

England's Great Walking Trails

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Norfolk Coast Path – Norfolk Trails
Walk Cromer AGM
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1. Project Concept and Overview



Project Board Partners



1 year Discover England Funded Project. £1m over 7 National Trails. Project Board Partners also funding. There will be 6 months more activity and the legacy of the project on the Norfolk Coast Path will be with Jack and the team at Norfolk Trails.



Project Concept

Produce a collection of walking holidays for international visitors looking for a combination of challenge and comfort.

Beautifully curated walking trails through the historic and charming English countryside to go off the beaten track, but never take you far from a classic English pub!

Easy access to amazing views and fresh air by day, with cosy firesides, great atmosphere and traditional food & drink by night. Meet local characters, enjoy the beer and walk through England's rich history.

Itineraries with a range of accommodation from luxury to quirky, all easily bookable online or at travel agents, to suit the small group or independent markets.



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NATIONAL TRAILS



7 Participating English National Trails



Target Markets

Germany , Netherlands, USA
Via the Travel Trade

45+ and 55+ years old

Adventurers & Explorers

**Most likely to be independent
travellers**

**Couples, solo travellers, friends
groups**

Outdoor enthusiasts

Who are they?

They appear independent of social image – true to themselves, they are contented and enjoy holidays that offer relaxation and a relaxed pace. Nature lovers, they enjoy the outdoors as well as visiting the must see sites. Despite intense pre-planning they embrace the unexpected, particularly the opportunity to go off the beaten track, meet locals and embrace local culture.

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2. Project Activities



Project Outputs

- Minimum 7 x walking itineraries developed & bookable
- 4 travel trade partnerships
- A new web portal
- 15 agent familiarisation visits
- Minimum of 7 business workshops
- 200 businesses attending workshops
- 140 businesses participating in the project
- 6 travel trade shows attended
- 10,000 itinerary downloads
- Website visits
- New walking trail products offered





Activities

Developed lead and inspirational itineraries for all trails

PR in Germany & the Netherlands

Attended trade shows e.g. Fiets & Wandelbeurs and ITB Berlin

Met German and Dutch travel trade

Organised press trips from Germany & the Netherlands

Commissioned photographs and videos of the trails

Developed business support scheme and resources, now being delivered, and toolkit to follow

Commissioned research into the USA market

Commissioned an episode of Epic Trails a USA Outdoor TV show

Created greatenglishtrails.com as part of a two-stage rebuild of the National Trails website

Planned a marketing campaign for January to March 2019

Developed partnerships with UK walking holiday companies

Run a fam two trip for German and Dutch Tour operators (6 in total)



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4. Norfolk Coast Path



Norfolk Coast Path Itineraries

Bookable Itineraries:

- Samphire and Saltmarshes: Walk & Glamp on the Beautiful Norfolk Coast (MarGins Walking & Glamping Holidays)
- The Norfolk Coast Guided Trail (HF Holidays)
- The Spectacular Coastline and Incredible Wildlife of Norfolk (Explore Norfolk UK)

Includes a package of accommodation, luggage transfer and mapping plus travel recommendations.

Secondary /Self-book Itineraries:

- Salt, Saint and Shrines: A Norfolk Coast Pilgrimage
- Coast of Contrasts: Seabirds, Seals and Shellfish on The Norfolk Coast

Created for inspiration and to give variety and help trip planning. Supported by the Supplier Trade Directory for local businesses to register their business.

All on the new website, graded, themes, copy written and translated.

**In total...36
19 Bookable
17 Secondary
7 National Trails**



3. Tangible and Intangible Legacy Benefits



A new website focused on promoting project participating National Trails to International Markets – Trade & Consumer

www.greatenglishtrails.com

The current National Trails website will remain – more domestic focus



A business support website for local businesses with a multitude of useful resources!

<http://www.tourismsupport.co.uk/resources>

This will be available for local businesses for up to 2 years after the end of the project



- Includes use of a new marque for participating businesses
- Supplier Directory for the International Travel Trade. Closes on 15th March
- If you'd like to welcome overseas walkers and potentially contract with international tour operators, please complete the online registrations. Don't worry if your business is not large - we need a good variety of businesses to participate
- Other resources to develop your business!



