

thenewforest



Membership/Web Rates 2018

Grow your business with us ...

OVER **1 MILLION** UNIQUE USERS • **193** COUNTRIES

£530M INCOME GENERATED • **12,000** JOBS

FACEBOOK **9833** • TWITTER **8130**

www.thenewforest.co.uk



Membership Benefits

- Opportunity to engage with a network of like-minded businesses that communicate regularly via individual sector and cross sector meetings
- Four levels of membership: Silver, Gold, Premium and Premium Plus
- Opportunity to support, help and input into the marketing and promotion of the New Forest
- Promotion of The New Forest through work of PR agency
- Participation in the Book Direct scheme
- Significant advertising discount in the New Forest Discover Guide, New Forest Official Map, Forest Finder and other GNF publications
- Discounted Go New Forest Cards for use by guests
- Participation in Quality Charter/Assessment Scheme at a significant saving over National Grading Schemes
- Access to and use of Members Only intranet covering useful information, business resources, research data, meeting dates, minutes and Member Only offers, such as collective energy purchasing
- Opportunities to work with GNF Corporate Service and Supplier Members
- Access to high quality images for inclusion on your own website and promotional materials
- Attendance at GNF Annual General Meeting and Annual Members Day
- High quality subsidised sector training (website, social media, etc)
- An alert system to warn businesses of criminal activity
- An annual pass to visit and experience other Members' businesses
- An organisation which represents and lobbies for tourism interests on local and national issues
- Access to a dedicated team experienced in all facets of tourism destination management, marketing and promotion

Web, Digital & Marketing Benefits

- A business page on **thenewforest.co.uk** which ranks number one in Google Searches
- **Destination Marketing** – a year round marketing programme which drives traffic to **thenewforest.co.uk**, bringing even more visitors to your own business web page.
- **TripAdvisor Ratings** shown on your web page
- **eNewsletters** – Monthly eNewsletter sent to 35,000+ subscribers with opportunity for businesses to sponsor advertisements
- **Social Media** – We market the New Forest and our member businesses through Facebook (9833 Followers), Twitter (6,820 Followers), Instagram new for 2018, Google+ and YouTube
- **Themed Campaigns** – opportunity to contribute and participate in themed media campaigns: Food & Drink, Outdoor Activities, Wedding Showcase, Conference Showcase, etc
- **Online Booking** – Use of Guestlink Booking Facility with **no commission**
- **Widgety** – A platform which enables you to promote your events on the website
- **Research & Intelligence** – Access the latest data on visitor trends to help with your own business planning
- **SEO Contract** – An extensive programme to enable consistent optimisation of **thenewforest.co.uk** and all themed digital and social media campaigns.

How we do it

1 Website – thenewforest.co.uk

A brand new £30k destination website launched in November 2017, built and owned by GNF for its members. Optimised for mobile, tablet and desktop. The website features at the top in google searches and is widely promoted via an annual destination marketing programme, with a comprehensive SEO Contract in place

- over 1 million unique users
- 5 million page views
- 193 countries worldwide

2 Press & Public Relations

Our contracted PR agency produces press releases and constantly communicates with UK and overseas journalists to write destination and member business stories.

Regular invitations to review also bring journalists down to write about the New Forest and GNF members.

In 2018 all this will be supplemented when we welcome 100 members of the British Guild of Travel Writers to its Annual Conference here in the New Forest in January.

3 Digital platforms - TheNewForestUK



TripAdvisor – We use TripAdvisor star ratings on business pages providing a comprehensive customer review of each business



Facebook We post regularly and share business posts to encourage repeat and new visitors to your door



Twitter We follow/retweet your business pages/posts etc. Huge Twitter audience makes sure New Forest information is tweeted to our followers and the world



Google+ We share updates, promotions and campaigns on this platform to make sure users and Google search pick up our pages



Instagram – A recently added online platform for users to post images that they love about the New Forest.



