





























Why?

- Maintain local distinctiveness/destination resilience
- Best quality visitor experience to create stewardship
- Retain spend locally
- Reduce destination energy footprint
- Reduce car movements
- Improve Industry Quality
- Community engagement and benefit
- Environmental enhancement and protection
- Reinforce unique way of life

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Sustainable Tourism

The triple bottom line + one – a balance between:

Social/Economic/Environmental & Visitor needs

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Sustainable Destinations

Need:

- Visitors to respond and play their part
- Industry to minimise negative and maximise positive outputs
- Community to engage and benefit
- Environment to be reflected, protected and enhanced
- Everyone to contribute and support

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Our Future Together

NFDC's role is to act as honest broker and manage through partnership with all stakeholders.



The VICE Model

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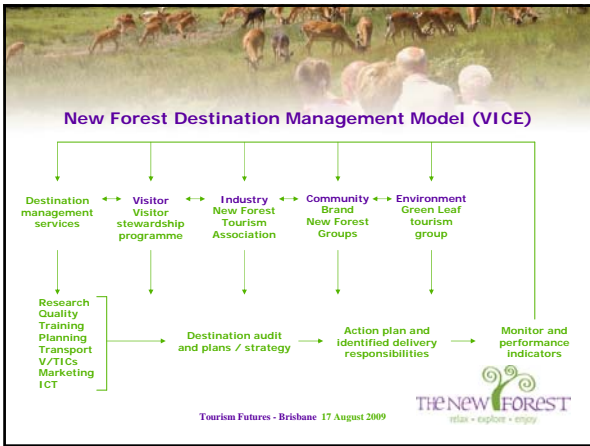
The VICE approach

Welcomes, involves and satisfies	Visitors
Achieves a high quality and profitable	Industry
Engages and benefits host	Communities
Protects, reflects and enhances the local	Environment

The Key principles guiding the engagement of all partners and tourism stakeholder groups

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Four integrated programmes

Visitor Stewardship

- Communicate a sense of stewardship in all VISITORS, welcome them and fulfil their expectations.

Marketing / Product Development

- Work with INDUSTRY to provide high quality, environmentally aware services & facilities and market them to appropriate audiences throughout the year.

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Four integrated programmes

Brand New Forest Community Plans

- Empower the local COMMUNITY and create ownership through involvement in tourism matters.

Green Leaf and Local Distinctiveness

- Promote a better understanding of the ENVIRONMENT and manage all tourism development in a way that where possible, it has a positive effect on its surroundings and local resources.

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Green Leaf Tourism Scheme

- First launched in 1999
- Participation not accreditation
- Business & Community Groups
- Annual self assessment questionnaire
- Annual training / review events
- Annual benchmarking
- 102 Businesses participating in 2009
- Leads to GTBS formal accreditation

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Look for the Green Leaf

Participants pledge:

- Set aside at least 10 per cent of their grounds for wildlife
- Improve waste management and recycling
- Improve water and energy efficiency
- Increase the use of local foods, suppliers and services
- Establish walking, cycling and other car-free activities from site
- Promote the New Forest visitor transport initiative to all guests

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Look for the Green Leaf

Participants pledge:

- Promote the visitor stewardship scheme to all guests
- Participate in visitor gift scheme
- Provide access for all
- Participate in their local Brand New Forest group
- Take part in the New Forest hospitality training programme
- Contribute environmental data for destination research
- Use key environmental and cultural messages in all marketing

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Visitor Stewardship



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Visitor Information



Local Produce



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Integrated Car Free Visitor Programme

- Bus & Train
- Cycling
- Walking
- Personal Tours
- Ferries
- Wagon Rides
- Riding



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Dorset New Forest Tourism Partnership

Sub Regional partnership based on visiting patterns, using economies of scale to coordinate and promote sustainable tourism development and provide local destination links to the SE & SW regional development agencies.

Membership includes:

- Local Authorities
- Destination Trade Org Reps
- Business Development Agencies
- Universities / Colleges
- Other sub regional agencies
- Regional Agencies

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Key messages

- Create a destination stakeholder network
- Plan and deliver by VICE
- Policy fit with everyone else
- Monitor and review
- Link with neighbouring destinations/regions
- We've all got a piece of the jigsaw
- Get it right locally everywhere and its nationwide

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