



Cowal Way News



Spring/Summer 2018

VisitScotland EXPO

On 11 & 12 April the Cowal Way exhibited at VS EXPO for the third consecutive year. We had over 20 pre-arranged meetings with tour operators from the UK, Ireland, Holland, Germany, Austria, Italy, Hungary, Czech Republic, USA, Canada, Nepal, India, Russia and China. We distributed branded USB sticks to these buyers, which included: a powerpoint

presentation about the Cowal Way, including the key selling points; our Cowal Way leaflet with map; and some suggested itineraries for walking in either direction. We also had the opportunity to deliver a presentation about the Cowal Way, to the VisitScotland marketing & public relations teams based in Leith, on Thursday 17 May, as part of an industry awareness day.



Cowal Way Ambassador Programme

The Cowal Way team has been busy recruiting high profile 'influencers' for our new Ambassador Programme. This includes people with local connections, who have excelled in their chosen fields, either in tourism, other business sectors, politics or film & media. Some

examples of our Ambassadors include selective UK and overseas tour operators, Nicholas Ferguson CBE, David Sutherland CBE, Brendan O'Hara MP, and Michael Russell MSP. Our Ambassadors will help us to promote the Cowal Way, to a wider and more diversified audience.



Path Works

Working closely with Tilhill Forestry, the UK's leading forestry management, timber harvesting and

marketing company – who have been very supportive towards the Cowal Way – we are about

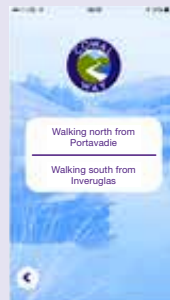
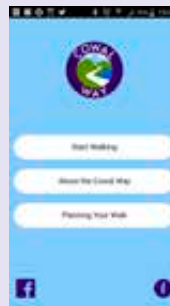
to commence some major path works at Curra Lochain, near Loghgoilhead. This will be the last

major path section improvements under the current Coastal Communities Fund programme.

Cowal Way Information Tools

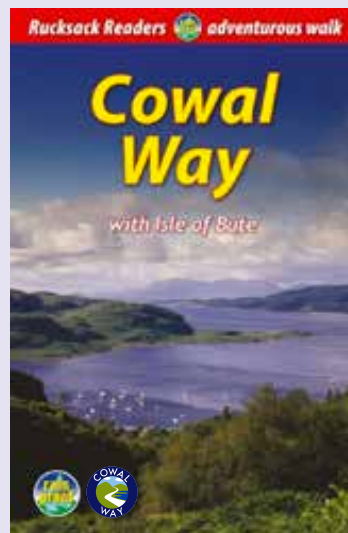
Mobile App

Our mobile app was launched in August 2016, to cater for a growing audience who prefer to access information on their smartphones. Our innovative app is free and available to download before your walk (or during the walk if you have good mobile phone connectivity), it works entirely offline, and key features include: a map location system using GPS (to show you where you are on the path); it can be used for travelling in either direction; 14 visitor attractions/sites of interest with images, text and audio features; details of some accommodation choices, which are just a click away to get in touch with them; and all the other information one would expect to plan a walk, run or cycle on a long distance route. The app works on iPhone and android formats. For more information click www.cowalway.co.uk/app



Guide Book

For those who prefer to have a printed guide book, this can be purchased on our Cowal Way website shop for £12.99 plus postage & packing – see link below. The guide book includes: full colour, including over 80 photographs; a step-by-step guide for each section of the Cowal Way, including distances and the types of terrain; information on history, heritage, visitor attractions and wildlife; detailed maps showing the Cowal Way; planning information for travelling by car, ferry, bus and plane; information on the West Island Way on the Isle of Bute; a useful packing checklist; and 72 pages printed on waterproof paper. www.cowalway.co.uk/product/the-cowal-way-guide-book



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

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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.

