

New Forest Safari Campers

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New Forest Safari Campers provide vintage Volkswagen camper vans to holiday makers and visitors who wish to explore the attractions of the New Forest and its surroundings. The camper vans are offered for weekly or short term self drive hire.

All vans are fully equipped with all the essentials required for a perfect holiday including 2-ring gas hob, cool box, cooking utensils, table and chairs, sink with on board water supply, cutlery and crockery and even a cruet set.

New Forest Safari Campers emanated from a previous business focused on restoring bespoke authentic classic vans. This provided a platform for the steady growth since beginning with five camper vans in 2014. The fleet now boasts nine vans with plans to add a further three to the fleet in 2016. A more modern (2012) van has also been introduced for those who prefer a few more home comforts.



A high quality website has proved to be a very effective marketing tool as the company has grown. Investment in Search Engine Optimisation has increased from an average of 2500 unique visits per month in 2014 to over 5000 in 2015. The business has also seen growth within the 'Book Online' facility, growing from 30% of all booking online in 2014 to 55% in 2015.

All activities of the business are closely monitored and fed back to improve overall performance. This includes monitoring the reaction to media and marketing activities, analysing the total number and type of bookings taken, evaluating the origins of customer visits and customer feedback through a questionnaire given to each customer on their return to base.

