



GetOutside



Marketing, Media & Outdoor Trends

@BelDixon





Because I never thought such a thing was possible, and had never met anyone until now who would want to bivvy with me

David Love @_LoveAdventures





How much does marketing & media affect outdoor recreation trends?

Does what we see affect where we go & what we do?

We'll explore

Statistics

Issues

Influencer
insights



My Perspective

- Podcast producer
- Travel & Adventure Writer
- GetOutside Champion
- Copywriter
- BBC Journalist & Broadcaster



What we do

- ✓ Ordnance Survey established GetOutside to help more people to get outside more often
- ✓ The GetOutside campaign reaches 1 million people a month
- ✓ Likely to hit 6 million visitors to getoutside.uk this year
- ✓ 500,000 more adults became regularly active in the year up to November 2018 (Sport England)

#GetOutside



What we do

#ThisGirlCan - Year 1



- ✓ 2.8 million women did some or more activity as a result of the campaign
- ✓ 37 million people watched ThisGirlCan videos on Facebook & YouTube
- ✓ Social media reach of 540,000 (source: ThisGirlCan)

What we do

- More than 4 million people dipped outdoors in 2017-18
- The number of people swimming outdoors regularly roughly doubled

England)

(Sport

- Subscriptions to the Outdoor Swimmer Magazine have increased by 40% since 2017

#WildSwimming

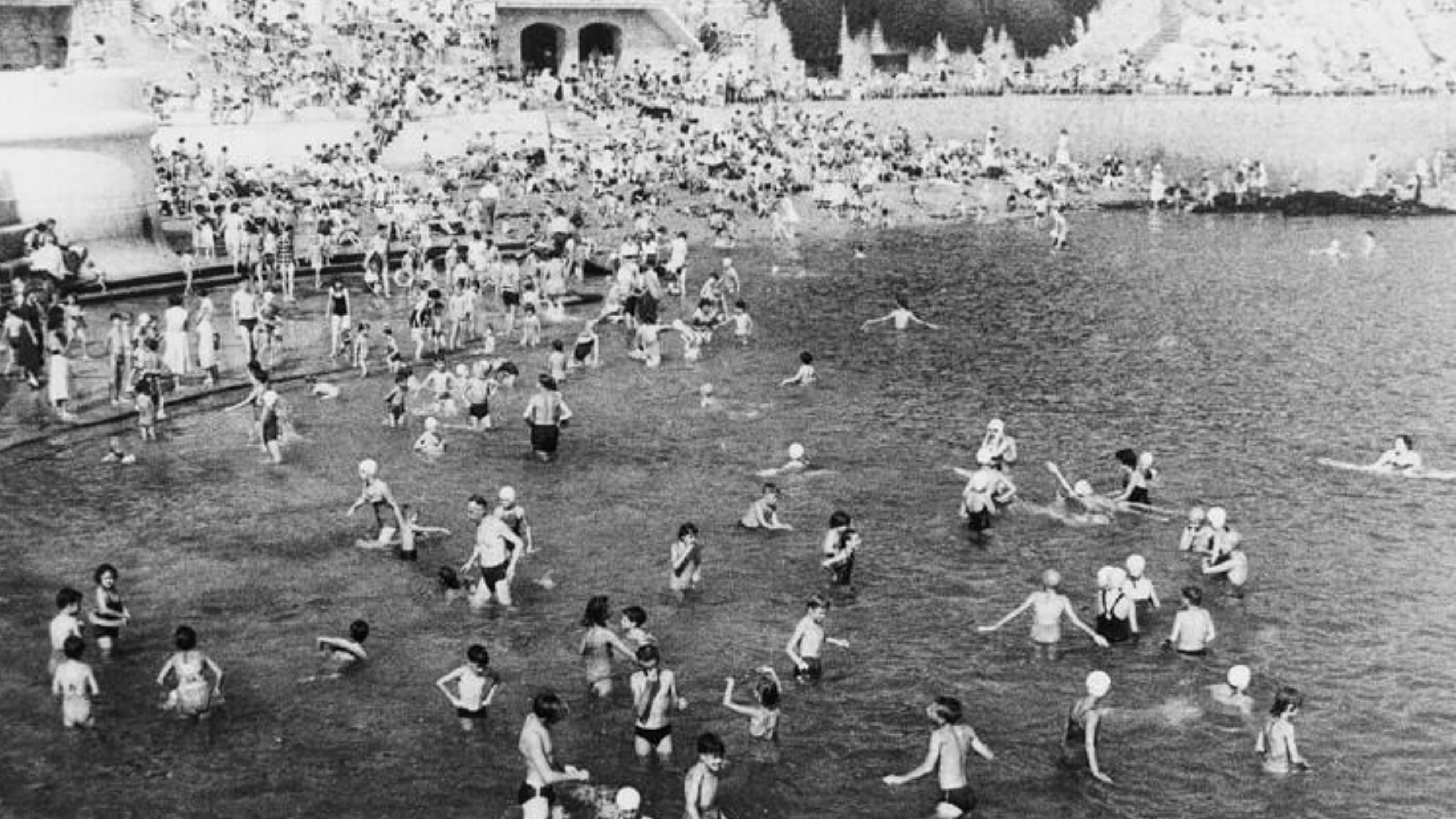


beldixon
Plymouth Hoe



Liked by b.beholz and 79 others

beldixon Sometimes when you GetOutside, the difference between views is just millimetres. Today while swimming at Plymouth (Devon) ducking... more







Where we go

Effects & Pressures

- One in five global travellers visited a location because they saw it on a TV show (TripAdvisor, Travel Trends, 2018)
- Game of Thrones: Klis Fortress in Croatia, saw visits increase by more than 580% in 2016 (TripAdvisor)
- Poldark effect "*Poldark is reported to have influenced around 14 per cent of all visitors to Cornwall*" (BBC History)
- Too many people visiting a few places – “over-tourism”?



