

European Geoparks Week 2013

Report

Name of Geopark: **Geopark Shetland**

Dates of EGN week: 29th June – 7th July 2013

Contact person: Robina Barton (robina@shetlandamenity.org)

Special motto of geoparks week: 'Go Wild!'

1. Please give the following information:

- number of activities/events during geoparks week 31
- number of press releases announcing geoparks week events 8 (includes adverts/editorial)
- number of printed copies for program flyer/brochure/posters 1000
- number of printed articles on EGN week activities 1 post festival article to date
- total number of visitors/participants 900

2. Highlight most successful activities of your Geoparks Week 2012:

The festival was launched with Sunday teas in Bigton. Local volunteers provided refreshments while festival partners offered entertainment and information. Popular events included fun on the magical island of Mousa and a surprise chance to try rowing a traditional Shetland yoal. On July 4th – 'Independence Day' – nature enthusiasts were given ways to get out and explore on their own, with the Geopark Shetland app for iPhone and Android, geocaching or searching for Shetland's 'BIG 5' wildlife attractions - otter, puffin, killer whale, gannet and storm petrel - decided through a Facebook poll. 2013 was the 'Year of Natural Scotland' and the Festival reflected that with events tied to YONS themes including 'natural playground' with Climb Shetland and NorthernFocusParkour. This year there were more local participants and fewer tourists than usual, possibly due to the fact that a lot of accommodation was being used by industry workers this summer.