

Walkers are Welcome

Fact sheet 3

Top tips for generating publicity *(as shared at the 2010 get together)*



Tips

- Use Survey Monkey for gathering feedback - www.surveymonkey.com
- Get local schools involved, the children then enthuse their parents
- Prescription walks - work with your doctor's surgery to produce leaflets of short, easy walks that can be handed out to patients instead of, or as well as, normal prescriptions
- Ask accommodation providers in your area to add a web link to your WAW website, and to add the WAW logo to their publications
- Branded clothing – wear the WaW logo with pride.
- Get articles into train company magazines for people to read on a long journey
- Produce postcards with a lovely view on the front and the website and logo on the reverse. Get them inserted into Hotel and B&B bedroom browsers in the area, so that visitors can send them to friends and relatives.
- Produce bookmarks for bookshops so that every time they sell a book, they pop a bookmark in the bag.
- Produce an attractive walker's calendar with the WaW logo and website details. Mark on it important dates such as your walking festival.
- Put visitors' books in every tea shop and invite walkers to add feedback on their experiences in the town
- Don't undersell what you are doing, think big and ask for donations from businesses. Offer a choice of sponsorship amounts with different benefits.
- TV is the best publicity you can get, increasing visitor numbers dramatically. Be persistent and generate contact names at TV companies rather than just the company itself.
- Work with the council to erect WaW signs at the entrances to the town, or to include WAW information on existing signs.
- Keep businesses involved and updated by producing and circulating a regular newsletter of your achievements and ideas.
- Work with your local TIC; make sure they know what you are doing.
Notes for all towns
- Remember to promote WaW on all your publicity
- If you have a page on the WaW website, ensure it is kept up to date