



**RIVER
TWEED
TRAIL**

CATEGORIES



FACILITIES



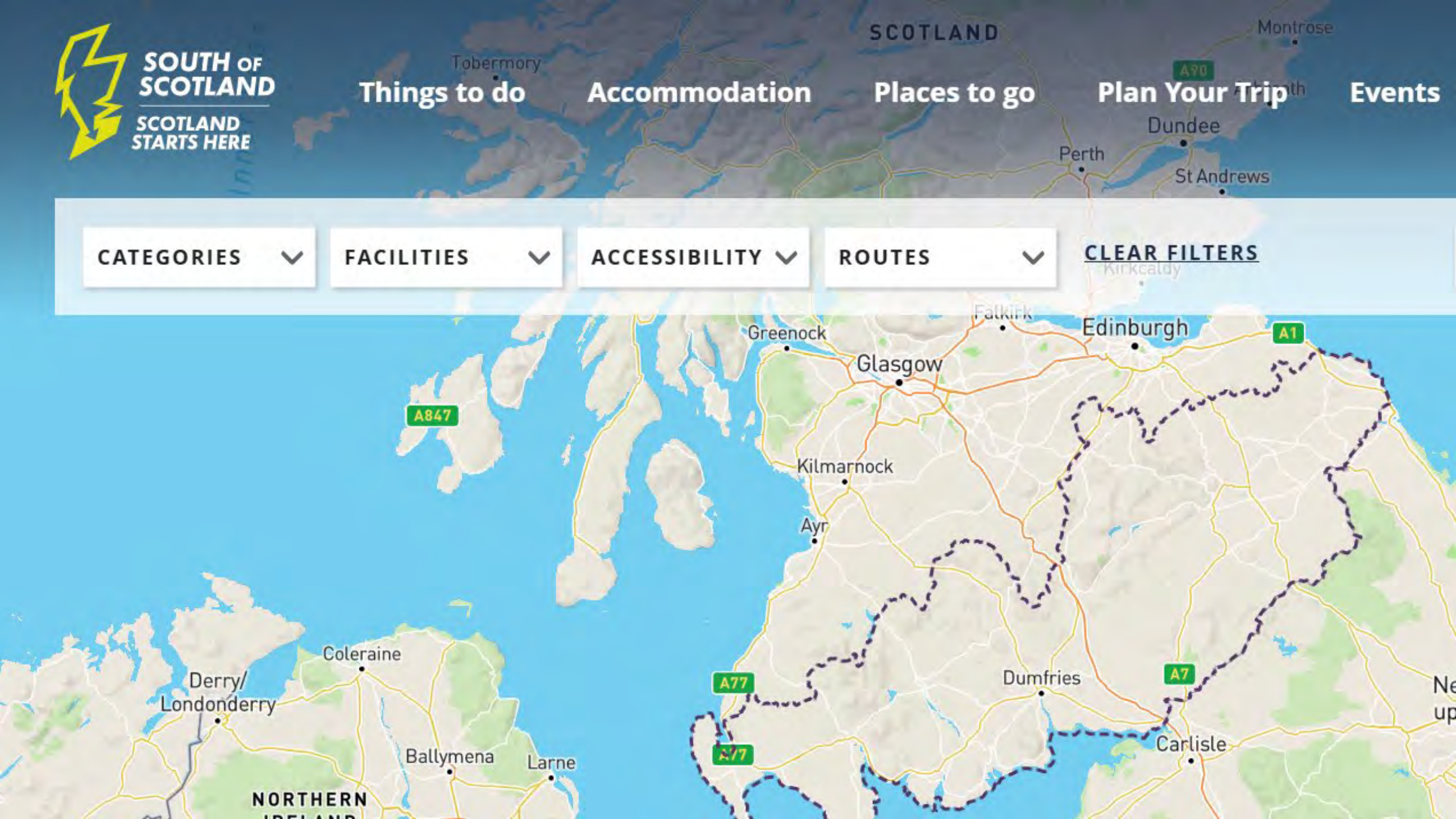
ACCESSIBILITY



ROUTES



CLEAR FILTERS



**SCOTLAND
STARTS
HERE**

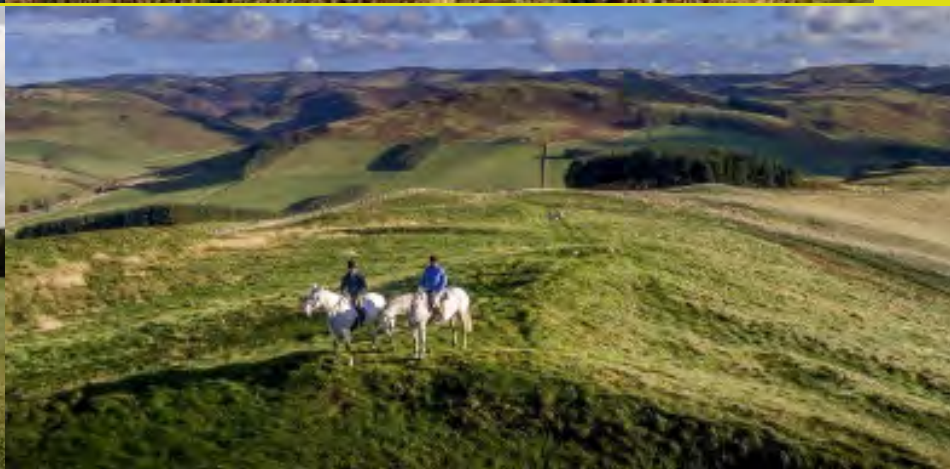


**A borderland that shaped the
nation's history – experiences
from coast to coast.**



Big Nature





Active
from the traditional...





...to the exhilarating

Country Sports

Scuba diving / Snorkeling at St Abbs

Rib Trips

Surfing and Windsurfing

Top Tree adventures

Paddle Boarding





Bikes, boots and boats

Festivals

Events

Itineraries

Routes

Friendly businesses





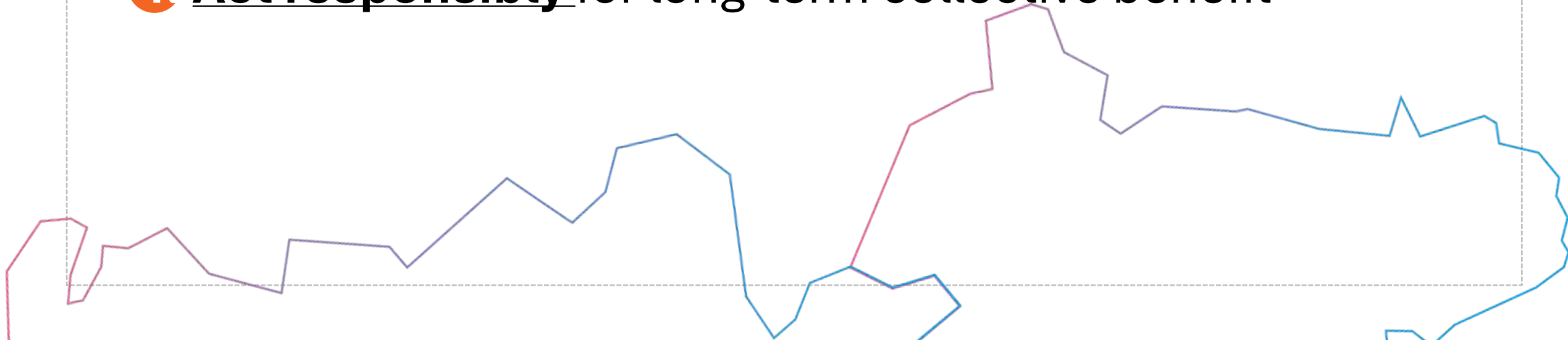
Our Vision

We will make the South of Scotland a **thriving, responsible**, year-round destination, leveraging our unique **geography, culture, history** and **landscape** to create Scotland's fastest growing visitor economy, attracting **international** visitors, creating **quality employment** and powering **community prosperity**

Responsible Tourism Strategy

Responsible Tourism Strategy

1. **Inspire visitors** to come to the South of Scotland
2. **Develop the visitor experience** with a focus on quality
3. **Support business** to succeed
4. **Act responsibly** for long-term collective benefit





RIVER TWEED TRAIL



Aims & Objectives

- enhance and protect
- connect communities
- stimulate local economies
- educate and engage
- create a lasting legacy



