

new forest escapes





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I believe that it is our genuine love of where we live, and dedication for what we do, that creates such great escapes. We ensure that hosts, guests and our team are all considered as we balance purpose, profit and planet.

Jane Wilkinson – Managing Director of Everyday Happiness

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I’m passionate about creating exceptional guest experiences in one of the country’s most beautiful National Parks. Our team takes pride in crafting personalised stays with attention to detail, ensuring every visit is unforgettable. Collaborating with our owners, guests, and all-local team makes this work truly rewarding.

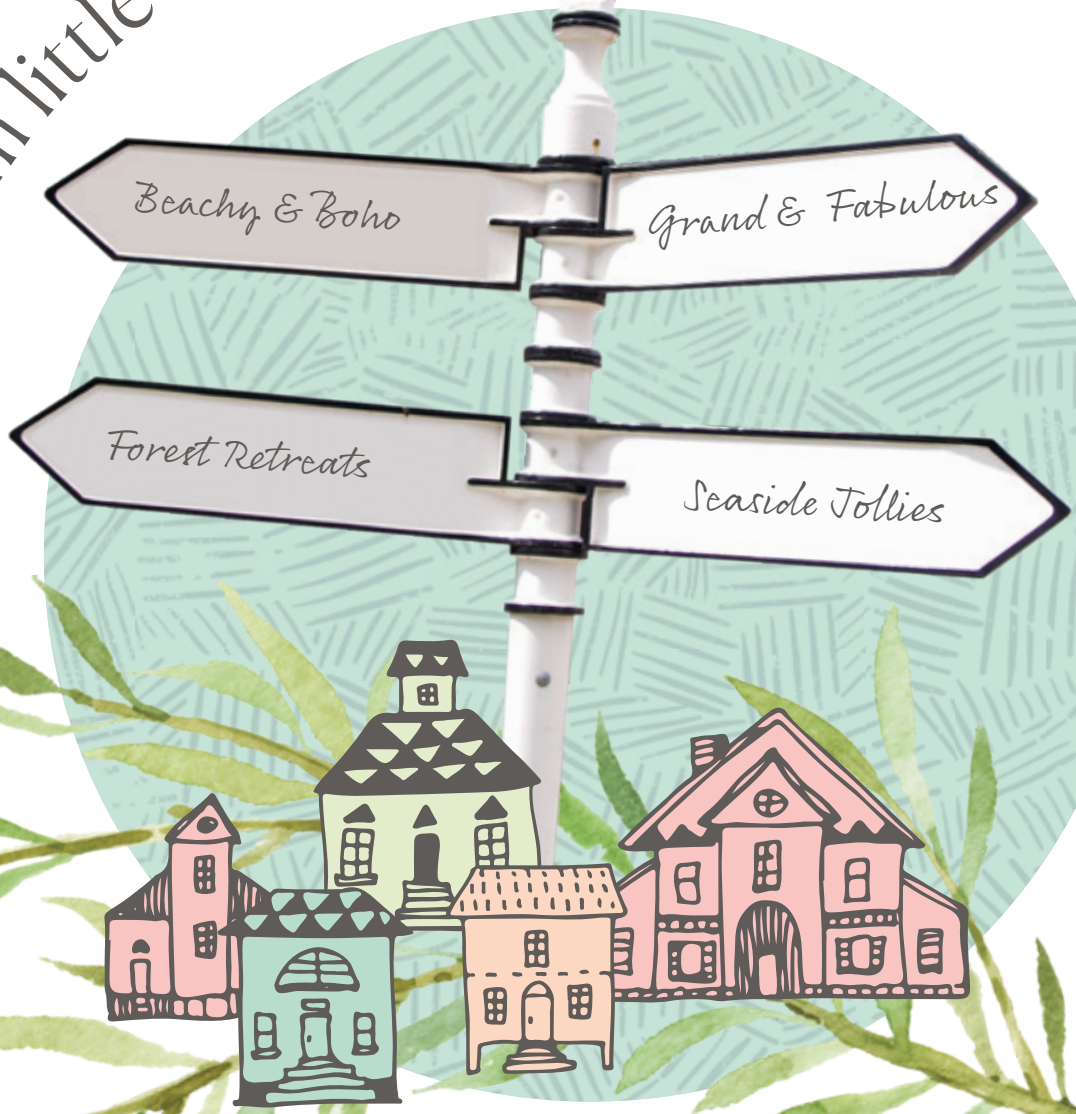


Sarah Wilson – Operations Director & Head Honcho



From little seeds...

