HOW TO ATTRACT TRAIL USERS TO SIBIU COUNTY

EVERYTHING A LODGING BUSINESS SHOULD KNOW ABOUT TRAIL USERS, HOW TO PROMOTE TRAILS, AND HOW TO ENHANCE THE TRAIL USER EXPERIENCE.

WHO ARE TRAIL USERS?

Trail users can come from all over the world, but they are most likely to come from Europe, specifically Germany and Romania. They can also come in a wide range of age groups: anywhere from 20 to 55. It is important to be prepared to provide services to a wide variety of people from many different backgrounds. Most of the time, a trail user will speak either Romanian, English, German, or a combination of the three, so guests should be able to communicate with your business in at least one of those languages.

WHY DO THEY USE THE TRAILS?

Sibiu is a beautiful place to explore! It has spectacular landscapes and a rich cultural heritage. Tourists may come to:

- Hike and bike nature trails
- Explore cultural history such as fortified churches and rural villages
- Observe wildlife

HOW TO PROMOTE THE TRAILS TO TOURISTS

Make them want to come back! Because Sibiu’s trails are so unique, they are a great attraction to promote to visitors. By encouraging guests to explore the outdoors and immerse themselves in the spectacular landscapes and culture, they will want to stay even longer and then tell their friends and family about their great experience.

HOW TO BETTER THEIR TRAIL EXPERIENCE

Lots! Here are some ideas:

- Provide maps of nearby trails that explain trail markings so trail users know where they are going and the best places to explore
- Offer hiking boot and bike repair services so trail users can easily get back on the trails in case of an unexpected break
- Rent out bikes so guests have easy access if they wish to go biking
- Warn of common trail problems, such as encounters with shepherd’s dogs, and inform them how to stay safe

Information source: All information on this graphic is a result of a project completed by university students at Worcester Polytechnic Institute in Worcester, Massachusetts, USA in collaboration with the Martins Association and the Sibiu County Tourism Association. To view the project report where this information comes from, visit https://wenwddyi.wisite.com/sibiu-trails-app.