

New Forest Paddle Sports Company

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Operating from Milford on Sea, The New Forest Paddle Sports Company offer kayak and paddle board tasters, tuition, hires and tours around the Milford and Keyhaven areas.

Building in particular on the rapid growth in popularity of paddle boarding, the business seeks to provide an experience for all ages and abilities on the water without the significant expense of investing in the equipment needed.

The business attracts customers from a wide geographic reach but in particular has proved to be very popular with visitors to the area who wish to have a relatively inexpensive experience which the whole family can enjoy at once. The Hurst Castle Tour has proved particularly popular amongst

these individuals and overall the business has earned an average 5 star rating on TripAdvisor.



In addition to the visitor market, the business also sees potential growth in the corporate and team building market.

The business benefitted from a feature on BBC South Today in which paddle boarding was tried. As well as the TV feature, this

video has now had over 22 thousand views online.

The High Street premises act as a booking office together with a retail space for related equipment.



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