



forestholidays

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In August 2014 we approached Jerry Davis at Explore Gloucestershire about promoting our new cabins that were opening in October 2014 at our Forest of Dean location via the Explore Gloucestershire platform.

During our initial meeting to discuss ideas Jerry was very helpful with exceptionally good knowledge of advertising in the local area. We were given plenty of advice and offered a variety of different packages for Explore Gloucestershire for various budgets, all at very competitive rates.

We chose to do a multiplatform campaign with Explore Gloucestershire to coincide with the launch of our new cabins that would take us through to the busy January booking period. This consisted of online advertising with banner ads and special offers, a competition which was featured on line and in newsletters, and a review of our new cabins which again featured online.

Out of all the activity we ran for the launch of our new cabins, the above campaign was by far the most effective (beating radio advertising) and we enjoyed a superb return on our investment. These results have ensured that we will have continued activity with Explore Gloucestershire throughout 2015, including taking the back page of the printed guide.

Throughout the process Jerry and his team have been a pleasure to work with. All work was done on time and to an exceptional standard. I would happily recommend working with Explore Gloucestershire to all local accommodation providers. I only wish there was an equivalent to Explore Gloucestershire at the other Forest Holidays locations that I look after.

Chris Miles
Partnership Executive for Forest Holidays

Registered Office

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