

Coastal
Tourism
Forum

16

Shore Potential: Addressing the Coastal Tourism Challenge

17th October 2016

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Marcial Boo

Founder

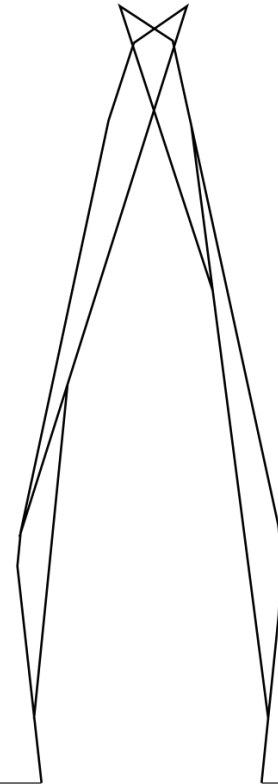
Tour de Coast

@Marcial_Boo

Britain's coast: a user's perspective

Marcial Boo

17 October 2016





From Whitstable in 1997 ...



Around Britain's beautiful
coastline of:

beauty

history

nature

grandeur

calm



















What's most helpful to the coastal visitor?

Local knowledge and basic friendliness



Something interesting – an attraction to pull you



Signage

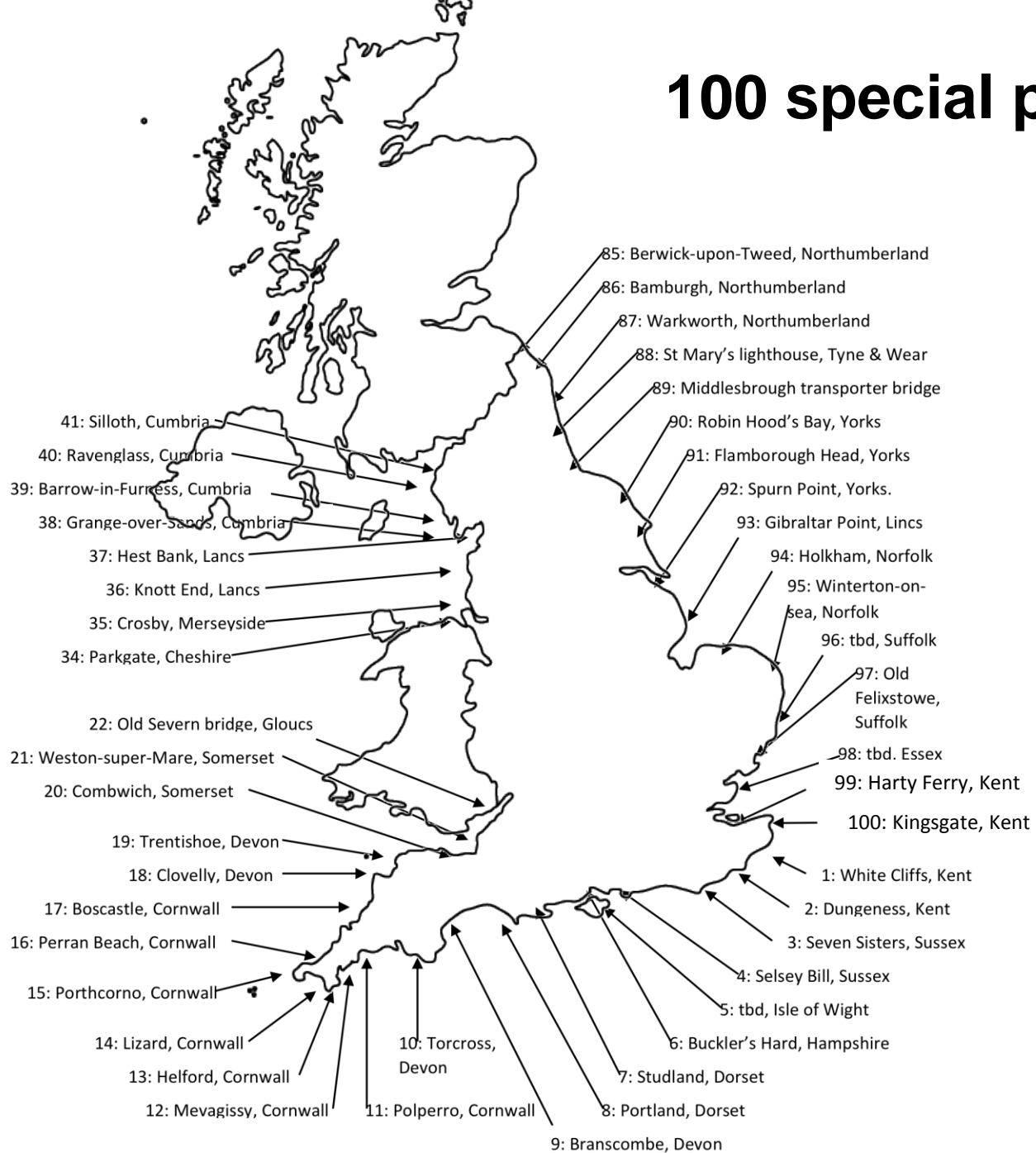


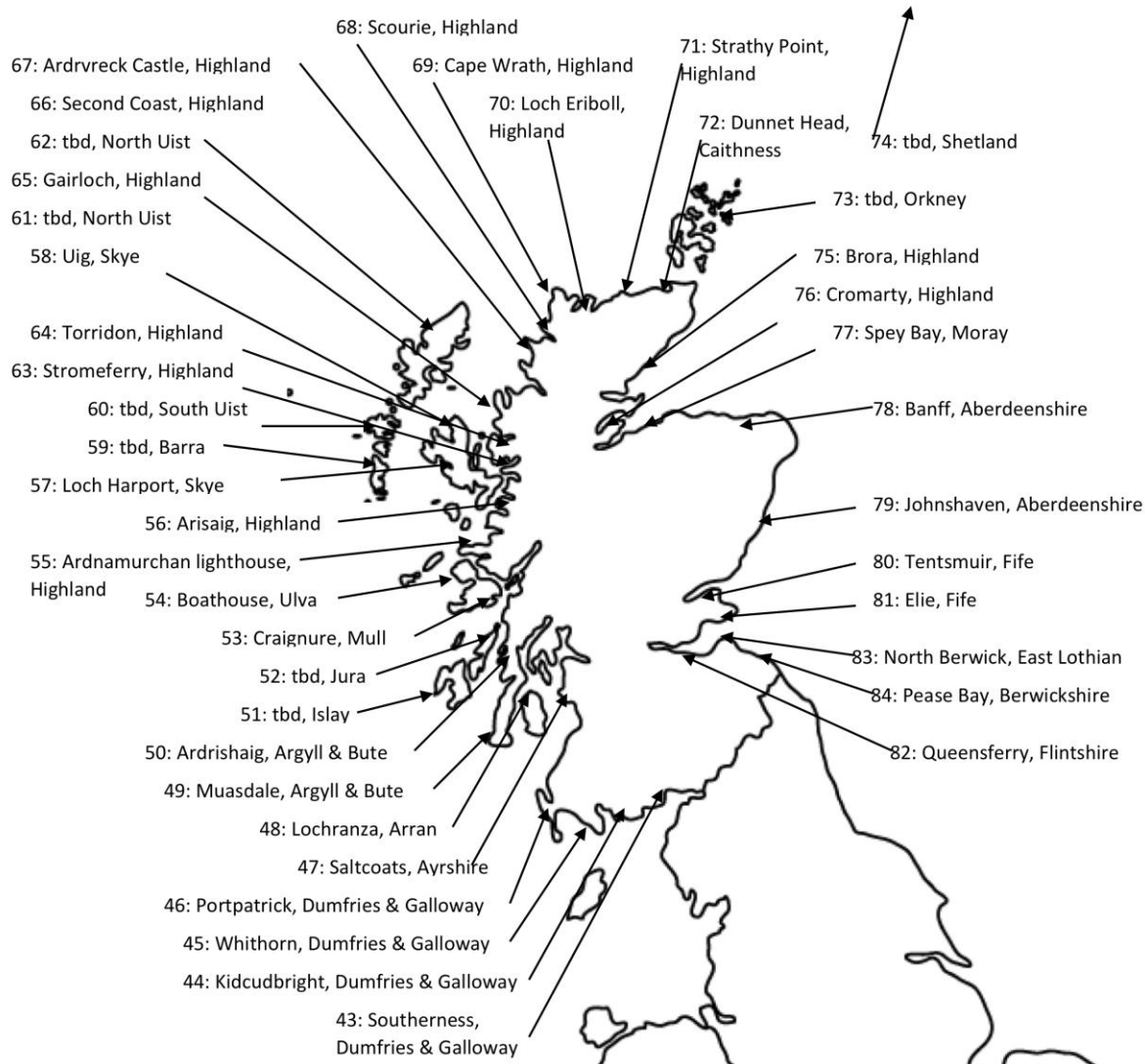
Serendipity

How to get others to experience the beauty of our coast?

