

Tourism Boards Proposal

History | Maps | Wildlife



What are they?

Information boards explaining; local history, wildlife, walking routes, geology, filming spots

Who are they for?

Tourists, locals, enthusiasts, schools



How do they work?

Detailed illustrated map accompanied by local information, amenities, key, walking routes, areas of interest and website details for further information. Using my seamless blend of illustration and graphic design I am able to effectively produce these eye catching boards.

Why?

- Prevent visitors getting lost due to the lack of clear navigation and guidance. E.g locating toilets.
- Stops inefficient use of tourist time as they struggle to find key attractions.
- Increases tourist satisfaction due to clear and up to date information.
- Clearly showcase the town's unique features and historical sites effectively, highlighting hidden gems or lesser-known attractions.
- Effective communication of the town's cultural and artistic offerings.
- Support for local businesses that could benefit from increased visibility.
- Increased potential for tourists to share positive experiences online with use of QR codes.
- Positive understanding of the town's layout and historical context.
- Increased effectiveness of marketing efforts without tangible and visible information points.
- Fostering a sense of community and pride among locals and visitors alike.

Contact Emily Charlotte Moran for more information and a quote:

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Examples

Here are some examples of the 25+ boards I've designed in Clevedon, North Somerset. They cover a wide variety of topics, including explaining the history, geology, wildlife and more about the town. Each board also features one of my custom-designed maps. The maps have also been used on the Discover Clevedon website and adapted to display over 6 walking routes around the area- the most visited page on the website. Visit www.emilycharlottemoran.com for more.

