



Activities, Attractions & Events Group Meeting

Wednesday 6 February

Thatched Cottage Hotel

Attendees:

Janet Bentick – Adventure Wonderland
Jon Thurnell-Read - Cyclexperience
Nikki Ryce - Cyclexperience
Matthew Lawson – Escape Yachting
Celise Galloway – Exbury Gardens
Steve Adams - Fuzzacker
Anthony Climpson – Go New Forest
Matt Kitcher – New Forest Activities
Rob Griffiths – Paultons Park

Apologies:

Rachael Goldstraw – Beaulieu / Buckler's Hard
Diane Rayner – Breamore House
Helen Robinson – Eling Tide Mill
Jon Evans – Forest Leisure
Domine Nowell – Lighthouse Marketing
Jennifer Pressnell – New Forest Heritage Centre
Sean Scott – New Forest Paddle Sport Co
Steve Perry –NF Platinum Tours
Carol Heap – New Forest Wildlife Park
Viv Brackett – Sammy Miller Museum
Michelle Kirwan – St Barbe Museum

1. Introductions

2. Go New Forest Report and KPI Report

- Website traffic results and other performance indicators very encouraging year on year with traffic up over 50%. Testament to the marketing plan and the decision to invest in SEO, Blog Creation and Content strategy.
- Will continue to build on this result with linked blogs content created around upcoming events and activities – e.g. activities taster day.
- Encourage Go New Forest to share the positive results and success in meeting KPI's across the wider membership to inform all that the marketing plans are now more targeted, objectives are being met and this is enabling informed decision making for future plans.
- Discover Guide – not yet printed due to lack of bookings – still time to advertise. Deadline 15 February.

3. Spring Member Day and Literature Exchange – 27th March 2019

- Will take place at the Beaulieu hotel
- Incorporate a mentored ideas generation session – tables with representatives of each sector on them to encourage cross pollination of ideas etc.
- Tony considering asking the Chair of the Commoners to present

4. Activities Taster Day – Sunday 2nd June 2019

Group all agreed this was an excellent idea to proceed with and hopefully grow in the future.

Great PR opportunities

Happy to offer attraction tickets for a competition to incentivise people to sign up

Three main target groups; Residents, 1 hour drive time and Staying Visitors

5. New venues for future meetings:

5th June – Cyclexperience (TBC by Jon and Nikki)

4th September – Exbury Gardens and Steam Railway

6th November – Thatched Cottage Hotel