

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



New Forest Show & Hampshire County Show

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The New Forest Show is an agricultural show which takes place annually across three days at the end of July. It takes place in Brockenhurst, the heart of the New Forest, and offers entertainment in many different forms for the whole family. The show has been rated in the top 10 agricultural shows in the country.

With the support of many local businesses they are able to offer guests 30 acres of unique and exciting experiences across the 3 days of the show. The variety of organisations and businesses who exhibit at the show is huge. From organisations such as New Forest District Council, Hampshire County Council, as well as local food and drink businesses, local solicitors to arts and crafts businesses and livestock. The show allocates different sectors a specific space within the showground so they all have the chance to showcase their business in the correct environment for them.

On average the show attracts around 95,000 visitors over the three days from families to local businesses owners looking to network and connect with other businesses. All of which is fantastic exposure for the organisations as well as a great opportunity to sell their product or service. It is evident that businesses see the value in spending their time and money at the show as they return year after year.

The show are always looking for new and innovative ways to keep their stallholders coming back each year and to give their audience something they will enjoy.

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