

ARE YOU A WALKER FRIENDLY BUSINESS?



There's a few simple things that you can do as a business to ensure that you appeal to the walking market:

- **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!

OTHER RESOURCES

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

