






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.

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

