



Cornwall Tracks & Trails

Promote and grow your
tourism business through
Cornwall's countryside

Help your guests and visitors get the most from their stay by providing all the information they need on cycling, riding and walking opportunities in Cornwall.

[Click here to watch the videos](#)



Cornwall's Tracks & Trails

The countryside of Cornwall is unique and incredibly diverse - from the wild and windswept moors to secluded coves, hidden valleys and tidal creeks cloaked in woodland.

The beauty of the natural landscape is one of the most important reasons for a visit to the county. You can help your tourism business by catering for people to get out and enjoy the countryside.

Cornwall has miles of Public Rights of Way and quiet country lanes that visitors can explore. Cornwall Council has an online map showing all the Public Rights of Way.

Tourism and countryside links

Cornwall Council - countryside

Visit Cornwall

Cornwall AONB

Tamar Valley AONB

National Trust - Cornwall

Forestry Commission - South West

A Tracks & Trails Expo for tourism businesses was held at the Eden Project in September 2013.

[Click here for videos of the presentations and information from the Tracks & Trails Expo](#)



pedal, pedal

Cycling

Cornwall offers great cycling opportunities for beginners and families through to experienced cycle tourists and adrenalin fuelled mountain bikers.

Cycling between villages and destinations adds lots of memories to any visit. There are lots of safe trails for all abilities with cycle hire facilities nearby. Increasingly, additional services are available such as cycle drop-off and collection, luggage carrying and connections to and from rail stations and electric bikes for those needing extra assistance.

Attractions such as the Eden Project and the National Trust's Lanhydrock House offer discounts to visitors arriving by bike.

From its existing network of quiet lanes, byways and bridleways to purpose built facilities Cornwall's cycling offer includes:

Off road cycle routes such as the Camel Trail and Mineral Tramways

Promoted, predominantly on-road routes such as The Cornish Way and Velowest

Cross-country and downhill mountain biking courses.

Trails and Routes

Cornish Way

Mineral Tramways

Velowest

Clay Trails

The Camel Trail

1 South West

Cycle West

A 2000km network of promoted routes connecting the South West with Brittany, Normandy and Jersey has been developed through the Cycle West project.

Cycling information

Making Your Business Cycle Friendly

Visit England's Cyclists Welcome accreditation scheme

Sustrans

CTC

Eden Project

Tamar Trails



Horse Riding

Riding through the beautiful Cornish countryside is a great way for many to see the outstanding and varied bridleways and tracks of Cornwall.

There are an unlimited choice of places to visit and riding schools which cater for all abilities across the county. Many riding schools have arrangements with local accommodation providers and some centres will provide livery facilities for those owners wishing to bring their horse on holiday.

There are a wide range of equestrian events throughout the year from the Royal Cornwall Show in June to Polo on the beach at Watergate Bay. Other spectator events include point to points, dressage, show jumping, one day events and hunter trails.

In Cornwall you are never far from learn to ride centre's, horse riding, point to point, hunting, hacking and livery supplies for guest with their own horses.

For more information visit:-

Visit Cornwall

Country Sports SW

Equine Tourism

Riding Events

British Horse Society





explore wonderful walks

Walking

The South West Coast Path National Trail is one of the top walks to be found anywhere in the world.

Cornwall's heritage, wildlife, geology and scenery along the way are truly inspirational and every day walking it brings stunning new experiences.

Turning inland will show visitors Cornwall's villages, farmland and open moors.

Help them to link accommodation with villages and attractions to build a memorable holiday, whatever the season, that will leave them wanting more.

Many of the sites below will have lists of shorter walks, places to stay and other services for walkers.

Make sure you're listed.

*South West Coast Path
Ramblers' Association
National Trust - walks
Visit Cornwall - walks
Ordnance Survey - getamap*

Different Adventures

Your guests are as unique as Cornwall.

Visitors wish to explore and see Cornwall in different ways; adrenaline, heritage, natural history, sustainable, accessible and more.

For more information visit:-

*Countryside Mobility SW
South West Lakes Trust
British Mountaineering Council - climbing
Eden Project
Cornish Mining World Heritage Site
Visit Cornwall - active and outdoors
CoaST - sustainable tourism in Cornwall*



Digital Destination Marketing Guide

The main problems you face as a rural tourism business are:

Generality; you all look the same. Your beautiful cottage looks a lot like the beautiful cottage down the road.

Abstract offer; I can't try before I buy. Phrases like the 'best view' or 'amazing food' are easy to use. **Prove it.**

Trust; how do you create trust when you're competing against other destinations with more resources?

Get online for a start. 90% of us go online to research our visit.

Your 10 step guide to digital marketing

1. Update your website weekly; write some local news on it, write a diary (called a blog) and link those pieces of content to other websites. Write about something that's current and relevant.
2. Put more pictures on your website and when you do make sure the picture file name describes what's happening in the image and is saved with your business name so that search engines can find it e.g. St.Austell_B&B_walking_boots_by_fire.jpeg
3. Start a Facebook Page for your business and put links to it from all your printed and digital marketing.
4. Encourage your visitors to 'check-in' on their own Facebook profile so their friends can see where they are.
5. Start a Twitter account and start telling us what's different about your place.
6. Use Instagram on your smartphone to quickly take, improve and share digital pictures across your social media.
7. Create Pinterest boards to show your business and what's in the local area.
8. Create short videos (Vine is good for doing
9. Get visitors email addresses and keep in touch with them through an automated newsletter system.
10. Install the south west outdoor activity widget on your website and you'll have the perfect digital solution for your visitors.

Go to www.swoutdoormap.weebly.com