

NFBP Brilliance in Business Awards 2019

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



Lighthouse Marketing

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Lighthouse Marketing is a marketing and events company based in Lymington. Within the New Forest they have managed two large scale local events; the Lymington Seafood Festival and Dogstival which launched earlier this year.

The two-day Dogstival Festival was promoted UK-wide through an integrated marketing campaign that saw over 150 pieces of media coverage. This included numerous national press features, strategic commercial partnerships giving a cumulative reach of 12.9m and engagement with 60 social media influencers. The inaugural event was attended by 9,500 dog owners.

The Lymington Seafood Festival was established in 2017 and this year attracted over 12,000 visitors and 80 artisan producers from the New Forest and across the south coast.

Despite the impact of so many visitors descending on the New Forest in a focused timeframe, effort is made to educate and inform the public visiting of the natural environment. For example, Dogstival invited stakeholders to promote the message of responsible dog ownership around livestock and ground nesting birds.

As well as spend generated on site at the festival, the surrounding visitor economy has benefitted from these events. Analysis shows that many visitors have travelled and extended their stay with local accommodation providers.

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