Where we go

Effects & Pressures



- Listicles ("Best" beaches, hills, walks) Good or bad?
- Tagging a location on Instagram increases engagement by 30%
- Concerns that sometimes tagging "ruins" a place – it gets "overrun"
- So people refuse to tag places – hence #nogeotags & #secretplaces

Where we go

Positives

- If media partly fuels over-tourism it also reveals it and discusses it
- It publicises things like the Snowdon Partnership Plan
 - Raises funds from visitors
 - Helps train local youngsters in conservation
- Can promote wider areas: Snowdonia National Park not Snowdon, the mountain
- Making maps & itineraries spreads rather than concentrates visitor numbers.



How we go

Two Blondes Walking @BlondesTwo



How we go

Safely & Gently



- Good resources help Influencers get the right messages across
- Eg: DNP's on-line Backpack Camping Map – excellent!
- Coverage of personal stories – the BBC's *Saving Lives At Sea*
- Up to date, consolidated info & sharing systems (eg weather)
- Effective marketing campaigns
- Infographics & info videos

— Everything you need to know about —

SKI SAFETY

TREKWEAR
WWW.TREKWEAR.CO.UK

KNEE INJURIES ARE THE MOST COMMON ON THE SLOPES

DURING THE 2011/2012 SEASON, THERE WERE **510** SERIOUS INJURIES

WEARING A HELMET MAKES HEAD INJURIES 35% LESS LIKELY

AROUND 58,000 PEOPLE ARE HOSPITALISED WHILST SKIING IN THE AUSTRIAN ALPS EVERY YEAR

10% OF ALL INJURIES ARE CAUSED BY COLLISIONS WITH OTHER SKIERS

THERE ARE CURRENTLY NO EFFECTIVE TREATMENTS FOR SPINAL CORD INJURIES

PROTECT YOURSELF WITH A BACK PROTECTOR FROM AS LOW AS £49.95

RECCO
AVALANCHE RESCUE SYSTEM

IS USED BY MORE THAN 700 RESCUE ORGANIZATIONS WORLDWIDE TO FIND BURIED AVALANCHE VICTIMS

Benefits Of Cycling



How we go

- Social media & the media can protect our world as much as they expose it to harm
- Sir David Attenborough & plastics – from the BBC's *Blue Planet II* to the UN
- #plasticfree has 1,800,000+ Instagram posts
- #BeachClean
- #LeaveNoTrace

The Positives!

