



## About AdventureSmartWales

With the Year of Outdoors in Wales upon us, we can expect an influx of visitors into Wales, in addition to those already here, with a desire to set off for an adventure in the great outdoors. Some may choose strenuous adventures such as rock climbing or coasteering, others may take a less extreme approach such as walking, cycling or simply playing on the beach with the family. The majority will have a fantastic time and will take home treasured memories; For a few their day will be marred by discomfort, brushes with danger or accidents and some will have to be helped by rescue and emergency services. Many of these incidents could have been easily avoided; With a little preparation everyone can help to ensure that their adventure is a treasured memory not a nightmare.

AdventureSmartWales is an outdoor safety campaign aiming to reduce the number of avoidable incidents which the rescue and emergency services deal with each year, through the development and promotion of a comprehensive set of safety messages. Experts from leading safety and sporting organisations have developed these messages to provide all the essential information needed for people to get outdoors, confident that they have prepared for a great day.



### AdventureSmartWales is:

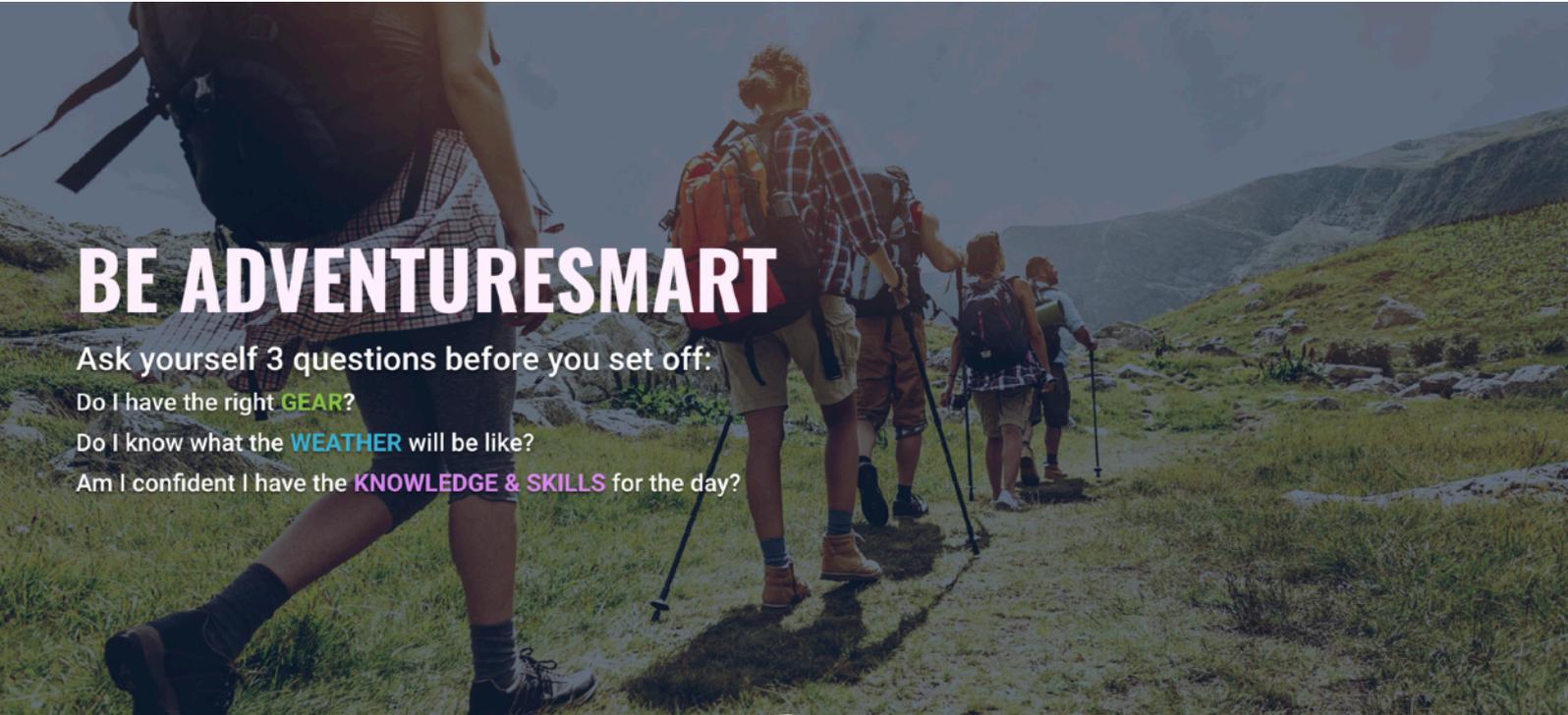
**Positive:** We want to encourage people to explore our landscapes safely not put the 'fear of death' into them. We have designed a range of messages to help keep people safe and comfortable in the outdoors, so they return to regale their friends with wonderful stories of their great adventure.