THE NEW FOREST



grow
mighty trees...

2011

Founder, Rachel P, has a vision!
Underpinned by a mission to deliver unforgettable experiences, New Forest Escapes is born...

2013

We open our 'Little Black Book'
and the doors to our first holiday home

1 1



2014-2018

As our collection expands, Jane joins as Marketing Director
and new 'Escape Artists' form a dedicated customer service team

16 4

2019-2021

Jane appointed MD of Everyday Happiness & Rachel P focuses on greener & greater strategies
We continue to welcome new homes & launch our new super-duper website

30 7

2022-2023

The team grows, along with our 'Little Black Book' of homes...
We mark a huge milestone in 2022 as we become B Corp™ Certified and our 10th birthday is just around the corner

50 9

2024-present

Tough market conditions,
but we thrive, focusing on bookings for owners and keep increasing adding to our little black book

60 7



our story so far...

From our Lymington office, we have a busy & buzzy team of Escape Artists who each play a key role in nurturing and growing our business...

We believe that our personalised service is at the core of our success; as the business has evolved, so has our team. Much like our homes, only the best make the cut!



relax, take a seat...



you're in safe hands...



1. We're all local...

Our entire team lives, sleeps & breathes all things New Forest. From the best fish & chip shops, to the most scenic spots to wild swim - we are natural ambassadors who love where we live and love what we do... our 'insider info' and genuine passion shines through.



2. We're 100% independent...

And we mean 100% independent. We operate our own fair and flexible business strategies, because we have no subsidiaries or parent companies. Partnering with us means you know exactly who you are dealing with on a first name basis.



3. We know our stuff...

'Matchmaking' guests to escapes is our forté! By touring every new home (so we know all the ins-&-outs) we are able to share first-hand knowledge with guests and make sure that the fit is right all-round upon booking.

4. We're selective...

No two homes are the same, but they do all offer their own certain 'special' something. From the beachy & boho, to the grand & fabulous - every New Forest Escape has been handpicked to provide a great location & taste of the local life. Our return rate is second-to-none, based on the brand trust we enjoy with our guests.

5. We're a B Corporation...

As ambassadors of local, driven by a 'Greener & Greater' ethos, we have been recognised as putting people & planet first - proudly earning us B Corp™ status. As eco credentials are growing in demand, this robust & hard to get certification gives huge kudos to our initiatives for change, whilst also incentivising guests to choose us.

6. We're dynamic...

From our dynamic prices, to our proactive approach, our experience and energy makes us stand out. We are a communicative, driven, and fun bunch, who work together to do the utmost for our hosts and guests.

At New Forest Escapes, we're committing to Greener & Greater holiday stays. We're doing that by driving change across the leisure and tourism industry – and inspiring holiday happiness that puts people and the planet first...

For our guests...

Our focus on sustainability, and in-depth knowledge of the New Forest, means that we can encourage guests to help as we journey to do things better. That might be cycling instead of driving, or enjoying locally-produced food; many small changes can make a big difference...

But what we do starts before guests arrive, as all of our communications from blog posts to Insider Guides, help to tell the story of what a more sustainable stay looks & feels like; and how guests can play a part.

For our hosts...

We've built a wealth of practical resources to help our owners deliver sustainable stays; whilst also benefitting from this growing market demand. But it's not just about being greener - activities like reducing waste and being more energy efficient are cost-effective too. And we believe it's also important for guests to see visible change... that's why our sparkly eco-cleaning guides and garden & nature projects are so important - it really helps to lead by example.

"As an avid gardener, providing space for nature to thrive is important to me; and projects like the Bumblebee Conservation Trust audits help to deliver easily achievable positive change...

Fiona - Thatched Hat Cottage



we care wildly...



proudly...


345



Woo-hoo, we're a B Corp!



