Visit Dean Wye

Press release

Approved 5 October 2022

**Visit Dean Wye Launches Leaf Peeping Hotline**

**Follow the 50-mile Leaf Peeping Drive and experience the Top 10 Hotspots in the Leaf Peeping capital of the UK**

[www.visitdeanwye.co.uk/leafpeeperswelcome](https://twitter.com/VisitDeanWye)

As the Leaf Peeping\* capital of the UK, the Forest of Dean and Wye Valley is preparing for a stunning season of autumn splendour, a showcase of spectacular foliage as the summer’s canopy erupts in a symphony of blazing greens, yellows, reds and golds of autumn.

To help visitors experience the best times and locations, Visit Dean Wye has launched a Leaf Peeping Hotline, staffed by knowledgeable, local volunteers based at Coleford’s Tourist Information Centre.

**Leaf Peeping Hotline**

**01594 837135 between 10am and 4pm Monday to Saturday**

**A Leaf Peeping volunteer will help foliage fans find the top Hot Spots**

To support the Hotline, Visit Dean Wye has created a [Leaf Peeping Guide](https://twitter.com/VisitDeanWye) and mapped out a [50-mile Leaf Peeping Drive](https://www.eddrewitt.co.uk/), which features a downloadable route through the region to experience the very best of the tree-top canopy’s colour.

The [10 Hotspots for Leaf Peeping](https://www.visitdeanwye.co.uk/) are documented alongside a series of Leaf Peeper walks, [experiences](http://www.visitdeanwye.co.uk/leafpeeperswelcome), [escapes](https://www.visitdeanwye.co.uk/dbimgs/Leaf%20Peeping%20Guide%20Hotspots%20and%20Driving%20Route.pdf) and plenty of activities for [Junior Leaf Peepers](https://www.visitdeanwye.co.uk/inspiration/seasons/autumn-leaf-peeping/leaf-peeping-drive).

Mark Terry-Lush, director of Forest of Dean and Wye Valley Tourism, the destination management organisation (DMO) for the area, said: “The Forest of Dean and Wye Valley are the UK’s best places to enjoy the autumn, and to celebrate the annual symphony of colour.

“With over 20 million trees in the Forest of Dean alone, our area covers around 600 square miles and is a haven for Leaf Peepers. Home to a wide variety of majestic oak, ash, birch, beech, larch, sweet chestnut and many more, the foliage lights up as the days start to draw in, creating an indulgent visual feast.

“Drive, cycle, walk through sweeping countryside with river views across ancient woodland before delving deeper into 10 Hotspots en route to enjoy breathtaking views, riverside walks, lakes and arboretums drenched in autumnal colour. It’s doable in a day or stay over for a Leaf Peeping escape this autumn. Or, simply choose shorter sections to combine with other activities.”

*\*Leaf peeping is a term growing in popularity in the UK, which originated in North America, where people enjoy travelling to view and photograph the changing season.*

ENDS

**Editor’s Notes**

For all media enquiries, interviews with our [Chief Leaf Peeper, Ed Drewitt](https://www.facebook.com/VisitDeanWye), quotes, images or video, please contact Mark Terry-Lush – [mark.terry-lush@visitDeanWye.co.uk](https://www.instagram.com/VisitDeanWye) - or call 07538 731 229.

A selection of high-resolution imagery to illustrate Leaf Peeping are available on request.

**OTHER VIDEO AND GUIDES LAUNCHED AS PART OF FIND YOUR FREEDOM CAMPAIGN**

* [**Cyclists Welcome**](https://www.instagram.com/VisitDeanWye) - celebrating the diversity of cycling and the welcome that awaits cyclists or all disciplines and ages.
* [**Hidden Gems**](https://www.visitdeanwye.co.uk/inspiration/seasons/autumn-leaf-peeping/leaf-peeping-escapes) draws attention to lesser-known locations and interesting experiences to enjoy in and around the towns of Lydney, Coleford, Cinderford and Newent.
* [**Delicious Dean**](https://www.visitdeanwye.co.uk/inspiration/seasons/autumn-leaf-peeping/junior-leaf-peepers) celebrates the fabulous flavours found across the area, shining a light on some of the best food and drink experiences and tasty local produce.
* [**Freedom Awaits**](https://www.visitdeanwye.co.uk/inspiration/seasons/autumn-leaf-peeping/leaf-peeping-walks) connects visitors with nature where they can experience the magnificent surroundings of the Forest of Dean from wildlife spotting to forest bathing.
* [**Get Out, Get Active**](https://www.visitdeanwye.co.uk/gofindfreedom/hiddengems) covers seven exhilarating experiences for adventurers, from laser tag to caving, and high ropes to cycling.
* [**Crafty Forest**](https://www.visitdeanwye.co.uk/gofindfreedom/thedeliciousdean) inspires visitors to express their creativity, try their hand at pottery or mosaics, or learn new culinary skills at a cookery school.

*Find Your Freedom campaign is funded by Forest of Dean District Council.*

**About Visit Dean Wye**

Visit Dean Wye is the official Destination Management Organisation (DMO) representing the interests of over 250 partner businesses operating in the visitor economy in the Forest of Dean in Gloucestershire and the Wye Valley in Herefordshire and Monmouthshire.

The volunteer run organisation seeks to promote the area to both domestic and international tourists and visitors. It offers a one stop shop for up-to-date information and inspiration for people looking to find more about the wild, wonderful and adventurous Forest of Dean and Wye Valley.

The website and associated social channels are a gateway to this beautiful and little-known destination, that offers travellers and visitors a wide range of opportunities to reconnect with nature and truly find their freedom.

Find out more at[https://www.visitdeanwye.co.uk/](https://www.visitdeanwye.co.uk/inspiration/seasons/autumn-leaf-peeping/leaf-peeping-experiences)

Twitter[@VisitDeanWye](https://www.visitdeanwye.co.uk/gofindfreedom/thecraftyforest)

Facebook[@VisitDeanWye](https://www.visitdeanwye.co.uk/inspiration/seasons/autumn-leaf-peeping/leaf-peeping-hotspots)

Instagram[@VisitDeanWye](https://www.visitdeanwye.co.uk/gofindfreedom/getoutgetactive)

**#GoFindFreedom**

**#DeanWye**