

Outdoor Activity Tourism Toolkit - Why?



South West Outdoor Activity Toolkit

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

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visitors to the SW visit the Coast

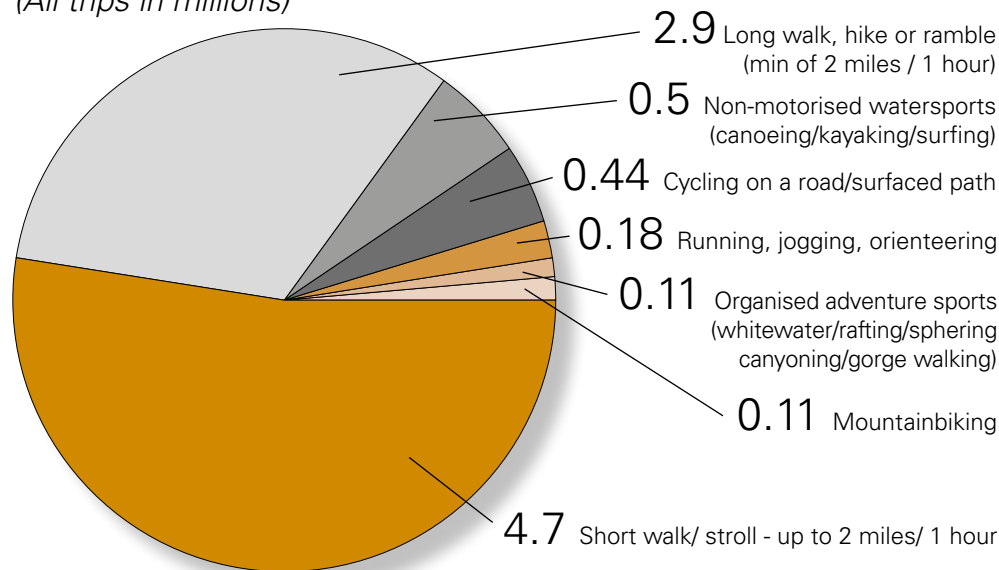
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visitors to the SW visit the Countryside

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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.