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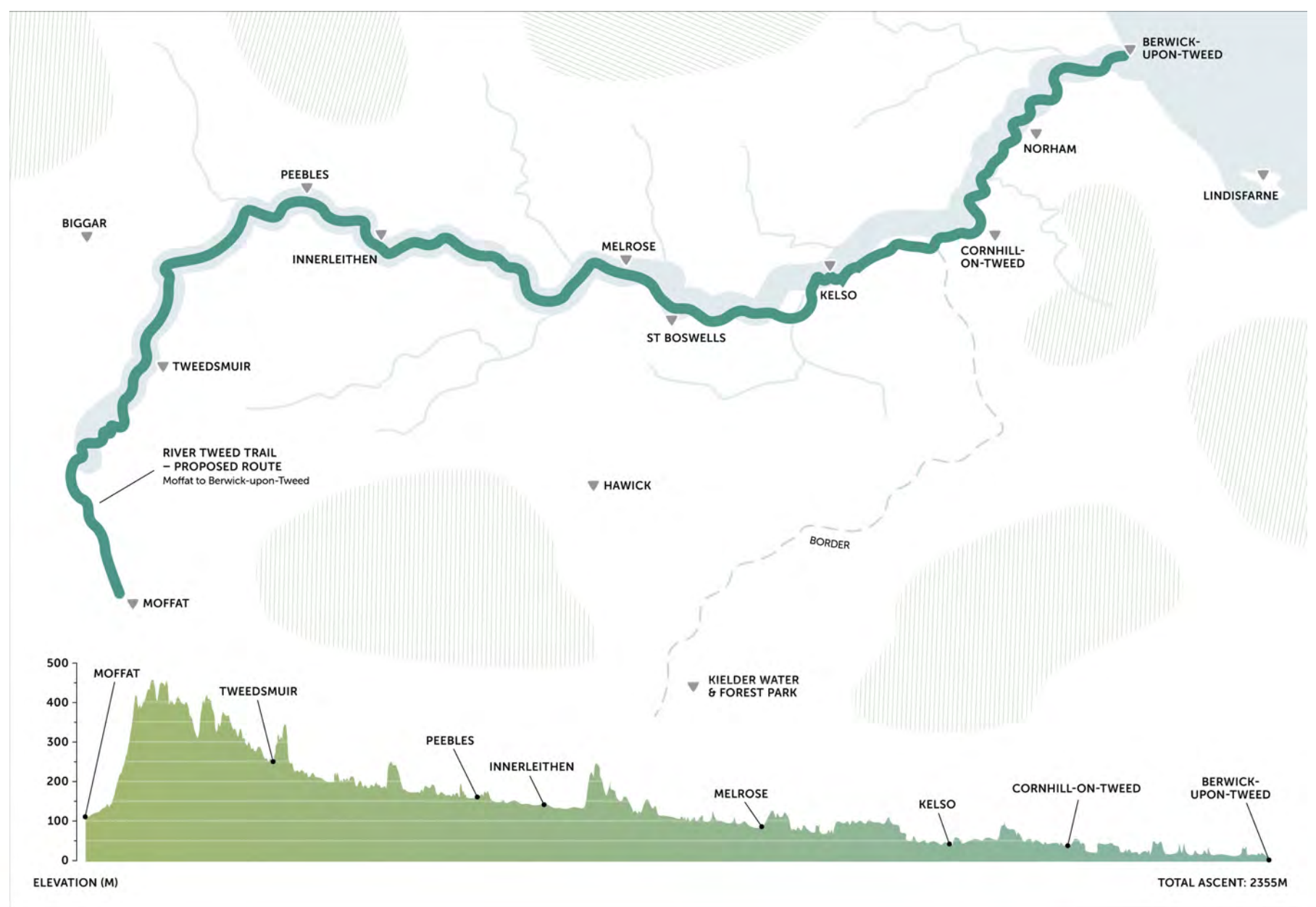
River Tweed Trail

- Source to sea
- Moffat to Berwick-upon-Tweed
- 113 miles
- Walking route and facilitated cycling 'braids'
- Walking: 6 – 11 days
- Cycling: 3-5 days
- Launching 2028

