



International Friendship Trails

**INTERNATIONAL FRIENDSHIP AND TRAIL CO-MARKETING
INITIATIVE FROM THE WORLD TRAILS NETWORK**



World Trails Network Guideline Series

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World Trails Network is an international alliance and network of the world's leading trails and trail destinations, working for trails everywhere to preserve, perpetuate and protect trails.

The World Trails Network fosters global collaboration and networking among all trail types that serve to connect people with nature, the outdoors and cultural heritage around the world. The Network encourages: care for the environment; sustainable development practices; sharing best management practices and trail research; a commitment to quality experiences; connections with communities; accuracy of information; promotion of cross-marketing opportunities; and through sharing the common values of world trails, promoting active lifestyles in the outdoors and nature.





Friendship Trails

Introduction

Friendship Trails are similar to twin towns, whereby trails in different countries team up in the name of partnership, mutual publicity and international cooperation.

Through the concept of the Friendship Trails, it is hoped this simple idea will spread across the globe, promoting international understanding and the culture of walking, whilst boosting tourism and local economies.





Friendship Trails

Introduction

The world's first Friendship Trail was established by the Jeju Olle Foundation in Korea. This visionary project has spread across the globe and is now overseen by the World Trails Network. It is open to all trail organization members of the World Trails Network.

“This is a real opportunity to promote international friendship and cooperation. We are proud to be joining up with the Jeju Olle Trail, and hope this special relationship will benefit people, landscapes and conservation in both our countries” - James Blockley, Cotswold Way National Trail



Jeju Olle Trail (Korea) Friendship Trail w/ - Cotswold Way (England)



Swiss Hiking Route (Swiss)



The Bruce Trail Conservancy (Canada)



Friendship Trails

Step 1 - Preliminary Exploration

Preliminary
Exploration

MOU
Agreement

Route
Confirmation

Signpost
Establishment

Opening &
PR

STEP 1 - Visit and walk counterparty's trail as a preliminary check.





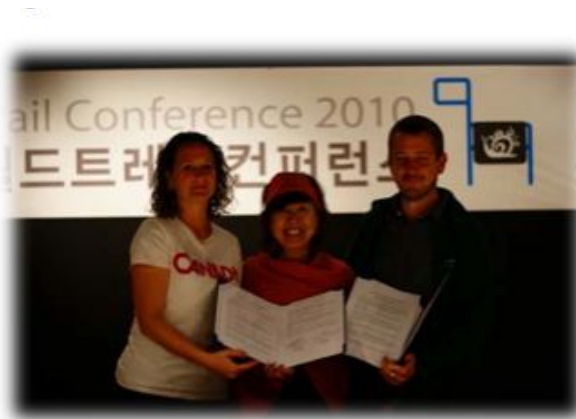
Friendship Trails

Step 2 - MOU Agreement



STEP 2 - Sign the MOU Friendship Trail Agreement.

Link to [Sample MOU](#)





Friendship Trails

Step 3 - Route Confirmation

Preliminary
Exploration

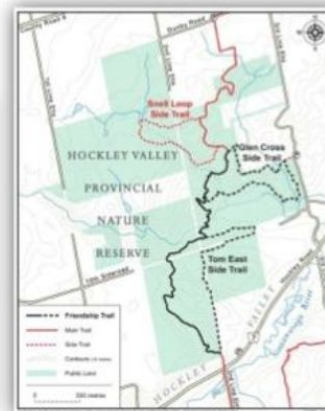
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PR

STEP 3 - Choose a Friendship Trail route on both trails or develop a new route. Aim for similarity of experience (scenic views, cultural engagement, etc.)





Friendship Trails

Step 4 - Signpost Establishment



STEP 4 : Part A - Make a signpost of the Friendship Trail and install them on both trails at the appropriate starting point of the friendship section. Use the same frame as each trails iconic signpost and add additional contents of introductory information about the Friendship Trail Initiative and the counterparty's trail.





Friendship Trails

Step 4 - Signpost Text with WTN Logo



STEP 4 : Part B - Include on the signpost a section, at the very bottom of the signpost or where appropriate, the World Trails Network Logo and the following text:



International Friendship Trails are a global initiative of the World Trails Network. Promoting friendship, collaboration, learning and enjoyment between trails around the world. For more information visit: worldtrailsnetwork.org/friendship-trails.

Link to [World Trails Network Logo](http://worldtrailsnetwork.org/friendship-trails)



Friendship Trails

Step 5 - Opening Ceremony and PR



STEP 5 - Host celebratory and opening events and publicize the opening of the Friendship Trail in both countries. Engage with as many different media platforms as possible to gain exposure and benefits for both trails in each country.





Friendship Trails

Mapping & Logos

Use a world map to illustrate where the respective trails are located. Include logos from both trails. This is an ideal place to insert the WTN logo and the brief description of the Friendship Trails Initiative, we suggest at the base of the map, or at the base of the sign.





Friendship Trails

Co-Marketing

Diverse Ways of Co-Marketing

Press release to local/global media, On/offline PR using official website, handout materials (leaflets etc.), or Walking Together Event, Souvenirs for hikers who visited and walked both Friendship Trails etc.





Australia & Korea FRIENDSHIP TRAIL

Bibbulmun Track

Jeju Olle



South Africa & Canada FRIENDSHIP TRAIL

Rim of Africa Mountain Traverse

Bruce Trail Conservancy



International Friendship Trails

worldtrailsnetwork.org/friendship-trails

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