



www.tourdecoast.org.uk

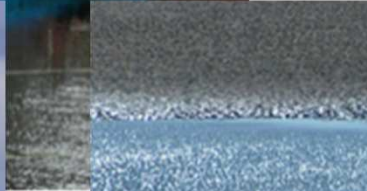
DAYMARK



A hundred coastal points connected



Britain's coast is full of beauty, history, grandeur and calm



We want others to discover our coast too

- Just 15% of 35 million annual international visitors (and their £22 bn) go to Britain's coast
- Most Britons only visit familiar parts of the coast – such as the south-west or holiday resorts they've been to before

But:

- Each coastal tourist spends on average £53 per day
- 20% of people take active holidays, and 63% would consider one
- People like attractions to visit and 'collect':
 - 5,000 people have climbed all the Munros in Scotland
 - 4,000 cycle from Land's End to John O'Groats each year
 - Others collect visits to football grounds, Olympic post boxes and tube stations

The UK charity *Tour de Coast*¹ is installing 100 Daymarks in special places around Britain's coast



Daymarks were 18th century navigational aids so sailors knew where they were in daytime



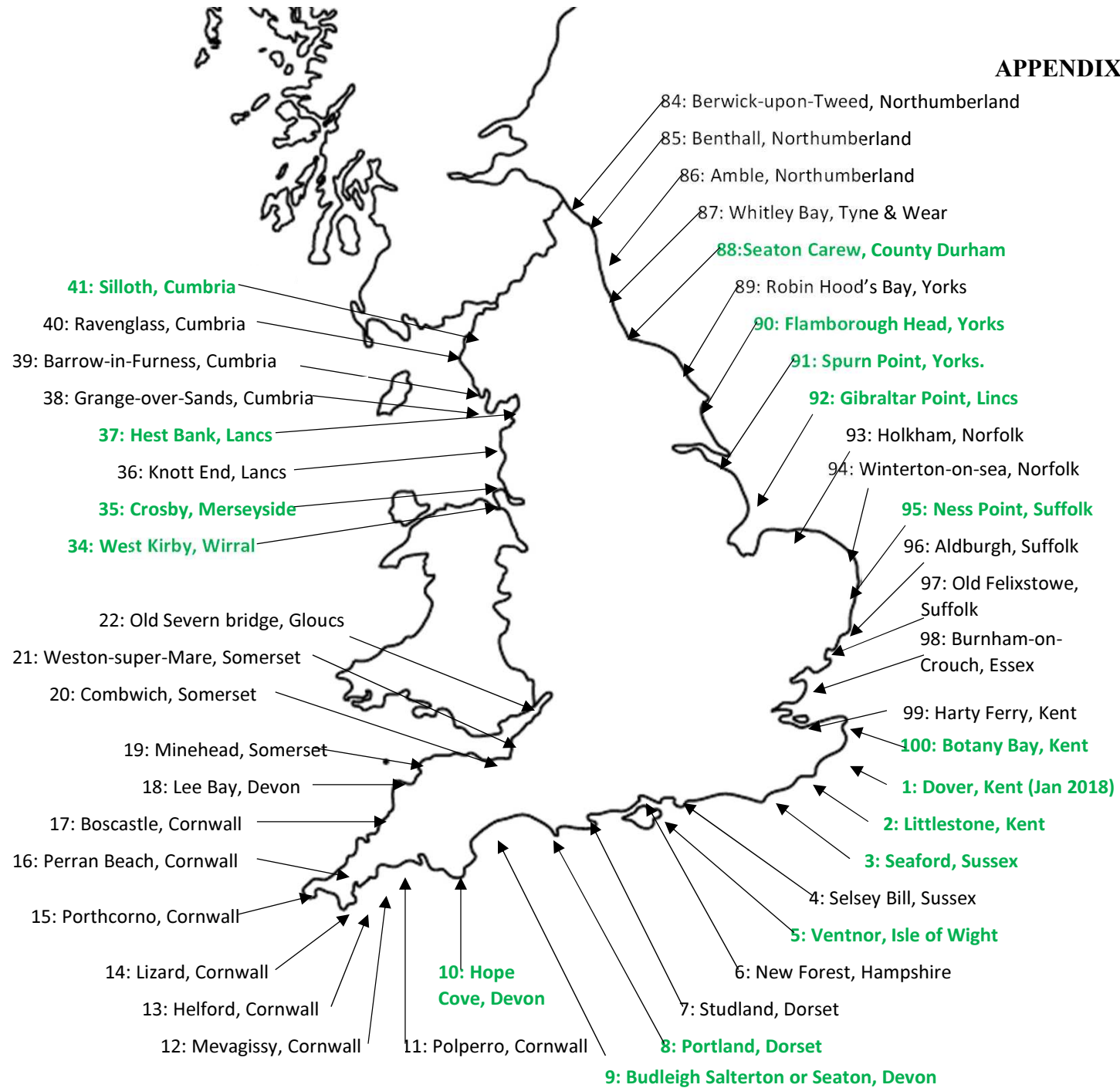
Our Daymarks will be for land visitors, marking places of calm, history and beauty around the coast of Britain