Our mission to balance profit with purpose has earned us the trusted B Corp certification - something we are immensely proud of. Being made a part of the B Corp community shows that we meet the highest standards of social and environmental performance, accountability and transparency.

...helping hosts, AND looking after our lovely New Forest

...it's a massive win-win!!

That's not the end of the story - at New Forest Escapes we want to do more...

As advocates for innovation across our industry, we look to inspire others and create positive impact. By collaborating with our suppliers, and the wider community, we are working together to find solutions to common problems.

Whether your home is already a hive of eco-activity, or you are keen to start with smaller steps we're on-hand to help.

*Our B Corp certification applies to our business and not individual homes.

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Since joining NFE, I have always been impressed with their professionalism and entrepreneurialism which is seen throughout. From their online marketing, to the speed of replying to my questions, they have always been on-hand to talk through ideas and help maximise the potential of our property. They're a superb team to work with!

James - Broombank





our happy hosts say...



We feel we've found the perfect partner to manage our home in New Forest Escapes. The team have helped us through every stage of launching and looking after our property, and their expertise has made it a completely stress-free experience. They have really put our property in the spotlight, and optimised our listing to maximise earnings. We also love how their local and independent team offer first-hand advice and knowledge to our guests. We could not recommend them more!

Mish - Deer Lodge

We started working with New Forest Escapes in 2017, and our experience has always been very positive. Their partnership and expertise has meant that we have had sound pricing and advice throughout, whilst creating many happy holidays for our guests in the process.

Liz - Slate Cottage



From our easy-to-use systems, to our hands-on approach...
Everything we do is tailored around getting you the best return on investment, delivered in the most straightforward & enjoyable process.

Your dedicated A-Team

Our office is open 6 days a week and our independent team is extremely responsive. Whilst we're all on-hand to help, you'll also benefit from having regular contact with your House Captain (offering onboarding and pricing guidance), and our Queen of Office Operations (for smooth bookings & management).

Bookings

To maximise your profit, we offer short stays (from 2 nights), alongside longer breaks... Our easy-to-use & secure owners' portal lets you log-in to check bookings, block out your own bookings and check your housekeeping notes in just a few clicks – it's as simple as that.

