



Strengthening the New Forest visitor economy by establishing a sustainable business model for locally resilient destination management and promotion

Visitor, Environment, Resident and Business (VERB)

Communicate the idea that all Visitor, Environment, Resident and Business interests are fundamentally inter-related and connected. Use this principle to create and maintain an all-embracing network throughout the New Forest to enable common sense to become common practice and develop a common network to deliver common benefit for all. Utilise the recognition of these shared interests to deliver comprehensive high-quality consumer (resident, day and staying visitor) experiences which also support and enhance all local human, cultural, economic and natural resources both now and in the future.

The Economics of Visitor Happiness

How happy consumers supported by VERB help create an efficient, effective and locally resilient visitor economy

Visitors who are well-informed before they visit, welcomed when they arrive and well cared for during and after their day visit or stay tend to be happier visitors.

Happier well-informed visitors are liable to understand more, spend more, behave well and enjoy a better overall experience during their stay.

A better overall experience during their stay means visitors are more likely to respect and connect with the local cultural heritage, environment, residents and businesses, thereby getting more from the destination they are visiting.

Visitors who get more from the destination they are visiting are consequently more likely to invest in it, both emotionally and financially.

The emotional and financial needs of the local cultural heritage, environment, residents and businesses are therefore more likely to be met by happy visitors.

Happy visitors are also more likely to become loyal returners, be less demanding on the public purse, and will energetically and enthusiastically promote the great experience they've just enjoyed in the New Forest to their family, friends and social media followers.

So happy visitors have a key role to play in all business promotion by their targeting of likeminded new visitors which automatically increases destination brand awareness and potential consumer conversion.

Go New Forest CIC

The Economics of Visitor Happiness and what it means for you

We all know the New Forest is a very special place.....and most of us know the reason why; our magical environment, our history, our culture and our centuries old commoning traditions.

Go New Forest has recently been created as a not for profit Community Interest Company to develop a Forest First approach to tourism because a special place deserves a special visitor industry to serve it. With a wealth of experience in our team, Go New Forest is well-placed to play its part in helping everyone balance the interests of visitors and residents whilst continuing to protect the environment and grow business.

The local tourism industry has always marketed the New Forest as a high-quality destination. Now we want to build on that 30-year legacy and take the next step. We want our visitors, residents and businesses to understand that every person who visits the New Forest is not just a potential ambassador, but a potential steward as well. But not just a steward of the destination's obvious attributes such as our landscape or our wandering animals, but someone who cannot wait to share with others how being in the New Forest made them feel so good and why we all need to look after it.

What does that mean in practice? That's where you and our partners come in because every person, every business, everyone who cares for the New Forest has their part to play. Go New Forest will be delivering a range of campaigns over the coming year to bring residents and visitors together to tell, tweet, Facebook and Instagram, about the amazing time they have living or visiting this wonderful place.

Happy visitors and residents will be much more likely to look out for and engage with each other and the forest's special but fragile environment and better understand why forest first tourism is "Our Future Together". It's a great project and it's long overdue, especially with the sustainable future of everything we hold dear uppermost in our minds.