

The Go New Forest Award for Outstanding Contribution to the Visitor Economy



Lighthouse Marketing—'The Lymington Seafood Festival'

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Lighthouse Marketing is a Lymington based marketing and events business. The Seafood Festival took place on 11th and 12th August 2017 with an aim to help to promote the town, local businesses, producers, and the wider New Forest as a 'foodie' destination thus driving significant additional footfall and revenue across the weekend.

The event was a success and Lighthouse Marketing are keen to programme it as part of their ongoing calendar. They are keen to show more of what the forest has to offer and raise awareness of local producers to make New Forest a premium food destination. A variety of partnerships were involved to cover a broad spectrum of businesses across the forest. Partners were encouraged to advertise the event which in turn advertised their own businesses as well.

The inaugural event was attended by a staggering 15,000 visitors across the 2 days. The event featured over 130 different types of food and drink. Along with the live music stage and also featured 2 demonstration kitchens that hosted over 20 top regional chefs giving them a chance to promote their cuisine. The event was free and in its first year partnered with the Blue Marine Foundation, a charity that is raising money for a Solent Oyster Restoration Project.

Using a blend of traditional and new media, Lighthouse Marketing were able to reach a broad range of audiences. These included digital assets, a fully optimised website and social media channels. The business worked in partnership with Go New Forest and was also invited by the Cabinet Office to be featured as part of a digital campaign on regional tourism.

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