Widgety – We will be using Widgety to promote your business's events on the New Forest website and sending destination messages back through their platform (which we estimate will add over 100k new visits to thenewforest.co.uk in 2018)



Blog – Dedicated New Forest blog promoting the destination, with a different blog each week



YouTube –
youtube.com/thenewforestuk
Enticing New Forest content shared through our YouTube channel



Fairbooking Book Direct –
fairbookinguk.com encourages direct booking by visitors to approved businesses, who commit to provide the best online deal for visitors and the fairest deal for the local environment and residents


What is included

There are four different levels: Silver, Gold, Premium and Premium Plus and the benefits of each are detailed below. Premium/Premium Plus Membership is available for all medium and large business members. Businesses receive one web page in their package. For multiple units/businesses please contact advertising@gonewforest.com.

The Prices Include:	Silver	Gold	Premium	Premium Plus
Business Name & Address	✓	✓	✓	✓
Gradings/Awards	✓	✓	✓	✓
Book Online	✓	✓	✓	✓
Category	✓	✓	✓	✓
Conference Capacity	✓	✓	✓	✓
Description	Long	Long	Long	Long
Downloads	✓	✓	✓	✓
Email	✓	✓	✓	✓
External Links	✓	✓	✓	✓
Facilities	✓	✓	✓	✓
Fax	✓	✓	✓	✓
Enjoy-England Ratings/Grading	✓	✓	✓	✓
Images	10	20	30	40
Add To Itinerary	✓	✓	✓	✓
Location	✓	✓	✓	✓
Map	✓	✓	✓	✓
Opening Times	✓	✓	✓	✓
Prices	✓	✓	✓	✓
Public Directions	✓	✓	✓	✓
Related Attraction	✓	✓	✓	✓
Related Events	✓	✓	✓	✓
Related Special Offers	✓	✓	✓	✓
Road Directions	✓	✓	✓	✓
Rooms	✓	✓	✓	✓
Telephone	✓	✓	✓	✓
Video	✓	✓	✓	✓
Website	✓	✓	✓	✓
Top Tier Browsing*	X	✓	✓	✓
Second Tier Browsing*	✓	X	✓	✓
Tripadvisor Rating Viewable	✓	✓	✓	✓
eNewsletter	X	X	Quarter Share	Solus
Press Release	X	X	Quarter Share	Solus
Dedicated Blog	X	X	✓	✓
Facebook Album	X	X	✓	✓
Press Requests Fulfilment	X	X	✓	X
Preferential Press Requests Fulfilment	X	X	X	✓
Monthly Facebook Posts	X	X	✓	X
Weekly Facebook Posts	X	X	X	✓
Monthly Twitter Posts	X	X	✓	X
Weekly Twitter Posts	X	X	X	✓

*Listing After Premium & Premium Advertisers (if relevant)

Example of Silver level Business Page

Enewsletter Sign UpMy Plannerft

[Things to Do](#) [Accommodation](#) [What's On](#) [Food & Drink](#) [Ideas & Inspiration](#) [Explore](#) [Visitor Info](#)



You are here: Accommodation > Kingswood Cottage

Kingswood Cottage

Type: Bed & Breakfast

10 Woodlands Road, Ashurst, Near Lyndhurst, SO40 7AD

Add to PlannerWebsiteEmailView Phone Number





About

Peaceful, picturesque cottage set in parklike grounds. Very quiet location opposite forest, pretty rooms, award winning breakfasts with local produce where possible. Home made preserves. Walking distance pub and station. Free pick up from Ashurst, New Forest station. Easy drive Lyndhurst, Beaulieu, Exbury. Professional singles welcome - special rates Mon-Fri.

Search availability for Kingswood Cottage and book online


– Hide Instructions

1. Use the calendar to choose the check in date: 
2. Select the number of nights and other options as required and click the 'Check Prices' button.
3. The available room options will be shown below.
4. Click the Book button to book the highlighted days: 

Please note that the actual prices are in Pounds Sterling. Conversion to other currencies at the current exchange rate is provided for assistance in understanding how much your holiday may cost you in your own currency, but this is a rough guide only.