**Consistent:** From the start, when people begin to think about and research their chosen activity, through the planning process and repeatedly through their visit we want them to keep coming across the AdventureSmart messages and branding.

**Friendly:** It's not just what we say it's the way that we say it! Our conversations in print, online, or face to face should be inclusive and warm, with a personal, human touch; as if we are talking directly to a visitor.

Whatever the activity, being AdventureSmart is about asking people to consider a few simple things to help their day stay great and to ensure that they return safe and sound looking forward to their next adventure.

People are prompted to ask three questions before they set off:



# BE ADVENTURESMART

Ask yourself 3 questions before you set off:

Do I have the right **GEAR**?

Do I know what the **WEATHER** will be like?

Am I confident I have the **KNOWLEDGE & SKILLS** for the day?

## Please share the AdventureSmart messages to help keep your customers happy and safe!

We need your help to encourage your customers/clients/members to enjoy the great UK outdoors safely. Together we can promote clear safety messages, which will encourage and enable people to be adventure smart, so they return to regale their friends with wonderful stories of their great adventure.

We hope you will:

1. Adopt the AdventureSmart messages to talk about safety with your guests; face to face, online or in print
2. Link to  
[www.AdventureSmart.UK](http://www.AdventureSmart.UK) (English)  
<https://www.adventuresmart.uk/cy/home-cy/> (Welsh)
3. Use AdventureSmart hashtags in your social media  
#BeAdventureSmart #whatkitareyouwearing #whatsinyourbag #mentrangall
4. Use the AdventureSmart videos and posters (downloadable from [www.AdventureSmart.UK](http://www.AdventureSmart.UK))

## Here are a few ideas and links to get you started:

### 1. Use our Business Toolkit: <https://www.adventuresmart.uk/toolkit/>

From the start, when people start to think about and research their activity, through their booking process and repeatedly through their visit we want them to keep coming across the Adventure Smart messages. There are different formats, with options for general 'catchy' messages through to detailed behaviours, to not only keep your customers safe but also let them have the most enjoyable day out!

We have created this toolkit to make it easy for you to help promote the Adventure Smart messages to your customers. We have provided a suite of resources and ideas ready for you to use, so please read on, get busy and let's get people out enjoying our coast and countryside!



## BUSINESS TOOLKIT

We need your help to encourage your customers to enjoy the great outdoors safely. Help us spread the word!

### 2. Use the AdventureSmart messages in your materials: <https://www.adventuresmart.uk/toolkit-messages/>

There are many ways you can incorporate the Adventure Smart messages in the information you provide for your customers already. By adding these messages you can help your customers have an even better time in the great outdoors, ensuring awesome experiences and stories to be told. We've put together a few suggestions to get you started!