Each Daymark will have a number from 1 to 100

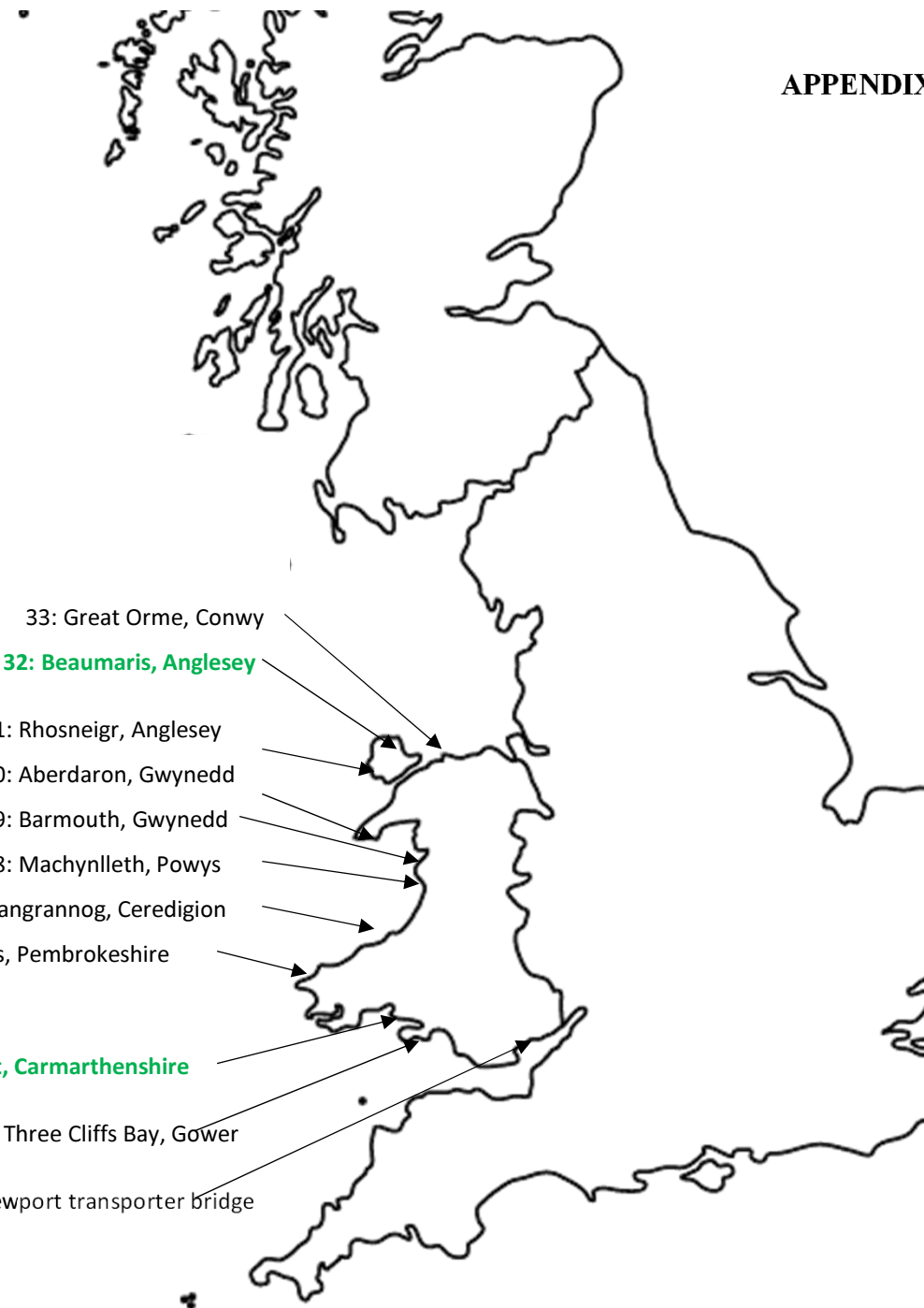
(1) Registered charity no. 1169898

We hope to install 47 Daymarks