Gradings

4 AA Gold Stars Bed & Breakfast




Awards

New Forest Awards



Green Leaf Tourism Scheme

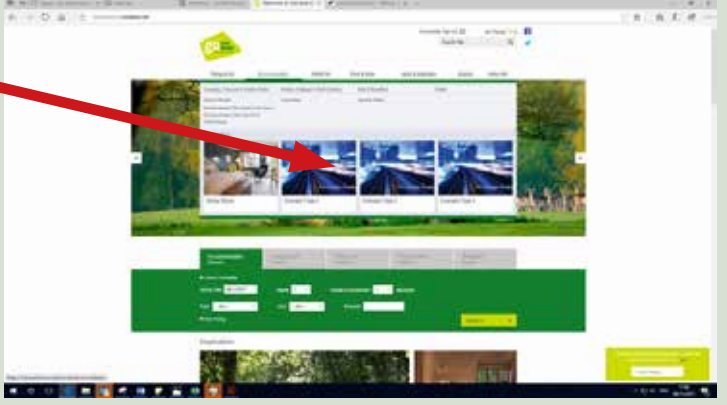

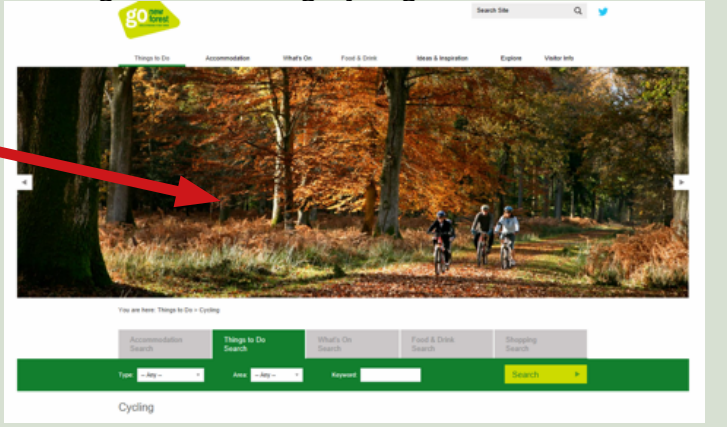
Other Awards



Self-assessed Accessibility Information

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Additional Digital Advertising Options

<p>Don't miss</p>	<p>Products featuring in the main navigation of the site</p> 	<p>£50 per month</p>
<p>Banner Adverts</p>		<p>£100 home page £50 sector page per month</p>
<p>Banner Ad on Sector Pages</p>	<p>Sub Pages of the Category Pages, i.e. Hotels, Activities</p> 	<p>£75 per month</p>
<p>eNewsletters – Monthly eNewsletters to £30k subscribers with details of what's on and what's new in the New Forest. You can sponsor an upcoming ENewsletter and promote your business.</p>		<p>£75 per eNewsletter</p>
<p>1. Social Media – Own Facebook album (50 pics) on destination pages 2. Dedicated blog on destination website</p>		<p>£40 per annum £50 per blog</p>
<p>Solus Press Release – A bespoke press release circulated by TravelDog PR, our PR Agency, within the Marketing Plan</p>		<p>£600</p>
<p>Solus eNewsletter – A bespoke eNewsletter dedicated to your business and circulated to circa £30k subscribers</p>		<p>£1,000</p>

Please email advertising@gonewforest.com if you wish to book any of the above digital options

Package Rates (ex VAT)