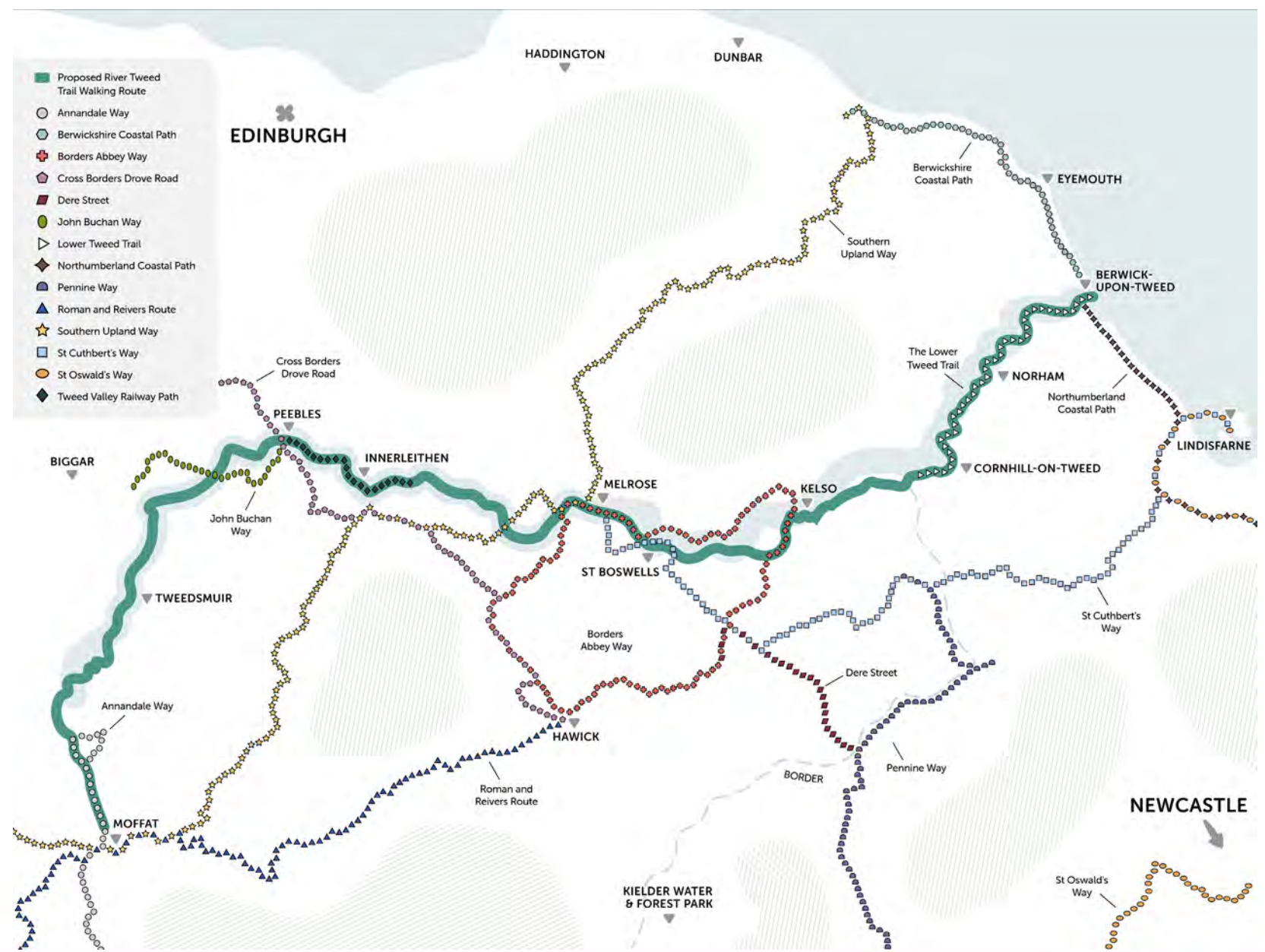


Elevation

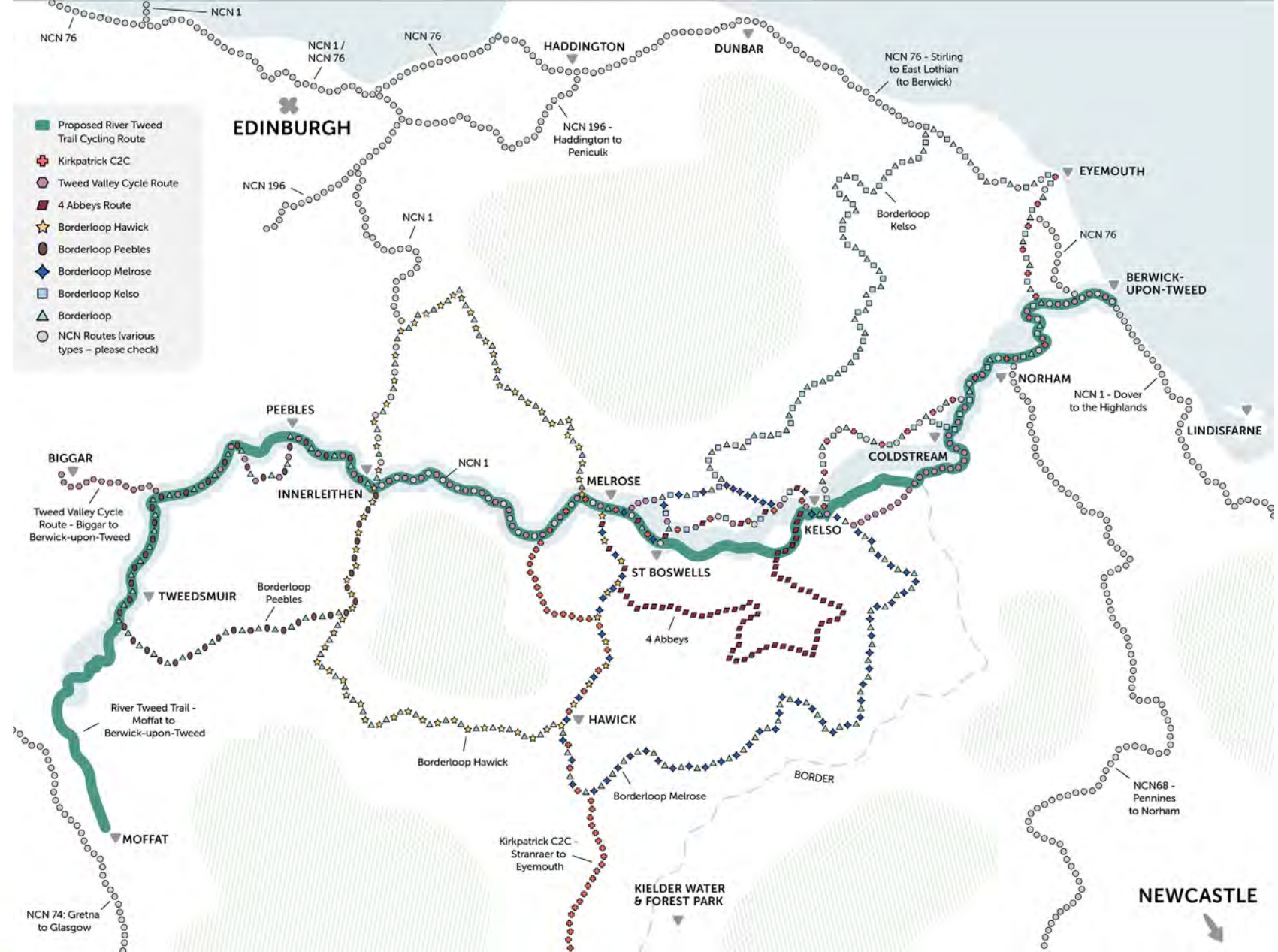
Due to the nature of the route and the prevailing weather coming from the west – most will travel from west to east



Context – Walking Routes



Context – Cycling Routes



The Opportunity

As a result, the Destination Tweed project will deliver **significant economic benefits** for the Borderlands area and the wider region.

- By the end of the project investment in year 10, there will be an **additional 267,700 visitors** per annum which will be maintained thereafter (compared to business as usual)
- These additional visitors will **spend approximately £27.9m** (gross) pa in year 10
- The additional spend will support approximately **390 jobs (gross)** pa in year 10, or 190 net additional jobs
- The project will ***stimulate private investment and growth*** in the local and regional visitor infrastructure (e.g. accommodation, food and drink outlets, retail, and tour group activities).



Developing the Visitor Experience

What's required?

- Transport – getting to/from start/finish
- Baggage transfer
- Bike hire
- Suitable accommodation for single nights
- Welcoming walkers and cyclists - facilities
- Food and drink experiences - luxury picnics, packed lunches, wild dining, foraging
- Wellbeing experiences – riverside yoga, wild swimming and sauna
- Guided experiences – walks, storytelling





Contact

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Destination Tweed - Tourism Business Engagement

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<https://www.ssdalliance.com/supporting-tourism/destination-tweed-river-tweed-trail/>

<https://destinationtweed.org/>



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