- Only 15% of 35m tourists and their £22bn a year reach Britain's coast
- But 20% like active holidays
- 59% of people would visit the coast for a 'wellness' holiday
- People like something to collect:
 - 5,000 people have climbed all the Munros,
 - 4,000 cycle from Land's End to John O'Groats a year,
 - others collect visits to football grounds, Olympic post boxes and tube stations
- So why not **an infrastructure of 100 special places** around Britain's coast?

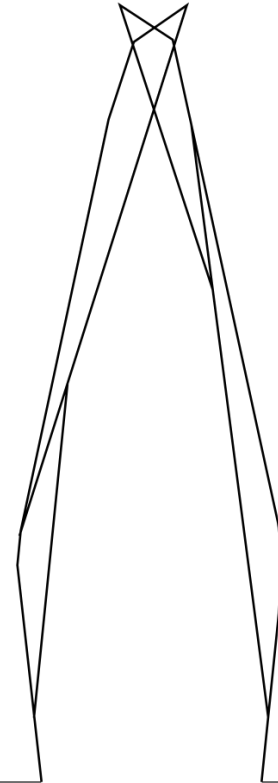
100 special places





... across the whole country ...

DAYMARK

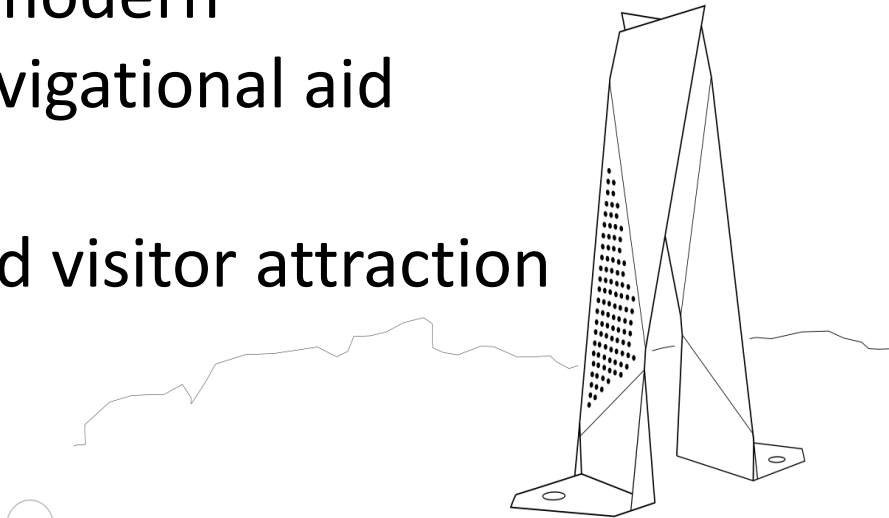


A hundred coastal points connected

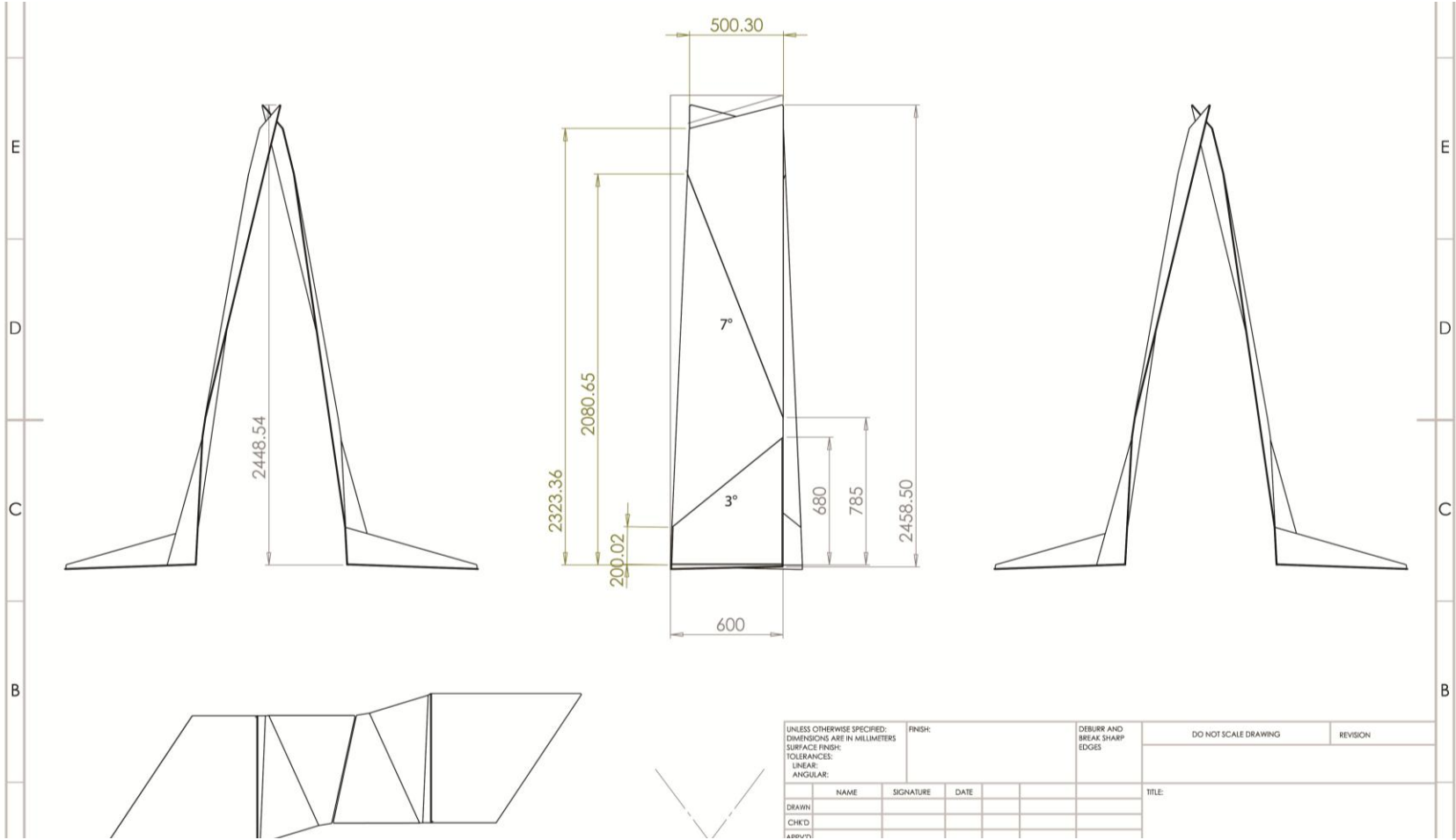




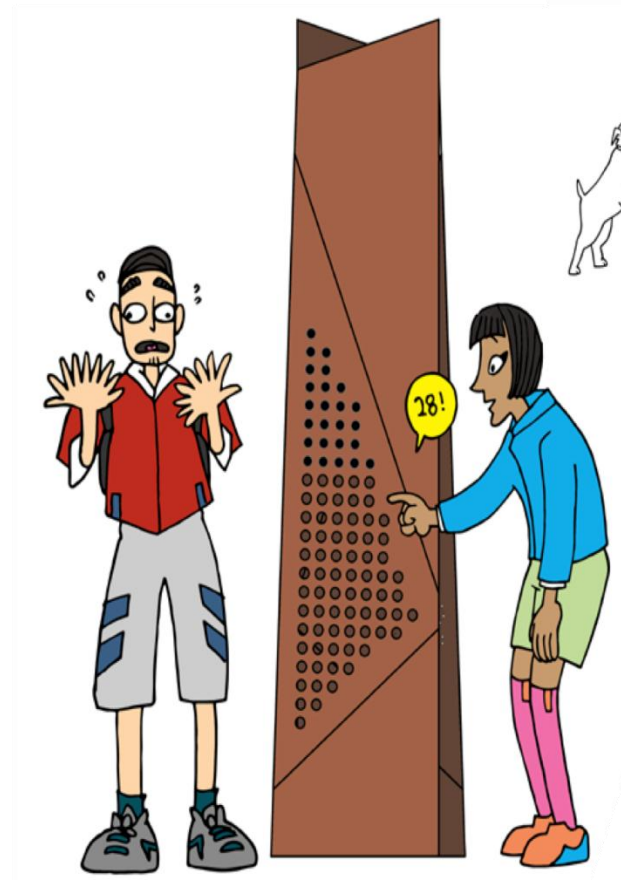
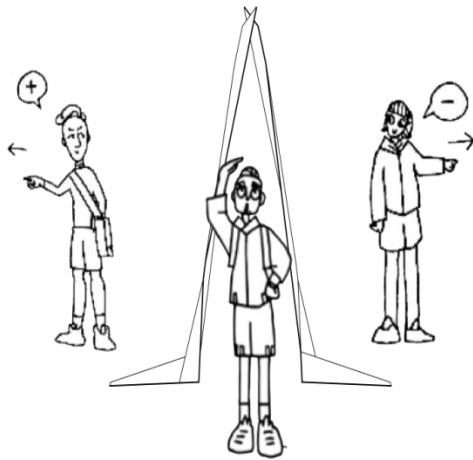
A modern
navigational aid
and visitor attraction



