

# Coleridge Way

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## Top Tips for making money from the route

We have just signed a contract to build a new Visit Exmoor website which will include the Coleridge Way (CW) with its own domain name pointing to that section of the site. It is hoped to be completed sometime in September/October.

The website as it stands at the moment is very restrictive because it was added with very little budget. I have very little control over what can be done with it. The new site will have full control, so if any business wants to opt-in to being part of the CW website, then they can. There will be a charge for this service which will include membership of the Exmoor Tourist Association (ETA) who administer the whole site. I expect there will be a caveat that any business showing on the CW site must either be within easy walking distance from the route, or provide transport to and from the route.

1. Add a new page to your own site called “coleridge-way.(html/php/asp)” and include it into your site navigation. Tell visitors to your site about the Coleridge Way and what you offer specifically and add a link to the Coleridge Way site.
2. To help you do this we have added a resource page to the Coleridge Way site giving information and downloads for you. It includes the logo, map, picture, leaflet and general information to help write content.
3. Embed the Issuu version of the full guide into your website by going to the pages <http://www.visit-exmoor.co.uk/coleridge-way/cw-route-westwards> or <http://www.visit-exmoor.co.uk/coleridge-way/cw-route-eastwards> - then click Open Publication. Once opened go to Share and Embed and use the code in your site.
4. If you are off the route, but still within walking distance, write a simple directions sheet from your establishment to the route.
5. Use Moor Rover to provide luggage transfer to enable linear walks along the route. If you decide to do this yourself be aware of insurance implications.
6. Use the Luggage Transfer page <http://www.visit-exmoor.co.uk/coleridge-way/luggage-transfer> to find luggage transport.
7. Get your local Walkers are Welcome town involved. They are Wiveliscombe, Dunster, Porlock, Lynmouth.
8. Promote links with the other long-distance walks, such as the SWCP, Two Moors Way.

9. Create a 100 mile circular walk to include the CW, SWCP and Somerset Coast Path.
10. ENPA have paid for new route directions of the full 51 miles in both directions. Download the pdf and print it out for your customers to use. Consider printing it on waterproof paper (which needs a laser printer) so it can be folded. If you encapsulate it, it becomes a bit unfriendly to use.
11. Regenerate the accommodation group as we did when it first started. This could involve self-promotion, luggage transfer, printing the route directions, creating packages, central booking.
12. The ETA run the Visit Exmoor website and therefore the Coleridge Way website as part of it. Become a sub-group within the ETA to ensure the website works as you want it and for promotion.
13. Create holiday packages with other providers along the route for easy booking. This can be promoted on the CW website. These packages could be for different levels of ability, so the full length in 6 days (about 8.5 miles each day), so 1 week holiday. Or a 10 day holiday doing the whole route with 2 days off (6.5 miles each day) attracting a different marketplace and different providers along the route. Or a 4 day break doing half the route and then another 4 day break to complete the route. Some long-distance walkers (LDWA) may walk it faster so a 4 day package could be promoted to them.
14. Get involved with the CW Blog <http://coleridgeway.blogspot.co.uk/>
15. Get involved with the CW QR Code Poetry, see the blog.
16. Get involved with Poetry Pin <http://pinpointpoetry.blogspot.co.uk/> which are boxes strategically placed along the CW for people to write a poem and include it in the box. They are in place over June/July/August, when they will be retrieved and an exhibition will take place in the new Pavilion in Lynmouth.
17. Use social media to get the message out. Post on the CW Facebook page <https://www.facebook.com/pages/Coleridge-Way/145231332158607> or Twitter @coleridgeway or #ColeridgeWay
18. Use your own customer database to tell them about the extension, either by bulk email or post.
19. Install the free SW Outdoor Activity Map widget <http://swoutdoormap.weebly.com/> on your website. Tailor it to your area. Help your site visitors plan their holiday BEFORE they arrive. This help will make them appreciate your business and book with you rather than another site they also visited.
20. Then use the Tourism Marketing Toolkit to get you thinking how to promote your business.

21. Research some of the romantic poets writing and use extracts that are relevant to your business – geographically or thematically in promotional material or within the business to tie in.

### How to avoid one-night stands

1. Create circular routes off the CW to keep customers with you or for returning customers once they have walked the linear route.
2. Create walking holiday packages based on your establishment and the CW. Make them 3, 4 and 7 nights. Expect 1 or 2 days off from walking in a week.
3. Promote these holidays in a quality leaflet to the one-night stands as they pass through to attract them back to your business.
4. Get 2 nights by collecting them from their first days walk away from you, and return them there the next day and take their luggage on at the same time.
5. Offer long-term parking on the condition they stay for the first and last nights.

### The basics

1. You have some personal knowledge of the Coleridge Way, especially near your location.
2. You can recommend good walks from your doorstep or within easy reach.
3. You have the OS 1:25,000 Explorer Map OL9 Exmoor and 140 Quantocks and Bridgwater and you can use them.
4. You have somewhere to wash muddy boots.
5. You have somewhere to dry muddy boots, such as the boiler room, but not too warm.
6. You have plenty of old newspaper to stuff damp boots.
7. You have racking to hang wet waterproofs in a warm location.
8. Offer packed lunches with a packed lunch menu.
9. Offer evening meals – more dependent on your location/remoteness/self catering.
10. Do you welcome dogs – properly? Somewhere to wash a dirty dog, dog towels, dog bed, water bowl, only restricted from the dining room.

### Use the web effectively

1. Does your website work? Does it bring in business.
2. Is it professionally built? Does it represent your business at the right level?
3. Is it optimised – can it be found under relevant searches?
4. Is it mobile-friendly?

5. Does it tell people about your business and you?
6. Does it tell people about the area?
7. Does it make it easy to find information?
8. Is it resourceful? Are there useful relevant links? Are there relevant free downloads?
9. Is it likely to make people bookmark or come back to your site?
10. Is it obvious how to get in touch with you?
11. Is it easy to contact you? Do you forward calls to your mobile if you are out?
12. Do you have a booking online system?
13. Have you some good videos of your area to enhance your website?
14. Does it have a stats package such as Google Analytics? Do you check and act on them?
15. Do you have a Facebook page and is it linked to your website?
16. Do you have a Twitter account and is it linked to your website?
17. Do you have a blog and is it linked to your website?
18. Do you update your social media regularly? If not probably best to not do it at all!
19. Do you use email newsletters to previous customers?

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