around the coast of England

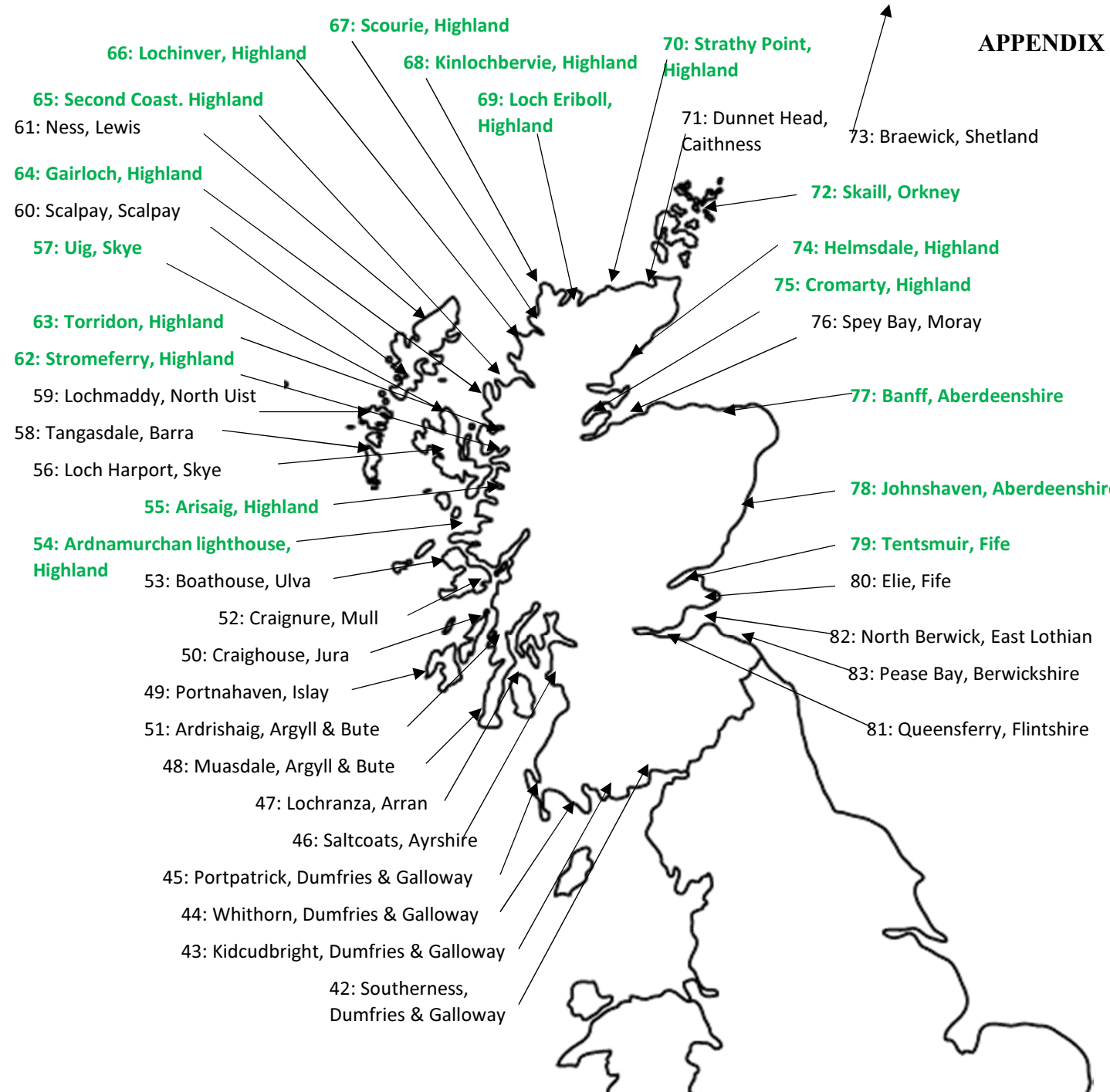
(Green locations agreed with local stakeholders, with installation dates where known)



