

# outdooractive Business

**Opening the outdoors:  
How can we make outdoor  
tourism more inclusive?**



# Jamie Carroll

**Head of UK Business Solutions | Outdooractive UK**

Supporting UK & Ireland destinations and visitor businesses to unlock the value of responsible outdoor tourism



# WHO WE ARE

We are Outdooractive — and for over 30 years, we've enabled better outdoor experiences through pioneering technology that guides, connects and protects all stakeholders in outdoor tourism.



## WE GUIDE

We deliver the most reliable planning and navigation tools to a worldwide community of outdoor tourists.



## WE CONNECT

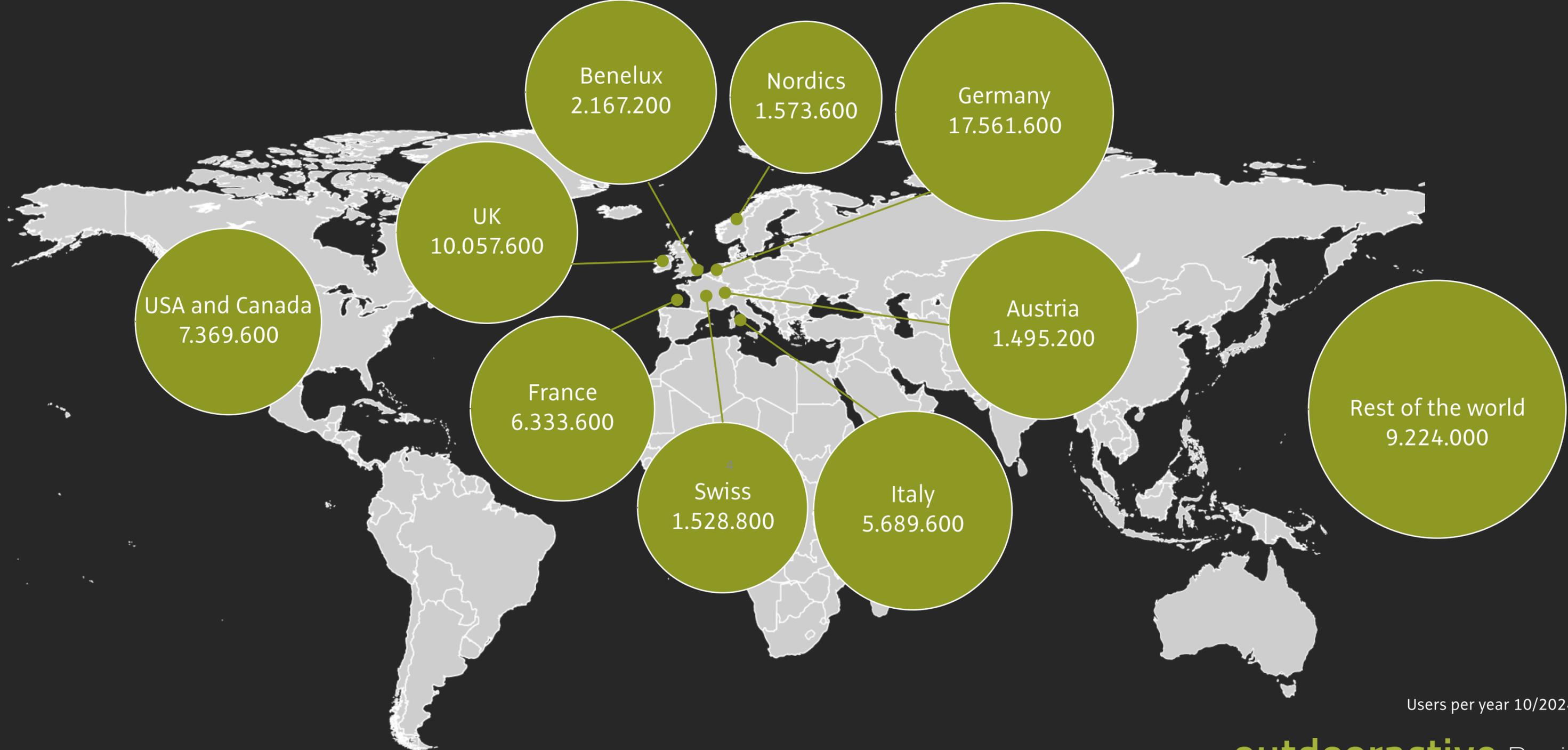
We enable meaningful interactions between community members and the offering of our official partners.



## WE PROTECT

We help everyone in the outdoor industry make more sustainable decisions for the good of our planet.

# TRUSTED BY OVER 60m OUTDOOR ENTHUSIASTS & 8,000 TOURISM STAKEHOLDERS GLOBALLY



Users per year 10/2024

# THE VISION

*"The outdoors should be open to everyone."*

- Access to nature is essential for health and well-being
- Yet millions in the UK still face barriers to outdoor recreation
- Our mission: make outdoor exploration inclusive, data-driven, and accessible for all

# THE VALUE OF INCLUSION

## Why Inclusion Matters

- Healthier communities & improved well-being<sup>3</sup>
- Stronger social cohesion and connection to place
- Supports regenerative tourism; enhancing destinations, not just sustaining them
- A strategic investment: social value + economic resilience + sustainability



© John Cuthbertson, The Disabled Ramblers

# THE ECONOMIC OPPORTUNITY

Accessible & Inclusive Tourism =  
Economic Growth

- Worth £14.6bn annually
- Making destinations inclusive =
  - → new audiences
  - → longer stays
  - → higher visitor spend
  - → stronger rural economies



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# THE ACCESSIBILITY GAP



- 16.1 million people in the UK (24% of the population) report having a disability (2022/23).<sup>1</sup>
- Around 80% of the UK's land area is classified as rural.<sup>2</sup>
- Access to parks and green spaces improves physical health, mental well-being, and life satisfaction.<sup>3</sup>
- Yet many disabled people still face barriers in accessing the countryside and undertaking leisure activities.

