution for creating memorable digital content? - *The Rule of Thirds!*

1 interesting stuff that's not just about you

2 personal stuff about you and your life

3 content promoting your business

and remember; link all your digital marketing. It's called the 'web' for a reason.