

ARE YOU WALKER FRIENDLY?



There's a few simple things that you can do as a business to ensure that you appeal to the walking market and make yourself su - .

- **Drying Facilities** - offer a drying facility for wet clothing and footwear.
- **Boot cleaning** - offer boot scrapes at main doors and / or access to facilities with water supply for cleaning boots and outdoor clothing
- **Flexible Mealtimes** - if you're offering catered accommodation, it helps if you can make sure you can provide an early breakfast (continental is fine) and a packed lunch for those wanting to head off early.
- **Walking Information** - provide information on local walks within a 5 miles radius of your business (you can find these linked to your SWPCA business entry), walking books, maps and recommendations of your favourite walks in the local area
- **Places of Interest/things to do** - provide information on local places to visit, festivals, events and things to do , particularly local food and drink stop-offs and places of interest on walks. Liaise with other local businesses in your area to provide information which appeals to your 'style' of walker.
- **Local Transport Links** - provide information on local transport links (See the travel information section of our Complete Guide to the South West Coast Path)
- **Pick up and drop off at Path start/finish points** - if you do offer this service, make sure you have the correct insurance
- **First Aid Kit** - include some blister plasters!
- **Wifi** - helps walkers to book ahead for their next set of accommodation and share recommendations about your business with other walkers via social media – a great free marketing tool!

FURTHER WALKER FRIENDLY ADVICE:

<https://coastaltourismacademy.co.uk/resource-hub/resource/how-to-attract-more-walking-visitors>

- People want to book online. Make sure you are accessible online and promote the walks in your locality.
- Recognise the different type of walkers and be sure to understand and enthuse about all the other activities to do in your area.
- Include maps, tips, good places to eat, etc.
- Work with other businesses in your area to identify the best walks and also those attractions that are easily reached from the walk.
- It can offer a visitor a better walking experience if they can see points of interest along the way.
- Produce inspiring information for visitors online with simple maps for them to follow.

Key information walkers want

- Recommendations on things to do
- Information on transport links, access to walks and how to get around
- Lots of information before they arrive
- Warm and empathetic hospitality
- Information about the grading and walks available in the area
- Some historical stories or points of interest
- Local events – both general/social and walking specific
- Information about specific facilities for walkers

No such thing as bad weather?

There's no such thing as bad weather, just the wrong clothing, but remember:

- Bad weather doesn't stop people going outside but make sure they will be warm and cosy when they come in.
- If the weather is too bad for climbing hills, peaks or moors, then suggest alternative, interesting low-level routes that will give the best impression of your area.
- Make sure you know all the walks within 5 miles of your business and promote them.

Offering a warm welcome to all of your guests is essential, but is particularly important to the walkers who may have had a long hard day, battling the weather and undertaking challenging walks or climbs.

Ways to exceed expectations

- Remember that walkers may not be able to fit in with your meal times. Try and be flexible. Early or packed breakfast available (from 7.00am) (continental acceptable) if notified the night before.
- In serviced accommodation a packed lunch to be available (an extra charge may be made)
- Use your local knowledge to pass on to visitors and send them to places you think are great too.
- A homemade cake served at the right moment can win people over and make their stay memorable.
- Keep a shelf of walking books and magazines to get people inspired
- Offer a drying facility for wet clothing and footwear.
- Boot scrapes at main doors and / or access to facilities with water supply for cleaning boots and outdoor clothing
- You may find a first aid kit useful. Annual figures for walking-specific injuries, compiled by the Royal Society for the Prevention of Accidents, include: 1,300 accidents caused by stiles, 2,600 accidents caused by barbed wire, 21,000 on or around fences and fence posts and 1,700 occurring at gates.