# UNDERSTANDING THE BARRIERS



## Common Challenges:

- Limited or unclear accessibility information
- Unreliable map data
- Inaccessible digital content and route data
- Public transport options are not integrated alongside outdoor activity information

Visitors feel uncertain → they stay home instead of exploring or only go to places they have been to before

# ENHANCING THE VISITOR EXPERIENCE FOR EVERYONE

Every visitor deserves the same inspiring, confident, and fulfilling outdoor experience.

Accessibility should be embedded across the entire visitor journey:

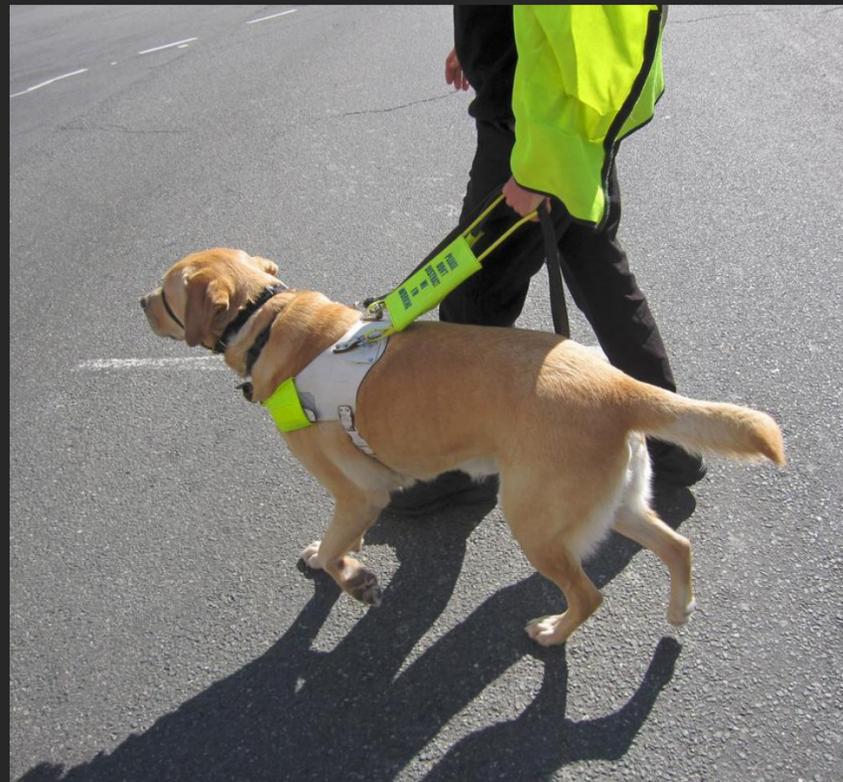
- **Inspiration:** Access engaging, inclusive content that reflects real possibilities for all.
- **Planning:** Explore verified routes, rest stops, accommodation, and hospitality options, each with clear accessibility details.
- **Exploration:** Navigate with confidence using accurate maps, accessible POIs, and real-time route information.

Goal: Deliver clear, trusted information, before and during the visit, ensuring every visitor can plan, explore, and enjoy with confidence.

# DIGITAL CONFIDENCE = REAL-WORLD IMPACT

Data-driven accessibility empowers everyone

- Visitors can explore safely and confidently
- Destination stakeholders get insight into accessibility gaps
- LVEPs, DMO's, LA's, visitor related businesses can target investment and develop inclusive marketing → Building an inclusive tourism ecosystem



# ECONOMIC & SOCIAL REGENERATION



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## The Ripple Effect

- Expanding access = more visitors, longer stays, higher revenue
- Supports rural economies & local businesses
- Reduces pressure on overcrowded destinations
- Aligns with sustainability & social responsibility goals

# HOW CAN WE CLOSE THE GAP?

To support more inclusive outdoor tourism, digital tools must empower both travellers and destinations alike. Integrating clear, reliable accessibility data into every stage of outdoor activity planning helps users make informed decisions and approach outdoor experiences with greater confidence.



## ACCESSIBILITY REPORTS & TAGGING

Provide accessibility reports, tagging, and an upcoming accessibility map layer with customizable filters to identify routes and facilities that meet diverse accessibility requirements.



## RELIABLE MAP & ROUTE DATA

Reliable map data from multiple sources, including elevation, surface types, and essential facilities, to ensure accurate routing and visitor confidence.



## ADDITIONAL TOOLS & FEATURES

Bring destinations to life with the public transport layer showing real-time services, immersive 3D route previews, and optional audio guidance.

# OPENING THE OUTDOORS WEBINAR – ON DEMAND

Scan the QR code to watch our recent webinar, "How can we make outdoor tourism more inclusive?".

During this discussion, Rachel Briggs, Access and Recreation Officer at the Yorkshire Dales National Park Authority, shared practical tips and insights into how UK destinations are making green spaces more welcoming and commercially sustainable.



# HOW TO GET IN TOUCH

- Integrate outdoor accessibility data into your strategy
- Empower every visitor with confidence to explore



Together, we can make inclusion the foundation of outdoor activity in the UK, Ireland and beyond



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Let's talk