Finance

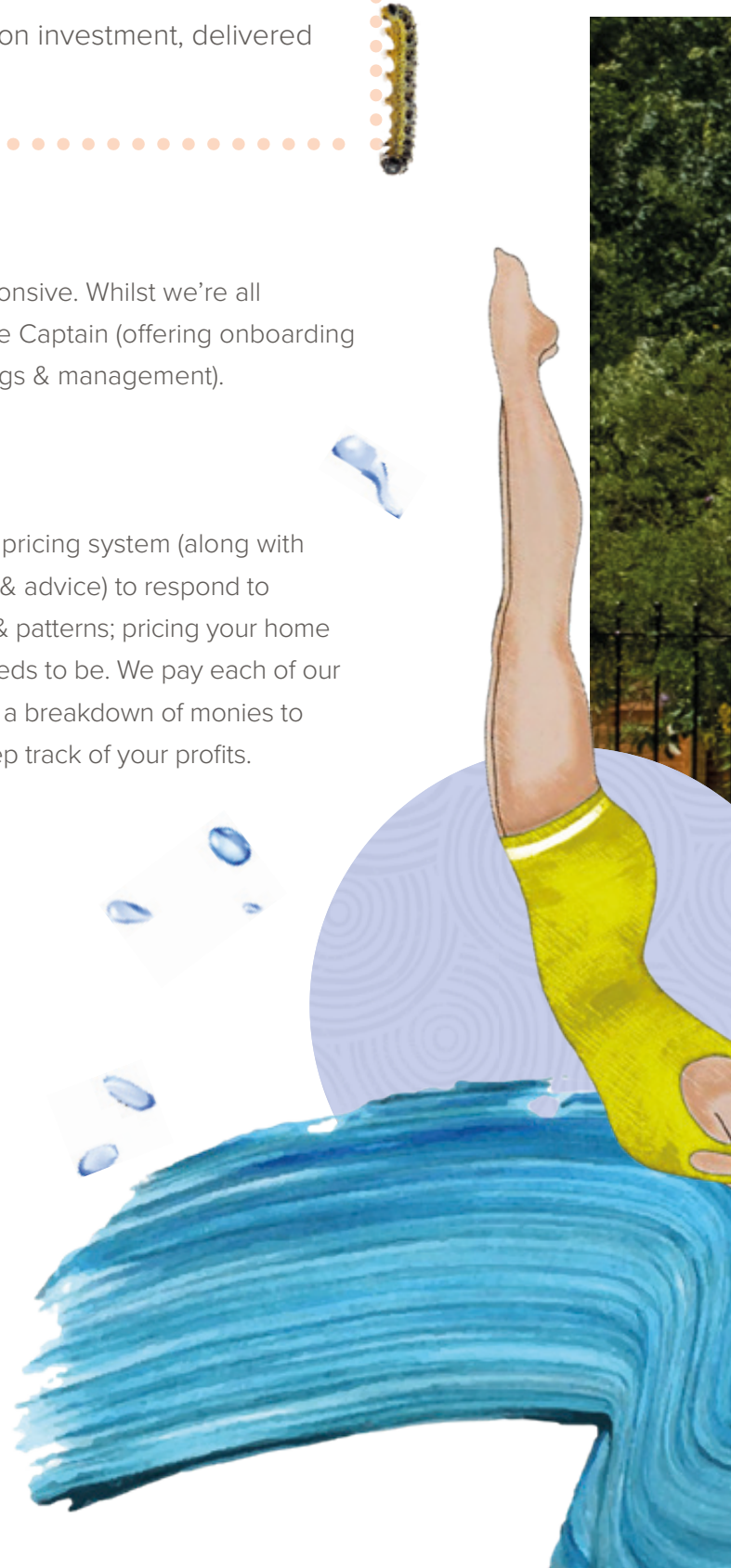
We use a dynamic pricing system (along with sound experience & advice) to respond to industry demands & patterns; pricing your home exactly where it needs to be. We pay each of our hosts monthly, with a breakdown of monies to make it easy to keep track of your profits.

Flexibility

Whether this is your main family home, your second home or an investment property; we are able to work around your availability to suit. We also make sure your guest preferences are adhered to, so that everyone is happy.

Off-peak options

During off-peak seasons, you may choose to accept "Stay a While" bookings (typically 1 - 4 months) - this is completely up to you, and our team always run any of these enquiries by you first.



hassle-free...



holiday lets...

on-hand....



to help...



We know that communication is key...
Just a few of the ways we ensure a smooth experience for all include:

Guest matchmaking

We speak to every guest to make sure that they are the right fit for your home. From the ages of children & the breed of their dog, to the reason for their visit – we can be confident in pairing the right people with the right places.

Regular updates

There is always a lot going on behind-the-scenes! Every few months we'll give you an honest and transparent overview about how New Forest Escapes, and the travel industry, are performing; along with updates about what we've been working on and what's coming up.

Your dedicated WhatsApp group

Along with your property manager and/or cleaner, our team can liaise with you to resolve issues, answer questions and help with any last minute enquiries.



Before going live, we will work with you to help boost your home's potential and get you rental-ready. Using our wealth of expertise & experience we're here to help...





getting

Your Host Handbook

Covering everything from the manuals and maintenance required, through to the policies and financial details.

Your Property Manager's Responsibilities

We have a preferred supplier who we work very closely with (they manage nearly half of our homes), but you can choose to do this yourself, or hire an independent source to help.



you rental-ready...

Your Inventory Kit List (+ tips)

A great starting point to make sure everything is in place for guests to make themselves at home; along with eco recommendations.

Your 'How-to' Guidance

Our styling advice (alongside how-to videos) will help get your space reaching its full potential to look top-notch for guests & bring in maximum revenue.

Our dedicated team are on the pulse when it comes to spreading the word, and their experience & passion is unmissable.

Our Marketeers take the tour of your home (to make sure they know all of the ins-and-outs about what makes your place special), and start plotting your launch with the full line up of VIP treatment...

Looking good...