#### 2.1 Use Adventure Smart messages in your social media posts

Do you find yourself wondering what your social media topic of the day should be? Our key messages might just help you along. For example, it's not long in the UK before the conversation turns to the weather! If the forecast for the weekend looks great and you are offering a special weekend deal, then you might tweet;

*Seen the forecast? Pack your suncream and walking boots and head to the hills this weekend! We're offering a warm welcome and magnificent countryside in our last minute offer! #beadventuresmart #whatsinyourbag www.anyb&bintheUK.com*

Or

*Do you fancy exploring our wonderful coastline from the sea – then sea kayaking is for you! Stay with us this weekend and let the experts @anyoutdooractivitybus show you the way #BeAdventureSmart*

### 3. Add Adventure Smart messages to your website

If you mention outdoor activities on your website or if you write a blog about things to do when you visit your region of the UK then don't forget to add some Adventure Smart messages. For example, if you talk about the great walking to be had along your area, then you could add;

#### **Be Adventure Smart: Plan for a great day...**

##### **...Keep your energy levels up...**

...Carry food and drink

##### **...If the sun shines on your adventure...**

...Apply sunscreen and wear a sun hat

##### **...Make sure your mobile is charged...**

...but don't rely on it for navigation and communication!

### 4. Use Adventure Smart messages during your customer's planning stages

We want visitors to come across our Adventure Smart messages repeatedly when researching, planning and booking their trip. As a business you play a vital role in this.

You could add a key message on your organisation website or in a confirmation email, such as:

#### **Let the experts show you the way**

If you are doing something new or going somewhere new, why not go with a qualified guide/instructor or sign up for some training ([www.visitwales.com/activity-search/](http://www.visitwales.com/activity-search/))

Or if you offer facilities for mountain bikers such as bike storage then you might add the following;

#### **The right gear's a good idea**

A fall might break your day – a good helmet and protective clothing might make your day

Or you could add a link to our suggestions for core kit and optional extras to keep you safe and comfortable in your 'Things to do in the area'.

Hillwalking: <https://www.adventuresmart.uk/hill-walking-kit-list/>

Mountain Biking: <https://www.britishcycling.org.uk/knowledge/article/izn20150203-Mountain-bike-What-to-carry-mountain-biking-0>

Stand Up Paddlingboarding: <https://www.adventuresmart.uk/paddle-boarding-kit-list/>

Canoeing / Kayaking: <https://www.adventuresmart.uk/canoeing-kit-list/>

Boating (Sailing/Windsurfing etc.): <https://www.adventuresmart.uk/boating-kit-list/>



## 5. Share messages on arrival

Messages can be repeated on arrival, when checking in, or in the local information booklet in a cottage, or at the local cafe on the breakfast menu as a last minute reminder before heading out for the day. You could add:

### Plan for a great day...

...Keep in touch – make sure you carry an appropriate means of calling for help should you need to.

## 6. Print posters for your accommodation, attraction or food outlet

We've created these posters [ <https://www.adventuresmart.uk/toolkit-resources/> ] for you to print and put up in your business, add to your website or to post on your social media channels. They feature great images to inspire people to get outdoors, with subtle messages to help make sure they have a safe and enjoyable day.

## 7. Share the AdventureSmart.uk Videos

With the support of AdventureSmart partner organisations; BMC, Ramblers Cymru, Mountain Training Wales and Mountain Training England, we have produced a number of short films highlighting important messages to help people stay safe and enjoy their outdoor adventures. Feel free to add these to your websites using the embed codes (<https://www.adventuresmart.uk/toolkit-resources/>).

A full list of the AdventureSmart messages can be found in the **Key Message Library**: <https://www.adventuresmart.uk/key-messages/>

All that we ask in return is that you adhere to our Brand Guidelines (<https://www.adventuresmart.uk/toolkit/>) when using any of our resources, literature or messaging.

From all at AdventureSmartWales

**THANK YOU!**

## Become an AdventureSmartWales partner

If your organisation/business would like to be recognised as an AdventureSmartWales partner, please contact Paul Donovan ([escape.routes@btopenworld.com](mailto:escape.routes@btopenworld.com)) or Emma Edwards-Jones ([emma@snowdonia-active.com](mailto:emma@snowdonia-active.com))

