

SUSTAINABLE TOURISM

LESSONS FROM
THE INTERNATIONAL FESTIVAL
OF WALKING IN LANGPORT

THE NEXT 12 AND ½ MINUTES!

- Establish the Need
- Engage Community & Businesses
- Core People
- Funding/Sponsorship



THE NEXT 12 AND ½ MINUTES!

- Target Marketing
- PR/Communications/
Volunteers/Legwork
- Organisation
- The Event
- The Wash Up



THE NEXT 12 AND ½ MINUTES!

- Visitor Profile
- Financial Impact
- Sustainability
- Future Projects



The Seven P's

Prior

Preparation

Planning

Prevents

Piss

Poor

Performance