Small B&B, Restaurants & Pubs with Rooms	Silver	Booking Ref	Gold	Booking Ref	Premium	Booking Ref	Premium Plus	Booking Ref
1	£270	BS1	£324	BG1	X	X	X	X
2 to 3	£306	BS2	£367	BG2	X	X	X	X
4 to 6	£333	BS3	£400	BG3	X	X	X	X
7 to 9	£377	BS4	£452	BG4	X	X	X	X
Medium & Large Hotels, Restaurants & Pubs with Rooms (Rooms)								
10 to 14	£607	HS1	£728	HG1	£1565	HP1	£2765	HP1+
15 to 19	£732	HS2	£878	HG2	£1703	HP2	£2903	HP2+
20 to 29	£870	HS3	£1044	HG3	£1865	HP3	£3057	HP3+
30 to 39	£970	HS4	£1164	HG4	£1968	HP4	£3168	HP4+
40 to 49	£1066	HS5	£1279	HG5	£2075	HP5	£3275	HP5+
50+	£1168	HS6	£1402	HG6	£2188	HP6	£3388	HP6+

Small Self Catering (units)	Silver	Booking Ref	Gold	Booking Ref	Premium	Booking Ref	Premium Plus	Booking Ref
1	£270	SS1	£324	SG1	X	X	X	X
2 to 3	£306	SS2	£367	SG2	X	X	X	X
4 to 9	£333	SS3	£400	SG3	X	X	X	X
10 to 19	£377	SS4	£452	SG4	X	X	X	X
Medium & Large Self Catering & Holiday Parks (Units)								
20 to 29	£607	SS5	£728	SG5	£1565	SP1	£2765	SP1+
30 to 49	£732	SS6	£878	SG6	£1703	SP2	£2903	SP2+
50 to 69	£870	SS7	£1044	SG7	£1865	SP3	£3057	SP3+
70 to 99	£970	SS8	£1164	SG8	£1968	SP4	£3168	SP4+
100 to 149	£1066	SS9	£1279	SG9	£2075	SP5	£3275	SP5+
150+	£1168	SS10	£1402	SG10	£2188	SP6	£3388	SP6+

Small Caravan & Campsites (Pitches)	Silver	Booking Ref	Gold	Booking Ref	Premium	Booking Ref	Premium Plus	Booking Ref
1 to 24	£274	CS1	£329	CG1	X	X	X	X
25 to 49	£333	CS2	£400	CG2	X	X	X	X
50 to 99	£377	CS3	£452	CG3	X	X	X	X
Medium & Large Caravan & Campsites (Pitches)								
100 to 149	£607	CS4	£728	CG4	£1565	CP1	£2765	CP1+
150 to 199	£732	CS5	£878	CG5	£1703	CP2	£2903	CP2+
200 to 299+	£870	CS6	£1044	CG6	£1865	CP3	£3057	CP3+

Small Attractions/ Activity Operators (Visitors pa)	Silver	Booking Ref	Gold	Booking Ref	Premium	Booking Ref	Premium Plus	Booking Ref
1 to 24,999	£306	AS1	£367	AG1	X	X	X	X
Medium & Large Attractions/Activity Operators (Visitors pa)								
25,000 to 49,999	£586	AS2	£703	AG2	£1476	AP2	£2676	AP2+
50,000 to 99,999	£691	AS3	£829	AG3	£1581	AP3	£2781	AP3+
100,000 to 199,999	£941	AS4	£1129	AG4	£1831	AP4	£3031	AP4+
200,000 to 299,999	£1111	AS5	£1333	AG5	£2001	AP5	£3201	AP5+
300,000+	£1289	AS6	£1546	AG6	£2179	AP6	£3379	AP6+
Restaurants, Pubs, Cafes, Snack Bars, Retail Outlets	Silver	Booking Ref	Gold	Booking Ref	Premium	Booking Ref	Premium Plus	Booking Ref
Small (up to 20 covers)	£272	RS1	£327	RG1	X	X	X	X
Medium (21-75 covers)	£347	RS2	£417	RG2	X	X	X	X
Large (76+ covers)	£425	RS3	£510	RG3	X	X	X	X
Suppliers of Locally Produced Food (staff)								
Small 1-5	£235	FS1	£283	FG1	X	X	X	X
Medium 6-20	£278	FS2	£334	FG2	X	X	X	X
Large 21+	£321	FS3	£385	FG3	X	X	X	X

Prices are exclusive of VAT.

If you are a multiple business/units please contact us for pricing details.