

National Trust Press Release

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Online walking revolution gathering pace

More than 250,000 downloadable walking guides, almost one every two minutes, were downloaded from the National Trust website in the last year [1].

The figures have more than doubled compared to 2008 [2] as more Britons seek out walking routes for days out or during weekends away.

There are five Kent walks to choose from on the website including a one mile walk through Sprivers Wood in the heart of the High Weald, or a three mile walk in Kent's last remaining deer park at historic Knole.

Jo Burgon, Head of Access and Recreation at the National Trust, said: "The boom in the demand for walks in the last year has been incredible. We've tried to cater for a wide range of walkers with everything from short circular routes to the more challenging hill walks."

The White Cliffs of Dover was one of the top five downloaded wildlife walks in the country [3]. Simon Ovenden, Property Manager at The White Cliffs, says: "There's nothing better than a bracing walk along the cliff paths. Nestling above the English Channel with views of the French coast and the world's busiest shipping lanes, The White Cliffs are home to a wealth of rare flora and fauna only found on this chalk grassland."

All of the walks are free to download and include a map and things that you might see en route.

An ambitious target has been set to have 1,000 downloadable trails on the National Trust website by March 2012. This will include the popular walks together with cycle routes, horse-riding routes and canoe trails.

Jo Burgon, added: "We're finding that more people want to get out into the great outdoors but often need to be pointed in the right direction."

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