



Cowal Way News



Summer 2017

Good News!

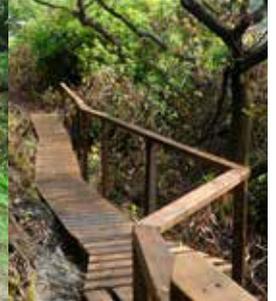
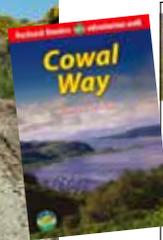
Colintraive and Glendaruel Development Trust (CGDT) is delighted to announce the new funding package of almost £300,000 towards the continual development of the

Cowal Way, awarded by the Coastal Communities Fund (CCF). The CCF received a total of 83 applications from the Highlands and Islands area, as part of their Round 4 Programme, and

only 8 were successful in receiving funding. This new funding package will help Cowal Way to become a world class, multi access tourism asset. The funding will help to retain two full

time direct jobs, provide further infrastructure improvements to the path, and also continue our efforts to promote the tourism path and related businesses to a worldwide audience.

Highlights



Some Cowal Way highlights from the last two years are as follows: secured Scotland's Great Trail status earlier than planned; invested in many path infrastructure improvements to make the path more accessible to a wider audience; erected over 150 waymarkers and 6 route signs; purchased and installed 10 counters to measure traffic data; helped to

assist a new business start up – a dedicated baggage transfer service for the Cowal Way; advised other businesses to improve or extend their tourism offerings; instigated a digital strategy which included a rebranding exercise, an improved website, an active social media campaign, and a new and innovative mobile app; updated our Rucksack Readers Cowal Way guide

book; advertised in publications and undertook 2 leaflet distribution campaigns; exhibited at key shows, such as the Scottish Cycling, Running and Outdoor Pursuits Show and VisitScotland EXPO; and most importantly, widened our networks and developed more working relationships with local businesses, area & national marketing groups, tour operators and the

media. Some examples of collaborations included helping to establish the Argyll LDR (Long Distance Routes) Forum, undertaking joint promotions with both Argyll & the Isles Tourism Co-operative and VisitScotland; supporting CowalFest with accompanied walks, and working with specialist tour operators to promote the Cowal Way on walking and cycling itineraries.

Local Business Feature

Royal an Lochan Hotel

This family run 3 star hotel is on the Cowal Way, and is based on the shores of Tighnabruaich, which is a beautiful seaside village located on the "Secret Coast". The hotel offers spectacular views of the Kyles of Bute. All of the 11 luxurious bedrooms have ensuite facilities, free wi-fi and other facilities you would expect from a discerning establishment. The hotel offers two dining experiences: the Restaurant, which specialises in providing an abundance of fresh local seafood and other local produce; and the informal surroundings of the Royal Shinty Bar, with its traditional home cooked bar meals. There are also tables outside in summer, where you can relax and watch the yachts drift by. The hotel also has a Trip Advisor 'Certificate of Excellence' – almost 300 travellers have rated it "excellent". Tom Kitchin, the award winning chef, is a fan of the dining experience at Royal an Lochan Hotel.



Two Stones B&B

Two Stones is a traditional Scottish bed & breakfast establishment. Situated in Arrochar within the Loch Lomond and the Trossachs National Park, this popular B&B is less than one hour's drive from Glasgow. This family owned business run by Jeff & Steena Stone (hence the two stones), offers two perfectly designed ensuite guest bedrooms. Based on the shoreline, the property offers panoramic and unrestricted views of Loch Long and the 'Arrochar Alps'. For long distance route walkers, the owners are also happy to organise the transfer of client's baggage to the next port of call (Sherpa Service). N.B. remember that the Cowal Way also has a dedicated luggage transfer service – Balliemeanoch Baggage.



Facebook

Please like our facebook page, then you will receive regular updates on our progress, to make the Cowal Way a "world class, multi-user tourism asset." Our facebook page is www.facebook.com/TheCowalWay

Contact Details

If you have experienced the Cowal Way recently we would really appreciate your feedback. Please go online at www.cowalway.co.uk/customer-survey and give us your feedback.

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www.cowalway.co.uk

Cowal Way is managed by Colintrave & Glendaruel Development Trust,
and is currently funded by the Coastal Communities Fund

The Coastal Communities Fund is funded by the Government with income from the Crown Estate's marine assets. It is delivered by the Big Lottery Fund on behalf of UK Government and the Devolved Administrations in Northern Ireland, Scotland and Wales.

