



Girls on Hills
TRAIL RUNNING

Broadening regenerative
tourism experiences through
innovative partnerships





Girls on Hills

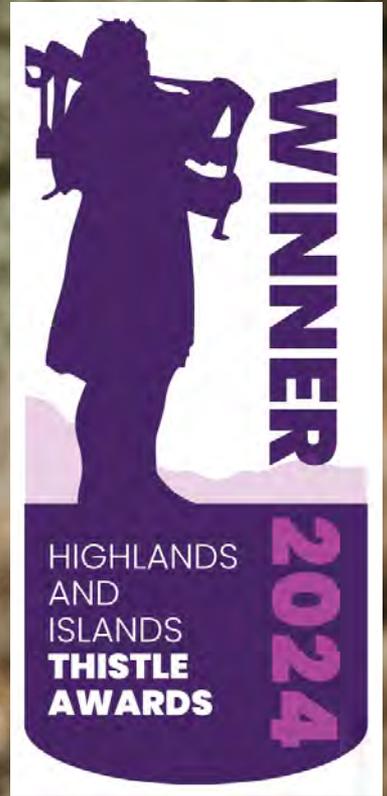
TRAIL RUNNING

*Guided hillwalking and trail running for women
in the Scottish Highlands*



www.girlsonhills.com





Gender equity
Inclusivity
Diversity

VOOM
NUTRITION

INOV8

PETZL

MOUNTAIN KING

SILVA



**GIN
BOTHY**



Hostelling
Scotland



**SKYLINE
SCOTLAND**



HARVEY



BLACK TRAIL RUNNERS

SherACES





Hostelling
Scotland



CHALLENGE

with Hostelling Scotland

1. If your business had to advocate for a 'regenerative cause', what would it be?
*an aim that is bigger than your product/service
2. What is your Unique Selling Point (USP) in terms of partnering? *this may be different from your selling proposition



For women

Female-led

Authentic
experiences

All ability

All ages

Solo-friendly

Supportive

Safe space



Friendships & community

Regenerative Tourism practices at Girls on Hills

- Adhere to the Scottish Outdoor Access Code and practice 'plogging' where possible
- Take the trail less travelled to reduce erosion/overuse of popular trails
- Support trail maintenance & repair
- Teach the 'leave no trace ethos' in all we do
- Reduce pressure on popular rural parking areas and car numbers by lift-sharing
- Make events accessible by public transport where possible (offer shuttles)
- Educate about the Bothy Code and support responsible use of Scottish bothies
- Teach responsible outdoor toileting practices
- Support the local economy wherever possible (local accommodation providers and eateries)
- Advocate for gender equity, inclusivity and diversity outdoors (via our Access Fund crowdfunder)
- Highlight the role of nature/green spaces in improved mental and physical health, and wellbeing
- Help preserve cultural/heritage/traditions and local history through use of Gaelic hill names, storytelling, native flora & fauna ID and mountaineering history

Get into pairs; briefly describe your business/product and existing partnerships to each other...

1. What new or novel partnership ideas can you think of together? **with regenerative tourism in mind*
2. Can you think of two new partners (each) that you'd like to approach?





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