

# MORECAMBE BAY NATURE TOURISM BUSINESS NETWORK

## Do you have a passion for nature or a passing interest in nature?

Either way, if your business is around Morecambe Bay the areas richness in nature could help it grow.

The Morecambe Bay Nature Tourism Business Network fledged in June 2013 and enthusiasm is high! It brings together nature organisations and businesses to unlock the potential of the spectacular landscape and precious wildlife found in and around Morecambe Bay. These provide the foundation for a thriving nature tourism economy in the area.

A recent survey showed that 89% of visitors to the area would like to experience nature and wildlife on their visit. At present only 55% of visitors are doing this. So we know there is a market to grow. We also know there is a value in growing the market - along the Norfolk coast the nature tourism economy has an annual value of £60million. The Bay area's value could exceed this.

The Network is now developing resources to help visitors get up close and personal to nature when they are here. Over 50 businesses have recently met to help celebrate the nature of the bay and provide ideas for the development of a series and walking and cycling itineraries. These will be published in April 2014 along with a business toolkit to help you share the special nature of Morecambe Bay. The network is free to join and by getting involved you could help show people the best places to see the area's nature and history, the best things to do outdoors, and the best places to eat, drink and stay.

Be a part of the Network if you want to show visitors that Morecambe Bay has more to offer than just a day trip.

To find out more and to get involved contact

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### Who we are

Morecambe Bay Nature is a tourism business network connecting businesses with a passion for nature. This event and network is hosted by Bay Tourism on behalf of partners at Morecambe Bay Local Nature Partnership and its Nature Improvement Area, and Morecambe Bay Partnership and its 700 Days to Transform the Bay scheme.

Join us to help make Morecambe Bay one of the top UK places to see wildlife and nature.

We are generously supported by:  
Defra and Natural England.  
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