The wise growth of Tourism

A New Forest perspective

Anthony Climpson
Employment & Tourism Manager New Forest DC
Sustainable Tourism

The triple bottom line + one – a balance between:

Social/Economic/Environmental & Visitor needs

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NFDC’s role is to act as honest broker and manage through partnership with all four stakeholder groups.
The VERB approach

Welcomes, involves and satisfies
Visitors

Protects, reflects and enhances the local
Environment

Engages and benefits
Residents

Achieves high quality and profitable
Businesses

The Key principles guiding the engagement of all stakeholder groups in achieving wise growth
New Forest Destination Management Model (VERB)

- Destination management & marketing service
- Visitor stewardship programme
- Environment Green Leaf Tourism Scheme
- Residents Brand New Forest Campaign
- Business New Forest Tourism Association
- Research Quality Training Planning Transport V/TICs Marketing Website Social Media
- Destination audit and plans / strategy
- Action plan and identified delivery responsibilities
- Monitor and performance indicators

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Four integrated programmes

Visitor Stewardship

- Communicate a sense of stewardship in all VISITORS, welcome them and fulfil their expectations

Green Leaf and Local Distinctiveness

- Promote a better understanding of the ENVIRONMENT and manage all tourism development in a way that it has a positive effect on its surroundings and local resources.
Four integrated programmes

Brand New Forest Campaign

• Empower the local RESIDENTS and create ownership through involvement in tourism matters

Marketing / Product Development

• Work with BUSINESSES to provide high quality, environmentally aware services & facilities and market them to appropriate audiences throughout the year.
Green Leaf Tourism Scheme

- First launched in 1996
- Participation not accreditation
- Business & Resident Groups
- Annual self assessment questionnaire
- Annual training / review events
- Annual benchmarking
- 140 Businesses participating in 2012
- Can lead to GTBS formal accreditation

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Look for the Green Leaf

Participants pledge:

• Set aside at least 10 per cent of their grounds for wildlife
• Improve waste management and recycling
• Improve water and energy efficiency
• Increase the use of local foods, suppliers and services
• Establish walking, cycling and other car-free activities from site
• Promote the New Forest visitor transport initiative to all guests
Look for the Green Leaf

Participants pledge:
• Promote the visitor stewardship scheme to all guests
• Participate in visitor gift scheme
• Provide access for all
• Participate in their local Brand New Forest group
• Take part in the New Forest hospitality training programme
• Contribute environmental data for destination research
• Use key environmental and cultural messages in all marketing

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Brand New Forest Campaign Magazine
End March 2010
(79,000 Households)

Special events:
Throughout the year the forest campaign will also support special events in villages. A good example
Mill Hill
Further details from:
Our revised website will
During the week there will be
Local residents are encouraged to

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Loyalty Card Scheme
One idea which is gaining considerable support from local businesses is a local loyalty card scheme which rewards regular customers. On 1 June we will be piloting a Forest Card scheme with a
the forest. The idea behind the scheme is that independent businesses can fight back against national schemes such as Nectar. A simple loyalty card scheme will be easy to run for both businesses and customers, people will be able to easily see the benefits, reward and loyalty offers. Financial evidence shows that people who shop locally and often benefit from the scheme.

New Forest Marque
Over the last ten years, New Forest Produce Ltd and its New Forest Marque have become synonymous with high quality local food and produce. Brand New Forest will be heavily promoting retailers who stock New Forest Marque produce during the period of the campaign.

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At the New Forest Health and Leisure centres we can offer for our younger customers being put at risk by social problems, bullying and poor mental health. The new funding will allow the centres to improve facilities.

We believe that by working together we can encourage our communities that 

Primary Care Trust. Forest Invest gives people a new way of life and improved their trade so that they can enjoy our great gardens and local attractions.
Noting local people make up a proportion of the local workforce and that their workforce is training to maintain efficiency and prosper for businesses.

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The Economics of Visitor Happiness
“The mind is like a parachute ..... 
..... it doesn’t work unless it’s open”

Frank Zappa
“The opposite of love is not hate .... .... it’s indifference”

George Bernard Shaw
The Economics of Visitor Happiness
The mutual interest of Visitor, Environment, Resident & Business

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

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The Economics of Visitor Happiness
The mutual interest of Visitor, Environment, Resident & Business

.... Happier visitors tend to understand more, spend more, behave well and enjoy a better overall experience during their stay .....
The Economics of Visitor Happiness
The mutual interest of Visitor, Environment, Resident & Business

.... A better overall experience during their stay means visitors are more likely to respect and connect with the local culture, environment, residents and businesses thereby getting more from the place they are visiting ....
The Economics of Visitor Happiness
The mutual interest of Visitor, Environment, Resident & Business

.... Visitors who get more from the place they are visiting are therefore more likely to invest in it, both emotionally and financially ....
The Economics of Visitor Happiness
The mutual interest of Visitor, Environment, Resident & Business

... So the emotional and financial needs of local cultures, environment, residents and businesses are more likely to be met by happy visitors ...
The Economics of Visitor Happiness
The mutual interest of Visitor, Environment, Resident & Business

.... Happy visitors are also more likely to be less demanding on the public purse, and promote the great experience they’ve just enjoyed to their family, friends, social media followers and review websites.”
Brand New Forest

Creating shared values in the wider economic community

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The Brand New Forest Card

Connecting the consumer to the shared values of local businesses
…. and finally

It’s so simple with the right foundations, but that takes a long time …
a lot of relationships…
& a lot of hard work!

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