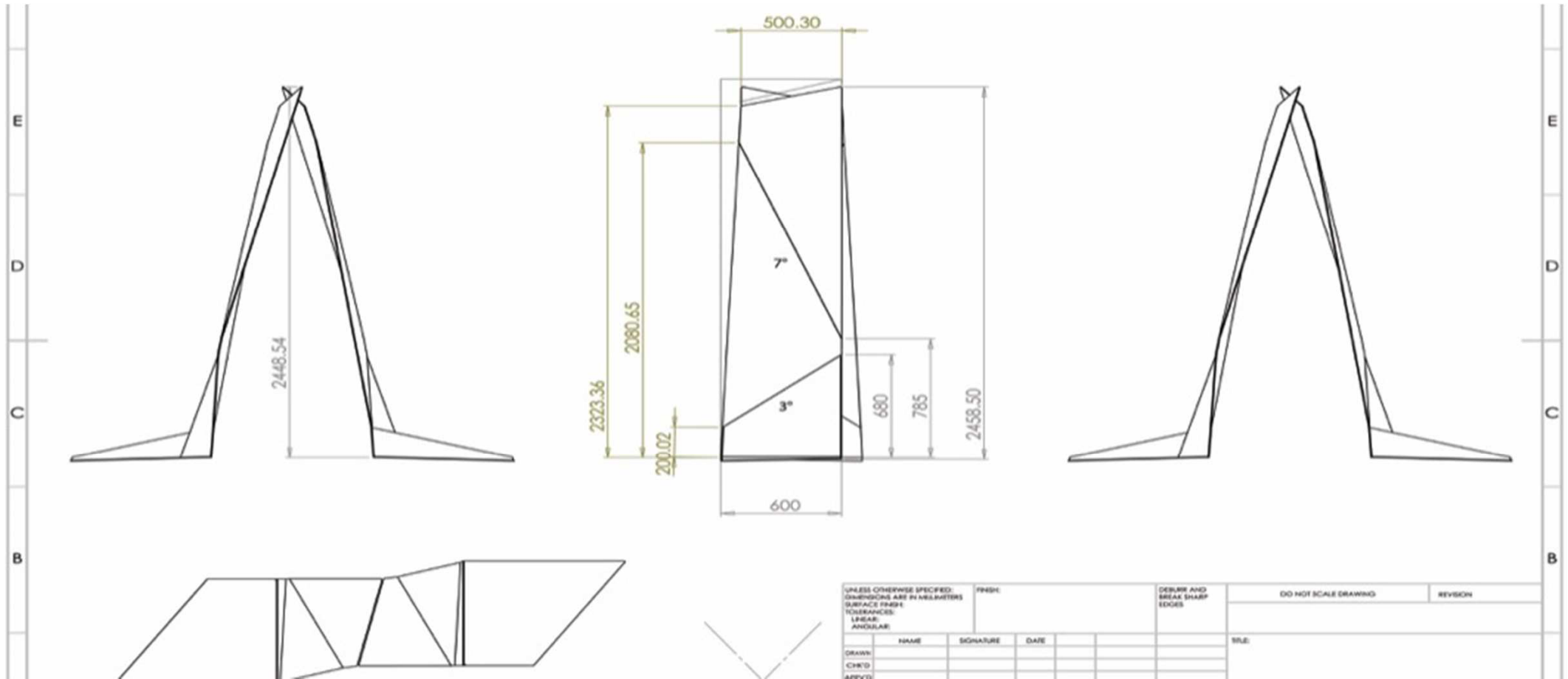
11 Daymarks in Wales

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- 33: Great Orme, Conwy
- 32: Beaumaris, Anglesey**
- 31: Rhosneigr, Anglesey
- 30: Aberdaron, Gwynedd
- 29: Barmouth, Gwynedd
- 28: Machynlleth, Powys
