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?

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?

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.

install the SW Outdoor Activity Widget!

SWOAT

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**

CORNISH MINING WORLD HERITAGE

South West Coast Path NATIONAL TRAIL