Maximising the potential of promoted routes

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Chilterns as a walking destination

- Chilterns gets high levels of local leisure use - 51 million day leisure visits pa (2007 Leisure Visitor Survey)
- Walking most popular activity – main purpose for 44% of leisure trips
- Managed countryside sites have seen big rise in visitor numbers
- Rights of way and promoted routes have potential for greater use

- The Thames Path near Goring
Promoted routes in the Chilterns

- 200+ promoted routes in the Chilterns
- Short pub walks to long-distance
- Some popular for local leisure, others have wider appeal
- 2 National Trails (The Ridgeway and The Thames Path) and regional routes
- Good for the economy, good for image, good for local people
Long distance routes in the Chilterns

- The Ridgeway – 87 miles
- Thames Path – 184 miles
- The Chiltern Way – 133 miles +
- Shakespeare’s Way – 51 miles
- Outer Aylesbury Ring
- Icknield Way Trail
- Swans Way
- South Bucks Way – 23 miles
- Oxfordshire Way – 65 miles
- Hertfordshire Way
- Grand Union Canal Walk
- Lea Valley Walk

Not a dated concept, though usage has diversified…
What do people want and how can we increase use?

- Lots of different kinds of walkers, but they all want similar things...

- The Ridgeway, Ivinghoe Hills
More circular routes
The magazines know what people want....

- Suggested itineraries
- High quality information especially on-line
- Reviews from users
- Lots to do and see in addition to walking

Escape to the country
From big city to big views in just an hour
South Downs ● Chiltern Hills ● Yorkshire Dales ● East Anglia - and more!
Accommodation can be the main hook

- Chiltern Yurt Retreat, Wendover
More glamping...

- Chilterns View eco-lodges, Down Farm
Sense of Arrival?

- Safe parking, good signage and information
Not too much clutter...
But people want to learn and discover...
People want to be able to join in....
A Warm Welcome

- Walkers are welcome
- Our Land
- Promote gateway towns with facilities
Need to signpost nearby amenities
Help build the Chilterns brand.....

www.visitchilterns.co.uk

Welcome to the Chilterns

The Chilterns Area of Outstanding Natural Beauty is everything you would like it to be.

Choose the Chilterns for activity and exploration, peace and quiet, entertainment or indulgence: this lovely countryside on London’s doorstep has all you need for a really memorable break.

In 324 square miles of superb scenery, intriguing attractions, tucked-away villages and market towns, there’s always something more to be discovered.

This spring, why not explore the locals’ favourites including Wendover Woods, with trails, bridleways, picnic and BBQ spots, birdlife and lovely views across the Vale of Aylesbury, nearby Coombe Hill or, at the end of the Ridgeway, Ivychoe Beacon.

Enjoy your stay!
Maximising tourism potential

- Work with the tourism sector - pubs, visitor attractions etc
- Tap into tourism initiatives such as Ox Trails, Midsomer Murders
- Social media, get visitors to leave reviews