



National Forest Tourism Forum

#nftourismforum

#Forestlife

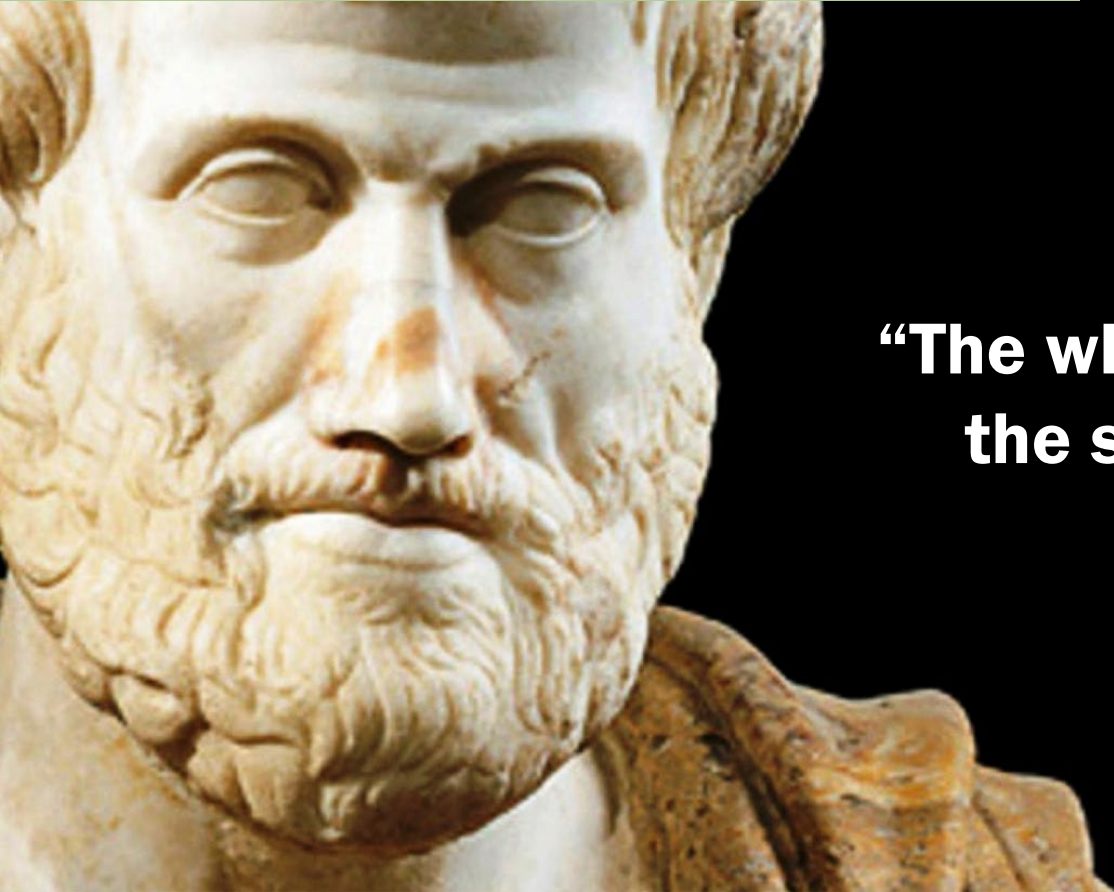
THE NATIONAL
FOREST

Business Support Workshop 1: Collaboration & packaging

Martin Peters
*Chief Executive,
Leicester Shire Promotions*



THE NATIONAL
FOREST



**“The whole is greater than
the sum of its parts.”
- Aristotle**



THE NATIONAL
FOREST



What?

- A wide ranging campaign that aims to help people get the most out of the unique environment of the New Forest while, at the same time, helping them to support the local economy.

How?

- By involving many local businesses and groups Brand New Forest can promote a wide range of interesting aspects of life, work and play in the New Forest. Aims to be of positive help to all concerned.

- £5 for a Brand New Forest card
- Discounts from taxi fares to takeaway curries, from horse riding to cycling, from cream teas to dinners, beauty therapies to fun days out even MOT's to cleaning services



- Card sales in 2015 rose by 200% on 2014
- Cards being bought on-line are increasing
- General awareness of the scheme has risen massively in the past year



THE NATIONAL
FOREST







What?

- Enjoy free entry to over 30 attractions in and around York.





How?

- Single purchase ticket with variations that allows entry to a range of attractions for free and discounts at restaurants, bars and other support services.

Adult Passes

Pass type	Retail price 	Price per day	Quantity
 Adult 1 Day York Pass	£38.00	£38.00	<input type="text" value="0"/>
 Adult 2 Day York Pass	£50.00	£25.00	<input type="text" value="0"/>
 Adult 3 Day York Pass	£60.00	£20.00	<input type="text" value="0"/>

Child Passes

Pass type	Retail price 	Price per day	Quantity
 Child 1 Day York Pass	£20.00	£20.00	<input type="text" value="0"/>
 Child 2 Day York Pass	£26.00	£13.00	<input type="text" value="0"/>
 Child 3 Day York Pass	£30.00	£10.00	<input type="text" value="0"/>



THE NATIONAL
FOREST

play stay explore™

What?

- An off the shelf yet tailor made short break at an all inclusive fixed price

How?

- The break price of £149 includes overnight accommodation with breakfast for 2 or 4 plus entry to 3 attractions and experiences chosen from a list

- Avg 22,500 bednights per year for past 5 years





- Family Fun
- Gourmet Taste
- King Richard III Heritage
- City Treat
- Veggie Vacation

play stay explore™

40 partners

- 10 accommodation providers:
 - large hotels, budget hotels & farm accommodation
- 30 venues:
 - tearooms, restaurants, heritage centres, visitor attractions

New Traditionals

- Couples and families who love being involved and engaged in activities with each other
- Any decisions we make are well informed to make sure we spend wisely
- Even though we're budget conscious, we'll pay more for something if it benefits our family's lives
- We believe in a healthy work-life balance – the most important thing to us is having great family and friends
- Keeping healthy is essential to us
- We're strongly invested in improving the environment and community
- Giving back is close to our hearts, so we often participate in charity events together
- Always eager to get out and about, explore the world and take our family along for the ride
- Creating unique experiences and lifelong memories for a reasonable cost makes us happy
- We jump at the opportunity to apply simpler values in what is a fast-paced world – taking a step back to enjoy natural beauty
- We get excited about back-to-basics activities which are so often underplayed

Community Interest Groups

- We are visitors to the Forest who have a passion, hobby or specific interest
- This may include runners, photographers, ramblers, cyclists, bird watchers etc.
- Our interests or hobbies are the primary purpose for wanting to explore and visit the Forest
- We primarily engage in these activities on weekends and holidays
- For those of us who are retired, these passions form the basis of our week
- People with common interests or motivations
- A place where activities are accessible
- New places and experiences to enjoy our passions
- Inspiration

Over to you

- **When do you need extra business?**
- **Thinking about all that you have heard today, and the individual needs of your business, what's your 'big idea' for a collaborative working project in the Forest?**