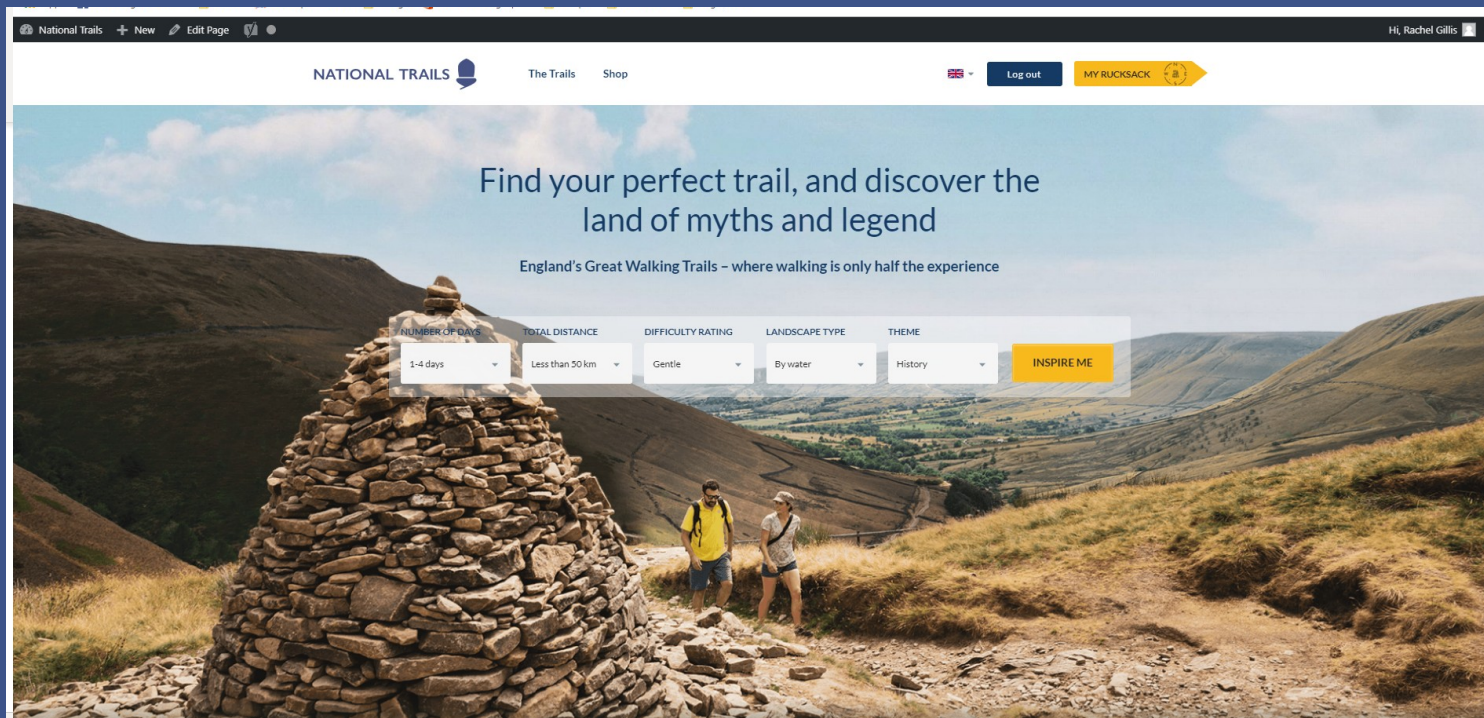
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NATIONAL TRAILS



Web portal – www.greatenglishtrails.com From January 2019



Phase I – new site with:

- Trail information for visitors
- Itineraries to inspire & book
- Trip planning information
- Tools, such as My Rucksack
- Translated content

Phase 2 Rebuild of nationaltrails.co.uk



Tangible Benefits

New responsive website created, with commercial potential

Business support resources (a hub and toolkit)

Images and videos

Marketing campaign creatives and templates

Research on USA market and German & Dutch travel trade

Partnership relationships with UK walking holiday companies

Partnerships with overseas travel trade

Intangible Benefits

Local businesses more engaged with National Trails

Insights into three national markets

Insights into specialist niche walking companies

Lessons learned about how to engage with overseas trade

Experience and insight into developing commercial itineraries

Evaluation model and data



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Thank you

Deb Brookes

www.nationaltrail.co.uk

