

ARE YOU READY FOR THE HIKING MARKET?

With 79% of our target market participating in hiking during their vacation here, ensuring your offerings appeal to hikers can be very beneficial.



HOME BASE

Do you offer:

- Practical information about trails and community assets?
- Food to take on the trails?
- A place to dry wet clothes and boots?
- A place to store dirty hiking gear?



INFORMATION

Do you provide resources for:

- Local flora and fauna
- Bird and whale watching
- Emergency information
- Local folklore
- History of the community



MARKETING

Can hikers find info online?

- Does your website list hiking opportunities found in your region?
- Do you interact with local hiking advocates on social media?
- Does your community have an up to date website with their trails listed?
- Does your NL Tourism website listing incorporate hiking in its description?
- Are there community partners that could have a NL Tourism website listing or, if they have one, could it be improved?



COMMUNITY

Get others involved!

- Where can hikers rent or purchase hiking gear in your area?
- Are the trails in your region clearly marked?
- Where can hikers avail of bathroom facilities in your community?
- Are there food and beverage establishments close to trail ends?
- Are there food and beverage establishments offering picnic lunches?
- Are there shuttles or taxis interested in bringing hikers back from trail ends?



HOSPITALITY

Can guests arrange:

- Early breakfast/late supper?
- Late check out?
- Luggage storage?
- Transportation to their next stop?



PACKAGES

Are you a one stop shop?

- Do you have all-inclusive travel offers?
- Offer group or guided hikes?
- Facilitate luggage transfer?
- Do you work with other operators to offer a more complete experience?

Reach out to **Alicia** at alicia@legendarycoasts.com to learn more about the hiking market and opportunities to capitalize on the hiking assets we have in eastern Newfoundland.