

# SUSTAINABLE TOURISM

LESSONS FROM  
THE INTERNATIONAL FESTIVAL  
OF WALKING IN LANGPORT

# THE NEXT 12 AND ½ MINUTES!

- Establish the Need
- Engage Community & Businesses
- Core People
- Funding/Sponsorship



# THE NEXT 12 AND ½ MINUTES!

- Target Marketing
- PR/Communications/  
Volunteers/Legwork
- Organisation
- The Event
- The Wash Up



# THE NEXT 12 AND ½ MINUTES!

- Visitor Profile
- Financial Impact
- Sustainability
- Future Projects



Welsh International Walking Festival  
Llanwrtyd Wells, Powys  
Friday 19th to Monday 22nd  
September 2008

English International Walking Festival  
Langport, Somerset  
Saturday 14th and Sunday  
15th June 2008

This year twinned with the  
English 2 Day International Festival  
at Langport

This year twinned with the  
Welsh 4 Day International Festival  
at Llanwrtyd Wells

# The Seven P's

Prior

Preparation

Planning

Prevents

Piss

Poor

Performance