

WE HELP PEOPLE MAKE
BRILLIANT MEMORIES
IN THE FOREST



Welcome to the New Forest, where age-old tradition meets modern day innovation. Where folklore breathes life into the ancient woodland and the earth beneath your feet reminds you that you're part of something much bigger. Here, stories aren't just told, they're lived, shaped by generations who've walked these paths before us and continue to care for the land today.

This is a living, working landscape where the echoes of the past are woven with the voices of today, creating a shared story that grows with each visit, each moment. The evolution of the New Forest underpinned by the enduring relationship between people and place. Where people and ponies roam free, nature and community thrive and memories are made.

Welcome to the New Forest, Old, yet ever new.

WE COMMUNICATE IMPORTANT MESSAGES TO MILLIONS OF PEOPLE

- 62,000 email database
- 86,000 social media followers across 9 channels
- #1 destination website with 4.8 million visitors a year



HOW WE'VE SHARED THE NEW FOREST CODE IN 2024

SOCIAL MEDIA – Facebook, Instagram, TikTok and X

Total posts – 72

Total impressions – 56,017

Total engagements – 1,565

Total video views – **15,533**

E NEWSLETTERS

2,779,684 emails included the code.

PUBLICATIONS

115,000 Discover Guides printed and distributed and **157 Official Maps** sold



This year, our website has received **4.8 million** page views (21.3% increase compared to last year) from **1.1 million** unique users (4.8% increase compared to last year)

WE DRIVE REVENUE AND VISITORS
INTO OUR COMMUNITIES



MEMBERSHIP COSTS

Indepedent shops £200 inc VAT

Self catering accomodation from £200

Pubs from £342

Hotels from £888

Attractions from £342

If you would like to promote your business and connect with our audience, get in touch with Nic@gonewforest.com



TheNewForest

2025 MEMBERSHIP

We appreciate your support for The New Forest, where our mission is to bring the community together and strengthen our vibrant local economy. Your membership card is not just a token of support for local businesses—it's also a great way to save money! Whether you're enjoying a family meal, exploring the forest on a cycling adventure, or treating yourself to a beauty session, there's an exclusive offer waiting for you.

For a full list of offers or to sign up for our e-newsletter to receive the latest deals, visit thenewforest.co.uk

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TheNewForest

AN EXAMPLE OF OUR IMPACT

Our social media 'Spotlight's on local towns and villages have had **1,097,000 views**.

- New Milton & Barton on Sea – 56.4k views
- Brockenhurst – 44.8k views
- Lymington – 169.6k views
- Ringwood – 250k views
- Fordingbridge – 90.8k views
- Lyndhurst – 155k views
- Milford on Sea – 135k views
- Hythe – 148k views
- Minstead – 51k views



MOST VISITED TOWNS & VILLAGES PAGES ON WEBITE

1. Lymington
2. Brockenhurst
3. Burley
4. Lyndhurst
5. Fordingbridge



MOST VISITED PAGES ON OUR WEBSITE

- 1) Things to do
- 2) Self catering
- 3) Accommodation
- 4) Walking
- 5) What's on



WHAT WE DO



- We hold quarterly sector group meetings with the purpose to connect with other business owners, share insights and collaborate on new ideas to grow business.
- We offer digital advertising opportunities for businesses who want to connect with our audiences.
- We promote the New Forest as a destination, driving revenue and visitors into our communities.
- We advocate for the visitor economy

NFDC CORPORATE PLAN, TOURISM

- *Work with local people and stakeholders to **develop visions and proposals for their high streets and town centres and consider where targeted regeneration approaches may be necessary.***
- *Support our SME base to thrive, working with the New Forest Enterprise Centre and **other business membership organisations and other partners, focusing across our tourism,** rural and marine economy.*
- *Encourage employment and skills training to address emerging opportunities and local need aligned to the Solent Freeport proposals, the green agenda, as well as established New Forest sectors such as the marine, **tourism and rural economies.***

WE VALUE OUR PARTNERSHIPS WITH THE VARIOUS BODIES OPERATING IN THE NEW FOREST, NAMELY:

- NEW FOREST DISTRICT COUNCIL
- NEW FOREST NATIONAL PARK AUTHORITY
- FORESTRY ENGLAND
- THE VERDERERS
- PLUS: HAMPSHIRE COUNTY COUNCIL – SPECIFICALLY ON LOCAL VISITOR ECONOMY PARTNERSHIP (LVEP) PROGRAMME

