

## **Book Direct Promotion – New Format**

The GNF Hotels & Attractions Groups have been working with us to refresh our Book Direct Scheme so we can place it at the centre of our re-opening campaign. This refreshment will give the scheme a simpler structure and make it “stickier” for consumers. The disastrous handling of lockdown cancellations by the big online booking platforms has given us a unique opportunity to change visitor behaviour and get them to book direct with you the provider.

The scheme's new format will use the existing New Forest Book Direct logo but will now require participating accommodation business to guarantee best price and provide free use of the Go New Forest Card. The great advantage of the GNF Card is that it gives Book Direct customers the chance to enjoy and experience the forest just like a local. The intimate knowledge of the card's many offers and discounts gives a really personal feel to any visit.

Participating businesses can also provide further incentives if they wish, such as built in activities, free bottle of wine on arrival etc. If they wish to do so, the scheme also gives Hotels the opportunity to provide rate parity on a 'room only' basis with any OTA website they may be on. This means in the New Forest Book Direct scheme they can include Breakfast for the same price as the room only price on the OTA website.

GNF will provide GNF Cards to participating members at a special one off £2.00 per card (Retail Value £10) for the rest of 2020. Each Book Direct guest can return the card at the end of their stay which is easily sanitised before being given to the next Book Direct customer. GNF will also provide single use GNF Card leaflets to identify 100's of special offers and discounts for activities and days out all over the forest.

### **Built In Activity Packages**

To provide added consumer “stickiness” and added profile to the scheme, a range of easy to book (via each participating Hotel) activities are being developed first with New Forest Activities (via individual online accounts) and then with other GNF attraction and activity members. This will create an additional showcase of added value and authentic visitor experiences to stimulate consumer conversion to Book Direct with any participating GNF accommodation businesses.

The Book Direct New Forest programme will now be developed for roll-out all other accommodation sectors during the re-opening campaign. It is hoped that other additional components such as bookable meals and food & drink products will be added in preparation for November's New Forest Food & Drink Festival Fortnight.

### **Signing Up for Book Direct**

If you are already signed up to Book Direct and do not currently offer a Go New Forest Card, as the Card is now a mandatory requirement for the revised scheme please order your cards from [contact@gonewforest.com](mailto:contact@gonewforest.com) and we will send them to you.

If you have not signed up to Book Direct and wish to do so, please complete the form via the link below.

<https://gonewforest.com/book-direct-form/>