



Paws in the Vale

Presentation for Local
Access Forum 27 July 2016

Paws in the Vale

- Pilot to test Dog Friendly Tourism in the Vale
- Why?
 - Economic Boost to Tourism
 - Visitors with Dogs already come to the Vale
 - Process not managed

What have we done to date

- Desk top research looking at the benefits and potential pitfalls of Dog Friendly tourism
- Look at ways to enhance benefits and minimise pitfalls
- Learning trip to Cornwall to gain understanding of what they do in practice
- Workshops with Dog Friendly expert Stephen Jenkinson

Highlights of learning Pros

- There is a growing trend towards becoming dog friendly
- The UK pet industry is now worth more than £23.7 billion annually
- 2011 saw pet-friendly bookings rise by 132%
- Dog owners will pay a premium for pet friendly accommodation
- Hotels that open their doors to dogs could increase revenues by 30% a year

Highlights of Learning Potential Pitfalls

- Dog foul that is not disposed of properly
- Dog foul ruining crops.
- Sheep being worried or killed.
- Livestock being attacked.
- Dogs who worry livestock being shot.
- Cattle injuring walkers with dogs.
- Dogs and owners falling off cliffs.

What do we want to learn?

- Is Dog Friendly tourism good for business?
- Can we mitigate pitfalls
- Can we influence behaviour of dog owners

Some things we will do

- Test some new signage
- Trial ways to disseminate contents of Country side Dog Walking Code
- Develop a Code of conduct for residents and tourists alike that can be used after the pilot to encourage responsible Dog Friendly tourism.

Some things we will do

- Develop a toolkit to ensure that the trade is equipped with the knowledge of how to effectively welcome responsible dog owners as part of their offer.
- Run a targeted marketing campaign between Oct 1st 2016 and January 30th 2017 to promote Dog Friendly locations in the Vale
- Evaluate the success and failure of the pilot and disseminate the findings.