

## The ExxonMobil Award for Innovation and Entrepreneurship

# New Forest Activities

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New Forest Activities offer a range of outdoor activities for families, individuals, groups and businesses to enjoy whilst in the New Forest National Park.

The logo for New Forest Activities features the words "New Forest" in a bold, purple, sans-serif font with a white outline, positioned above the word "Activities" in a white, sans-serif font with a purple outline. The background is a green, textured rectangular area.

The business model has been to create a one stop shop for activities within the National Park by working alongside other similar 'outdoor' style businesses. By acting as the booking agent, New Forest Activities are able to take a commission on reservations but can promote other businesses via the bronze, silver and gold placement packages available. One advantage of this development is that it allows other entrepreneurs to concentrate on the activities they run rather than dealing with the administration of managing bookings.



Thanks to the growing number of partner businesses, New Forest Activities are now able to offer archery, trail walking and cycling, amongst others, beyond the canoeing and kayaking which formed the basis of the original Liquid Logistics business.

Bookings can be taken via the business website, via the shop in Beaulieu or over the telephone. The latter two give opportunity to understand the customer needs and build packages suited specifically to them.

The business promotes its range of activities via the official New Forest website and publications as well taking advantage of social networking and photo sharing website. In addition search engine optimisation work has been carried to promote the site; encouraging those visiting the New Forest to enjoy the surroundings via the activities available.

