

WALKERS - WHO ARE THEY?

Walkers visiting the South West Coast Path come in all different shapes, sizes, ages and nationalities. They visit all year round and are always looking for places to stay, eat or drink or take part in activities on or near the Path which will give them a great South West Coast Path Experience. There's over 8.7 million visitors every year. We've put together some of facts and figures about who these walkers are and what they are looking for from their visit to the South West Coast Path – helping you to tailor your business and what you can offer to them.



TYPES OF WALKER

- serious hikers looking for single night stays
- the lucrative over 55s and international market looking to stay longer and explore the local area (often out of season)
- weekenders
- families and friends looking for a stunning holiday base with walks on their doorstep
- the younger market looking for coastal locations with superb outdoor experiences nearby

DID YOU KNOW?

- walking is the 3rd most popular activity undertaken on a domestic holiday
- 1 in 5 staying trips to the seaside include a walk of more than 2 miles
- in 2015 walking was the focus of trips for over 21% of holidays
- 56% of people walking the Path will eat out at a pub, café or restaurant
- domestic tourist spend on accommodation is up 26.5%

WHAT ARE THEY LOOKING FOR?

55- 70 YEARS OLDS

This is biggest age group considering a walking holiday. They are looking for 'challenge and comfort'. Most walk as a couple and are wanting an overall experience of the area, including high quality accommodation, food and drink. Those in the 65+ category are particularly interested in socialising and adventure

- 65% of 55–75 year olds would consider visiting the coast for walking holiday
- 45% of this age group have taken an off-peak season visit to the coast in the last 2 years

A GROWING CUSTOMER BASE

However, walking is becoming more and more popular amongst visitors of all ages. 33% of 45-65 year old visitors are interested in a walking holiday and so are 34% of visitors aged 16-34 years old. Many within this middle age-bracket are looking to come away with extended family or groups of friends so may be more interested in group booking incentives.

INTERNATIONAL VISITORS

These are on the rise with 70% of our business members telling us that they receive visitors from overseas, including Holland, Germany, France and the US. International visitors enjoy rural life, exploring the outdoors, beautiful scenery and healthy living. They want to learn about local culture and heritage and experience local life. In addition to this, they are seeking new challenges.

- 53% are interested in long walks
- 62% are interested in short coastal walks
- More than 67% of Dutch, German and French visitors will stay in a B & B and over 43% of Dutch and French will book direct with you.
- Over 63% of Dutch and German visitors will stay in a mid-range Hotel and over 55% of French visitors