- 27: Llangrannog, Ceredigion
- 26: St David's, Pembrokeshire
- 25: Pembrey Forest, Carmarthenshire**
- 24: Three Cliffs Bay, Gower
- 23: Newport transporter bridge

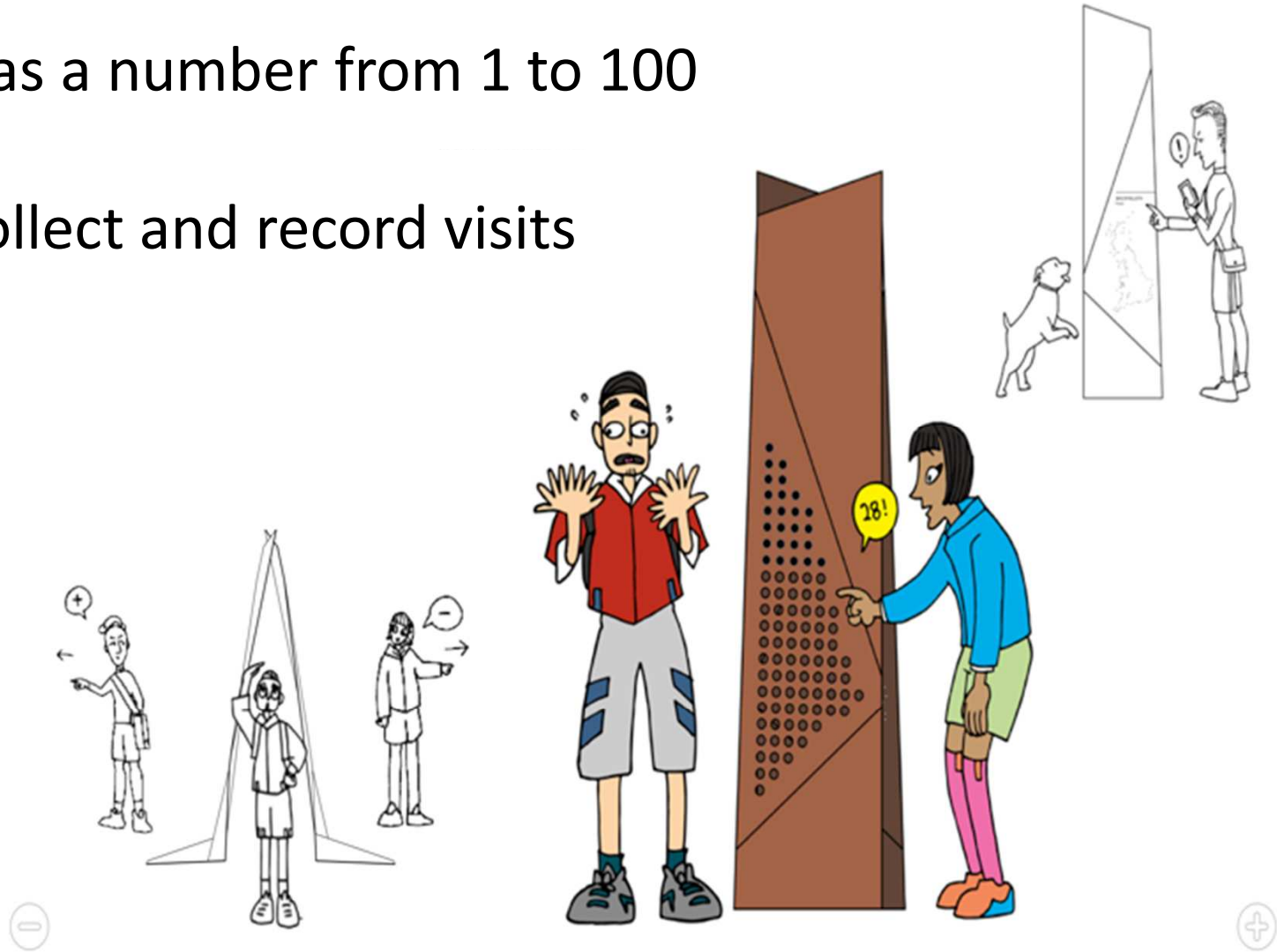
And 42 Daymarks around the Scottish coast



