

NFBP Brilliance in Business Awards 2019

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



Hoburne Bashley

Business Contact: Lisa Norman



Hoburne Bashley is a holiday park consisting of approximately 200 holiday lets; welcoming 25,000 visitors each year.

The Woodlander Centre at Hoburne Bashley has enabled holidaymakers to gain a better understanding of the New Forest, its history, traditions, and stakeholders. What started as an idea, is now an award-winning conservation centre, offering guided walks and working with local schools and youth projects to offer outdoor education. Providing a range of school holiday woodland activities for customers and the local community, the Woodlander Centre has resulted in an increased number of families returning to holiday to have access to the New Forest.

The park continues to invest to enhance the offering and add value to the wider visitor economy. This has seen extensive investment across the business in areas such as new site acquisitions, improvements and upgrades to existing facilities and further development of land at Hoburne Bashley.

At the park, work is undertaken to reduce the impact of visitors who go out of the park to enjoy and explore the wider New Forest. This includes initiatives to educate visitors of how to behave to reduce their disturbance on the natural habitat. Hoburne have also undertaken work to reduce their environmental footprint, for example increasing recycling and improving the efficiency of swimming pool boilers.

W: hoburne.co.uk

T: 01425 688296

E: lisa.norman@hoburne.com



#NFBizAwards

nfbp.org.uk/awards

New Forest
Business Partnership