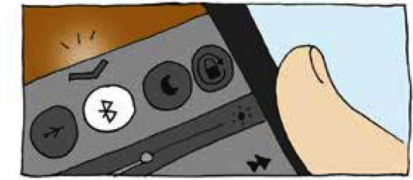
Durable, weatherproof, inexpensive, contemporary



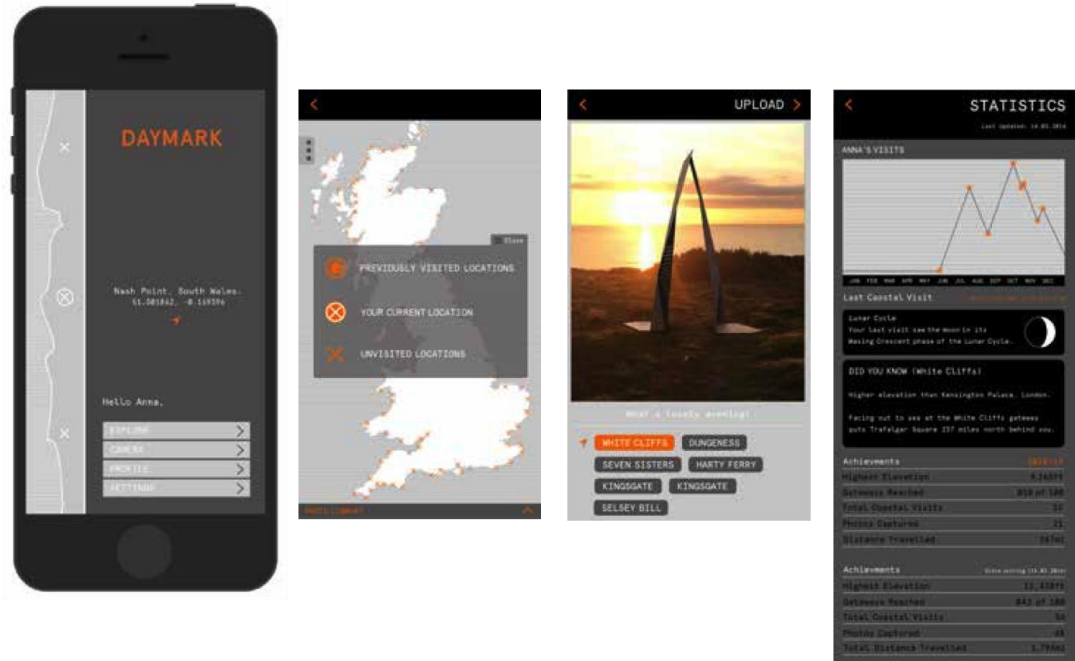
Each with a number from 1 to 100



With more information
pushed to
nearby phones
from
a buried iBeacon
via Bluetooth



And a mobile app where visitors can upload images and find out more



100 Daymarks across Britain to collect



Owned and valued by local communities and businesses

To find out more, visit
www.tourdecoast.org.uk

Tour de Coast - DAYMARK

Or email: marcialb@hotmail.co.uk



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