



***Growing the visitor economy
for over 30 years***



Community Membership Rates 2023

Over **4 million** page views from **193** Countries

Ranking top of Google search

62,000 enews subscribers

Facebook **33,500** • Twitter **11,000** • Instagram **18,600**

The official tourism organisation and website for the New Forest

www.thenewforest.co.uk

Promoting New Forest towns & villages to our residents & visitors

Go New Forest's annual marketing programme targets local residents, day visitors within 90 minutes drive time and staying visitors from further afield including overseas. It is delivered through a multitude of online and offline promotional activities.

Last year www.thenewforest.co.uk had over **1,150,000** unique users and **4,000,000** page views and traffic growth is currently 10% up year on year. Our Press & PR work generated over **£1 million** worth of coverage and the Go New Forest Card scheme has already **doubled** its sales year on year! We have a standard model to promote and profile each of our towns & villages, the template can be viewed by clicking on: www.thenewforest.co.uk/explore/towns-and-villages/burley. In addition, GNF works closely with each of our town and village members to tailor-make activities to increase visitor numbers all year round.

RATES (exclusive of VAT)

	1 Jan – 31 Dec 2023
Town (council/business/community group)	£210
Village (council/business/community group)	£160

Town & Village membership benefits include:

- Product Page on www.thenewforest.co.uk for your town/village – opportunity to update content and images on individual section pages.
- Two events banners per month on Product Page (24 in total) usual cost £85 per banner
- Promoted in Feature Month: Sponsored slot in one destination eNewsletter (55,500 subscribers), town/Village specific social media posts in featured month and dedicated blog
- Reciprocal links to own website with www.thenewforest.co.uk
- Weekly What's On and Business Services – promotion of events, and local event promotion – and highlights of
- Networking with Members from all Sector Groups: Attractions, Self-Catering, Bed & Breakfast, Hotels, Holiday Parks, Campsites, Food & Drink, Retail and Corporate (when lockdown allows)
- Exhibiting at the AGM/Literature Exchange in March and Annual Open Day event in October to which all Members are invited (when lockdown allows)
- Opportunity to make a short presentation to relevant sector Membership Groups
- Opportunity to contribute to the Weekly Business Services Enewsletter (16k subscribers)
- Contribution to the Destination Marketing Plan and actions Businesses in the town or village able to receive a basic listing under relevant section on www.thenewforest.co.uk

RATES (exclusive of VAT)

	1 Jan – 31 Dec 2023
Community Group 500+ members	£100
Community Group 250+ members	£75
Community Group 0-249 members	£50

Community Group membership benefits include:

- Product Page on www.thenewforest.co.uk for your Community Group – opportunity to review content on individual section pages
- **Three sponsored slots per year in Weekly Business Services Enewsletter (16k subscribers) – can do a text entry other weeks**
- Reciprocal links to own website with www.thenewforest.co.uk
- What's On and event promotion
- Networking with Members from all Sector Groups: Attractions, Self-Catering, Bed & Breakfast, Hotels, Holiday Parks, Campsites, Food & Drink, Retail and Corporate
- Exhibiting at the AGM/Literature Exchange in March and Annual Open Day event in October to which all Members are invited (when lockdown allows)
- Opportunity to make a short presentation to relevant sector Membership Groups
- Promotion of the Group in other areas of the website

CLICK HERE TO BOOK ONLINE