The Daymarks will be durable, weatherproof and contemporary ...
 . & cost £5,000 to make, and up to £3,000 to transport and install



Each Daymark has a number from 1 to 100
so visitors can collect and record visits



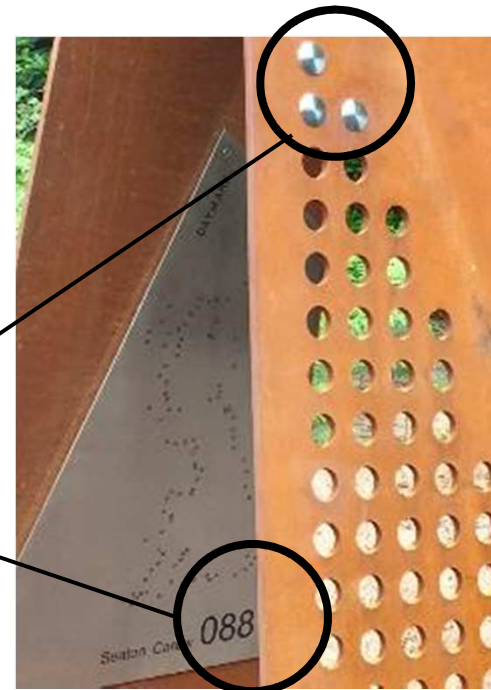
With more information pushed to nearby phones from a buried iBeacon via Bluetooth

... and a mobile app where visitors can upload images and find out more



A successful prototype has been built
The form works well and is a strong design
The Cor-ten & stainless steel are sturdy and weatherproof

- The production, including cutting and welding, work well in practice
- Smooth steel 'plugs' will fill the same number of holes as the number of the Daymark



We have the support of important partners:



Arup
Changebuilding construction
National Coastal Tourism Academy
North Coast 500
Ramblers
Royal College of Arts
Scottish Natural Heritage
Sustrans
Visit England
Visit Scotland
Visit Wales
Walk Unlimited



The benefits of having a Daymark are:

Improved marketing potential:

- Your area will be in an exclusive club, with one of only 100 markers around Britain's special coastline

Higher tourist revenues locally:

- Even a 0.01% increase in coastal tourism to visit a Daymark will generate £2,000 in new tourist revenue per area per year.
- When the network is complete, we expect each Daymark to generate at least 160 new visitors per year, bringing in an average of £8,500 p.a. to local pubs, restaurants, B&Bs, shops, petrol stations and tourist attractions in 100 locations – almost £1m in additional coastal tourist revenue per year across the country

Help us to install 100 Daymarks across Britain
for people to visit, to enjoy and to collect



To find out more, visit www.tourdecoast.org.uk

Or email Tour de Coast chair Marcial Boo: marcialb@hotmail.co.uk