



# Overall aims

- Provide a key event in the Upper Strathearn area of Perthshire
- To enhance public awareness of the Upper Strathearn area as a walking and outdoors destination, and to strengthen the historical context of the Tryst in Crieff
- To extend the tourist season into October

# More than a walking festival



- Extra Hard walks, special interest walks
- Other 'outdoor' events every day
- Complementary evening events
- Farmers Market

# Who comes?

- 304 people
- 632 places taken up
- All Hard, Extra Hard and most Medium walks fully booked with waiting list
- Less demand for Easy walks, booked last minute
- Mixed success with 'events'
- 84 people from outwith day-trip distance taking up 269 places
- Shift in emphasis from 'local' to visitor

# Research shows us that:

- Over 90% said they would take part again
- A high proportion would come again to the area
- The walking opportunity, wanting to see more of the area and 'sounds like fun' are important to participants



# Has it succeeded in objectives?

- Extending the tourist season in the Crieff and Strathearn area

Yes but.....

- Bringing more people to the area

Yes but.....

# Key issues to consider

- **Community versus Tourism**

- converting local participants to walk leaders/volunteers
  - charging Admin fee for participants
  - different marketing & pr locally

- **Core Funding Issues**

- Start up funding more readily available
  - funding for 'employees' harder to obtain

- **Fulfil advertisers requirements to sustain funding**

- **Volunteer Fatigue**

- employing a 'coordinator'
  - expanding volunteer base

# Stunts for attention

\* great ideas from 2006 but not yet  
done\*\*\* WHY\*\*\*

- Paint a cow ( not real...) - feature children's art work
- Window dressing competition
- People including shop keepers dressing up as Drovers
- Drama piece and/or songs by schools

