



Discover *England's*  
South West Coast Path



# Key Facts

- UK's longest National Trail
- Minehead to Poole
- 71% Protected Landscape
- 8.7 million visitors per year
- Generates £468m for the economy
- Creates 10,000 fte
- World's best walk?



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# 30% Funding Cuts



## Association Aims

- Promote the Path
- Protect the Path
- Promote - to everyone! 8.7 million - International 15%
- Protect - membership, business membership, donations, grants







# Buyable barriers

- Walk information ...
- Loads of it – where to start?
- Transport – challenging
- Language – everyone speaks English don't they?
- Reaching markets – work of mouth is fine isn't it?





# DEF Project



- Product to market to buy
- Markets – Dutch and German
- Product – itineraries, consumer and travel operators
- Channels – digital, web and social media, PR and media, events
- Enhanced experience – Hidden Heritage App



# DEF Project



## Discover England's South West Coast Path



◀ Day One ▶



Arrive in Cornwall and spend the day exploring the wild and rugged far west of the county taking in the locations that inspired Pilcher and feature in her novels:

Take the St Ives Bay train from St Erth to St Ives: on this beautiful journey with sweeping views you will pass through Lelant where Rosamunde Picler lived. Lelant Station is directly below the gardens of Rosamunde Pilcher's first home. Call in to the Museum.





Discover England's South West Coast Path

630 miles of history, heritage, wildlife, culture and traditions

...the walk of a lifetime

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*630 miles of history, heritage, wildlife, culture and traditions*

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**History – Smugglers & Fishermen**

The South West Coast Path was originally created by coastguards, patrolling the south west peninsula looking out for smugglers. They literally had to check in every inlet so their cliff top walk was well used and gives us the amazing Path we use today. The Path has also been used by fishermen looking for shoals of fish and checking the sea conditions.

As well as the views, you will also see the coastguard's old stone stiles and walls in many places.

Starting at Minehead in Somerset it runs along the coastline of Exmoor, continuing along the coast of North Devon into Cornwall. It follows the entire coastline of Cornwall, goes across the mouth of the River Tamar and continues into Devon. After running along the south coast of Devon it then follows the Dorset coastline before finally ending at Poole Harbour.

Whether you are having an afternoon stroll or you want to challenge yourself to walking the whole 630 miles (over 1,000km), you have come to the right place to start your journey. You might enjoy cream teas or seal spotting. You might simply enjoy walking or local history.

The South West Coast Path is there for us all to enjoy and we hope you love it as much as we do.





# DEF Project

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**South West Coast Path**



**South West Coast Path Association**  
Join Us

*Did you know...*  
Membership costs just £29 for a whole year!

**Become a member today for just £29**  
*and help us care for the Path*

Come to the coast anywhere in the South West of England, sun, left or right and you'll be on the South West Coast Path, 880 miles of history, heritage, wildlife, culture and traditions – that's over 1,000 km of stunning English coast path for you to make memories on.

It costs at least £1,000 a year for every mile of this glorious Path to be kept open, maintained and clearly signed, we're asking for your support to help us look after and love the Path.

**Membership includes everything you need to plan your great adventures:**

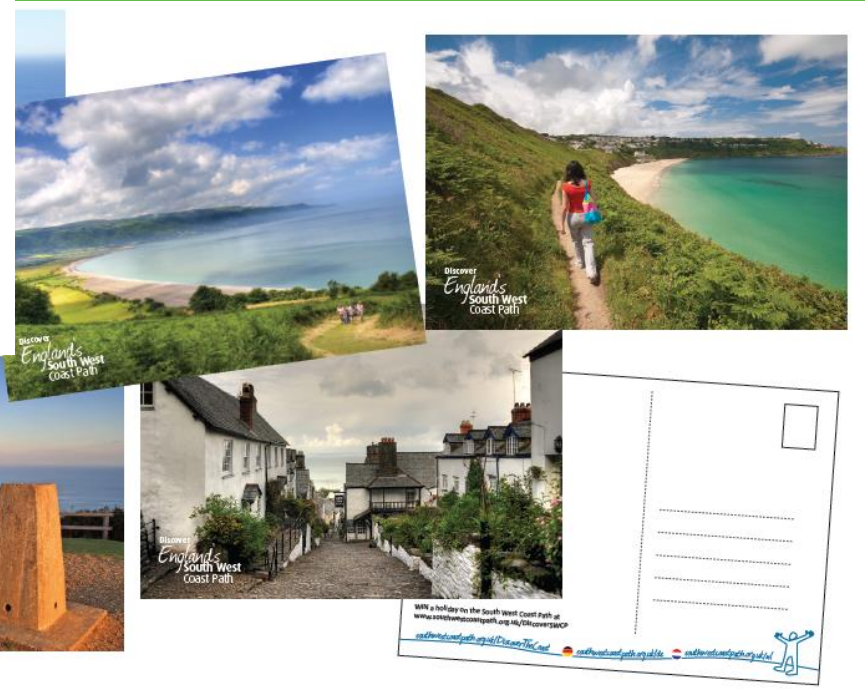
- Free Complete Guide to the South West Coast Path - (In German) (In Dutch)
- Leaflet about the Path - (In German) (In Dutch)
- Monthly e-news
- Sample itineraries for ways to enjoy the Path - (In German) (In Dutch)
- Spring and Autumn Newsletters
- Sticker
- Offers and discounts from our online Shop and other retailers
- Solo walkers network for women travelling alone
- Satisfaction - You're helping us to protect and conserve this beautiful Path.

**Join today for just £29**  
Join online at [southwestcoastpath.org.uk/\(n\)/de](http://southwestcoastpath.org.uk/(n)/de)

*Please Help us  
this for Future*

*Love it? Walk it? Protect it.*

Visit [southwestcoastpath.org.uk/\(n\)/\(1d\)](http://southwestcoastpath.org.uk/(n)/(1d)) or telephone +44 (0)1752 896237









# Delivery Channels



- SWCPA web site
- DMO web sites
- Travel/Trade Shows – Vakantie-Beurs, Fiets en Wandelbeurs and ITB Berlin
- Tour operators
- Advertising and PR – print and online, walking magazines





# Next steps?

- Pilot extension?
- More markets?
- National amplification – Natural England
- England Coast Path – World's longest coast path
- 12 National Trails



**Any questions?**

