

TRAILS

THE JOURNEY BEATS THE DESTINATION



Every visitor is an explorer in his / her own right, and the experience of the visitor's journey can be more enthralling than the destination itself.

Trails – whether by foot, on wheels or with sails, can create memories of a lifetime; but also hold the potential to drive sustainable tourism while balancing – ecology, economy and the community.

Trails are emerging world-over as the forerunner experiential travel product – for nature, adventure, history, culture, heritage or religious belief. Creating such world class experiences will require well-crafted strategies, plans, designs, community- engagement, implementation oversight and market focus.

Trails take jobs & livelihoods to communities, rather than other way around



WHY INVEST IN TRAILS?

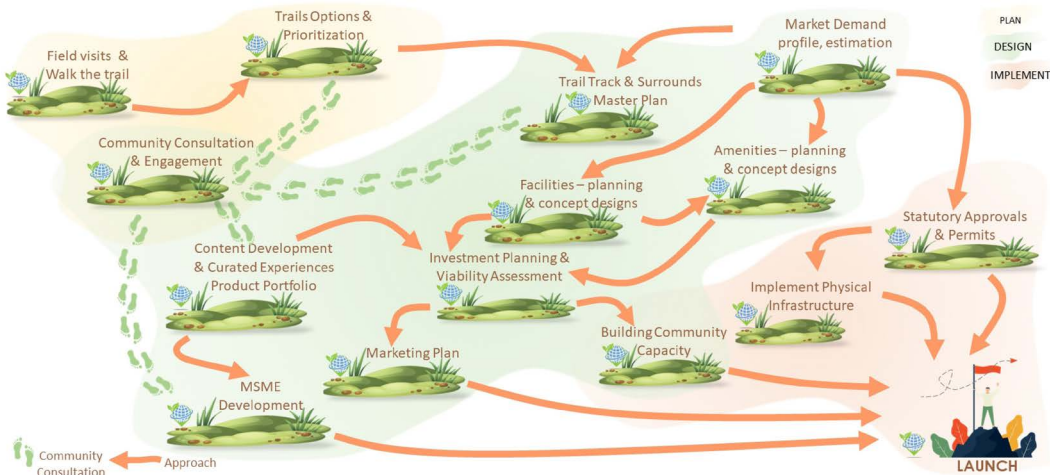
- 01 Attract multi-generational families by offering curated experiences
- 02 Offer a bouquet of varied experiences catering to different customer segments
- 03 Create flexible pricing as per season, sensitivity, complexity and exclusivity of the trail
- 04 Create scalable capacities & incremental revenues for value added services along the entire trail length
- 05 Create barrier free access
- 06 Livelihood and economic benefit for remote and difficult to reach communities



Design and Development of Trails as a Multi-Dimensional Process



DESTINOPEDIA'S APPROACH TO TRAIL DEVELOPMENT



DESTINOPEDIA TEAM

Destinopedia is a multi-disciplinary team of experts offering expertise and experience in trail design and development across Asia- Pacific. We specialize in-

Experiential Ecotourism & Community Based Tourism, Nature & Wildlife Conservation, Built & Intangible Heritage, Spatial & Landscape design, Research and Interpretation, Visitor Experience Design, Infrastructure Planning & Project financing, Marketing & Communication Design & much more....

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