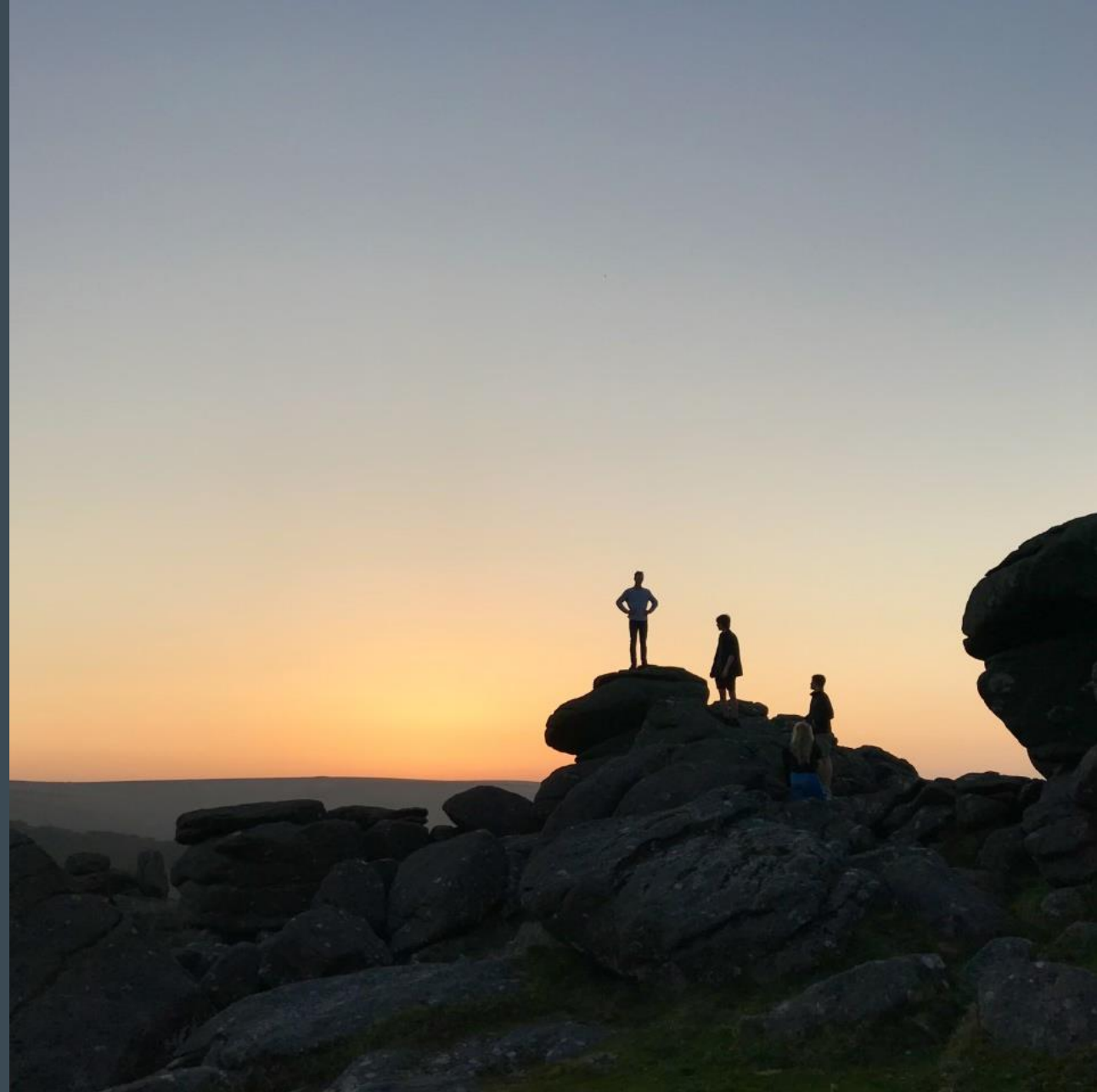


Communication

We live in a new environment of influence

Everyone is an influencer

How much impact is this having on outdoor recreation trends?



What might help?

Educate – all ages

Engage – with communities, physical & digital

Create Opportunities – Ambassadors, days out, events

Create Content – on-line itineraries, maps, infographics, podcasts

Share – creating, and helping others create, shareable content



#OnlyConnect

It's about
engaging
people enough
so they engage
with others





Why do we share outdoors stories?

- Because we feel it matters
- Because finding our way in the outdoors helps us make memories, plot adventures and navigate towards dreams
- Because the outdoors helps us connect better with our world, our selves and with loved ones and friends



Future Trends?

- More social media content creates a strong “desire” to be active outdoors
- How can you start planning now for a future increase in visitor numbers?



“People protect what they love”

Jacques Cousteau, Marine Biologist

We love something when we've experienced it

Made memories

Created outdoors experiences to pass on

We can supercharge that affection – that protection – when we help people GetOutside



