

**Project:** Wales Outdoor Activity Information Framework

**Client:** Wales Tourist Board / VisitWales

**Date:** 2006

**Team:** Richard Smith, Roger Carter and Gaëlle Connolly, in association with ACK Tourism

The aim of this project was to develop a framework for the future development of specific information for outdoor activity markets for Wales. It focussed on information for a number of different activities (walking, cycling, fishing, mountain biking, riding, adventure) at different stages of the customer journey (mainly planning and at destination).

The project involved:

- Reviewing available research and strategies on information requirements to identify key market segments and their needs at different stages of the customer journey
- Undertaking an audit of the main websites and brochures available on outdoor activities in Wales
- A survey of TICs
- Three more detailed mystery shopper exercises looking at the ease of obtaining required information through available brochures, websites, and TICs
- A review of good practice in Wales and elsewhere in the UK and overseas
- A report outlining a number of recommendations for VisitWales and its partners at national, regional and local levels.