

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.

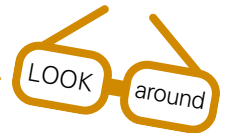
For example **'We'll make your holiday more of an adventure'**



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?

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