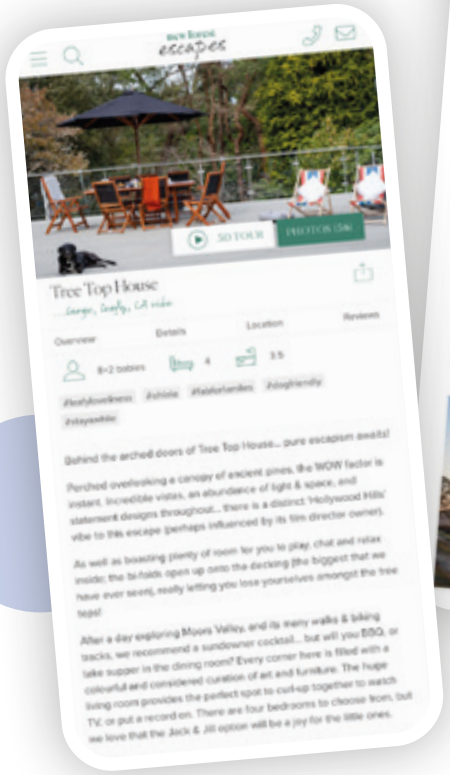
Our professional photographer will capture stills and video footage, as well as creating a 3D virtual tour & a floor plan (it really is impressive!)

WWW...

We create a bespoke website listing to capture all of the lovely details about your home, and will maximise your coverage by including your escape in all relevant online content.









the marketing mix...

Getting social...

You'll be covered across all of our social channels, with a dedicated launch campaign and ongoing coverage.



Pay & display...

Alongside our great organic reach, we use 'pay-per-click' & display ad campaigns; enabling us to reach a targeted online audience.



Guest list...

Your home will be featured in our monthly email Broadcasts which are sent to thousands of contacts (all of whom have signed-up to be on our guest list!)





Read all about it...

We seek out PR opportunities to get coverage on both a local & national scale... you may even have seen us on the small screen before!

Psssst...

We don't do hard-sell, and our tens-of-thousands of organic followers (there are no bought-in contacts to be seen here!) really engage with this lifestyle-led approach.



the greatest escapes...



Having happy guests, great reviews and very healthy repeat bookings lets us know we are doing something right! We really do care about making every escape great, and here are a few of the little extras that keep guests coming back...

All the mod-cons...

Guests receive access to a digital guidebook that has all of the essential details with how to make themselves at home - alongside our recommendations of things to do & see during their stay.

Love for loyalty...

As our way of saying thank you to each of our returning guests, we gift vouchers from local artisans that can be enjoyed when they stay with us again.

For the little ones...

To surprise our younger guests (aged 4-10) we have created a bespoke Kids' Pack to make their escape extra special. The postcard, games, map, facts & colouring always go down a treat!

Local legends...

We have built up brilliant partnerships with local suppliers; to offer some great discounted rates on welcome hamper treats, as well as goodies & activities for guests.

For the four-legged...

Guests escaping with their best friends can expect doggie bowls, treats & essentials at-the-ready!





We're not one to blow our own Trumpet ... but ...



... here are some lovely things that guests have said..!

"We booked with New Forest Escapes and found the experience and local knowledge was exceptional. The [team] was fantastic and really sought to understand what I was looking for before making recommendations.

"The house is beautiful & super spacious, the team at New Forest Escapes was quick to respond and very helpful - can't wait to stay with them again!

We're proud to be...

SUSTAINABLE DEVELOPMENT GOALS

PASC MEMBER

fsb MEMBER

We are a Living Wage Employer

> We love New Forest Escapes and stay in one of their outstanding cottages every time we go to the New Forest.

> Great communication from New Forest Escapes who went above and beyond to ensure we had a great time. We will certainly be using this company again.

> Lovely firm to deal with if you want a holiday in the New Forest, very friendly & helpful staff. All their properties are of high quality & beautifully presented...we have returned to the same property twice and will continue to use NFE.



Ready for the next steps..?



hello@newforestescapes.com

01590 462005

Psst: Before you send me on my next adventure (I'm 100% recyclable!) ...did you spot Dotty on every page?

newforestescapes.com



Unique & eclectic holiday homes...