

Equestrian Tourism Toolkit

How to Welcome Equestrian Visitors

Visit **County Durham**

Almost
950,000
horses in
the UK

An estimated
3 million
people have
taken a riding
holiday in the past
12 months



The number of equestrian visitors you are likely to attract will depend very much on your location and what you can offer, either on-site or locally.

Two types of equestrian tourism:

1. Someone who wants to include horse riding as part of their holiday
2. Someone who wants to bring their horse with them as part of their stay, this could be for a holiday or as part of attending an event.

For those wishing to include horse riding as part of their break make sure you have some information about local riding schools. They may want to book this as part of their stay so providing information on your website will help.

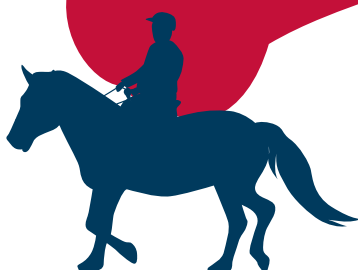
19 million
equestrian
consumers in
the UK

The Horses Welcome Scheme

The scheme has recommended standards for equine accommodation, and minimum requirements for facilities.

Further information can be found at
www.bhs.org.uk/enjoy-riding/horses-welcome-bandbs

1. Grazing – sufficient and safe and away from resident horses.
2. Stabling – of sufficient dimensions, in good condition and safe and secure.
3. Feed, bedding and equipment – terms need to be agreed when booking is made.
4. Bio-security – compliance with your bio-security measures, including vaccination certificates & passports.
5. Insurance and risk – appropriate public liability insurance.



Case study

Bonner's Lodge

Bonner's Lodge bed and breakfast offer stabling for 2 visiting horses as well as the use of a separate paddock and feed if required. They also provide guest accommodation on site for up to 6 within 2 bedrooms.

They have identified equine B&B as a growing market and are in the process of joining the British Horse Society, Horses Welcome Scheme. By having this accreditation, it will allow them to promote their business on a number of new websites promoting equine accommodation.

They believe that equine B&B will be approximately 20% of their bookings.

Having up to date knowledge about the categories below will help your visitors to make the most of their stay.

1. Nearby bridleways
2. Horse box parking
3. Riding schools
4. Equine vets
5. Local saddleries & equipment shops
6. Stables offering short term livery



Case study

Hamsterley Forest

The Forestry Commission supports horse riding in all their forests all year round. At Hamsterley Forest the surface and quality of the trails vary, but most are firm. There are several connecting bridleways in and around the forest. The Forestry Commission see horse riding as a great way to enjoy the outdoors through their network of forest roads.

Pre-arrival information about the routes and booking horse box parking in advance ensures they can provide riders with all the information they need before their visit. They encourage responsible horse riding and work closely with the British Horse Society on engaging riders, holding events and also reminding other users to show respect to riders and horses in the forests.



For more information:

- www.thisisdurham.com/things-to-do/durham-activities/horse-riding
- www.durham.gov.uk/definitivemap
- www.explorenorthpennines.org.uk/recreation-opportunity/horse-riding
- www.bhs.org.uk/enjoy-riding/horses-welcome-bandbs