The commercial benefits of welcoming dogs onto your estate

Examples of barketing to dogs (and their owners)

Josephine Lavelle
www.forestryengland.uk
100 YEARS
of forestry 1919 - 2019
Why should you consider dog owners in your audience mix?

**Reason #1**

They are a large and growing market
The most popular individual pet owned in the United Kingdom is the dog, with 26 percent of people owning one. In total, 45 percent of the UK population own a pet. This figure has increased by five percent since 2016.
And a growing market...

The BorrowMyDoggy Stats

- There are over 8.5 million dogs in the UK
- Time with a dog increases your oxytocin by 300%
- 94% of pet owners consider their dog family
- The most common dog breeds on BorrowMyDoggy: Labrador, Cocker Spaniel, Cockapoo, Cross breed, Jack Russell Terrier
- 71% of BorrowMyDoggy owners walk their dog more than once a day
- Dog owners take 3000 more steps than people without a dog
- 98% of our community agree looking at dog photos and videos puts them in a better mood
- 68% of our community grew up with dogs

BorrowMyDoggy is the largest dog loving community with over 750,000 members!

Kato
- Spaniel (English Springer)
- Member since: 11/10/2014
- Looking for a borrower: Yes
- Needs: Exercise, Company
- Is: Neutered
Spend
Mintel Research: Millennials and young couples are fueling a major boom in spending on pet, with a predicted 25% increase over the next five years on the estimated £1.7bn owners will spend on their pets in 2018.
When a dog has more clothes, gourmet treats and pet tech gadgets than they can shake their favourite stick at, pet owners will look for new ways to reward their furry friend’s affections, Dog holidays are predicted as the ultimate pet gift.

The **dog and cat food market** alone was estimated at £2.5 billion in 2017.

**#dogsofinstagram** - pet influencers are having a huge influence on social media and often depict pets living their best lives. Pet travels is becoming a big part of this trend
Why should you consider dog owners in your audience mix?

Reason #2

They are part of the family
Why should you consider dog owners in your audience mix?

**Reason #3**

They visit frequently, off peak, extend dwell times and are less weather dependent
Forestry England Stats

226m visits to our land

@ 50% with dogs c.113m visits
### FC local member survey: activities

#### Analysis:
Q6. Which of the following activities do you take part in at forest sites?

#### Breakdown:
- C2:C3:C4:C5
- Filter: All Respondents
- Options: Analysis Ordered
- Cells: Counts, Break %, Respondents
- Text: This table only includes current and lapsed members who regularly visit a forest

#### Table:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>Current member</th>
<th>Lapsed member</th>
<th>Non-member</th>
<th>Male</th>
<th>Female</th>
<th>16-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65-74</th>
<th>75+</th>
<th>Working</th>
<th>Redundant</th>
<th>Other not working</th>
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<tbody>
<tr>
<td>Walking along the sign-posted trails</td>
<td>2917</td>
<td>1441</td>
<td>526</td>
<td>1309</td>
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<td>715</td>
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<td>596</td>
<td>414</td>
<td>296</td>
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<td>20</td>
<td>231</td>
<td>1010</td>
<td>499</td>
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<td>Using the cafe</td>
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<td>1412</td>
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<td>714</td>
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<td>55</td>
<td>80</td>
<td>187</td>
<td>613</td>
<td>460</td>
<td>261</td>
<td>157</td>
<td>17</td>
<td>195</td>
<td>1073</td>
<td>1392</td>
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<td>Dog walking</td>
<td>1460</td>
<td>1236</td>
<td>224</td>
<td>544</td>
<td>897</td>
<td>42</td>
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<td>139</td>
<td>366</td>
<td>438</td>
<td>295</td>
<td>177</td>
<td>23</td>
<td>147</td>
<td>804</td>
<td>1105</td>
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<tr>
<td>Admiring the trees</td>
<td>1185</td>
<td>999</td>
<td>196</td>
<td>496</td>
<td>672</td>
<td>42</td>
<td>4</td>
<td>135</td>
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<td>138</td>
<td>17</td>
<td>139</td>
<td>656</td>
<td>891</td>
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<tr>
<td>Picnic / BBQ</td>
<td>1128</td>
<td>903</td>
<td>225</td>
<td>367</td>
<td>729</td>
<td>38</td>
<td>4</td>
<td>153</td>
<td>480</td>
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<td>119</td>
<td>75</td>
<td>8</td>
<td>157</td>
<td>756</td>
<td>959</td>
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<tr>
<td>Cycling along the trail with family</td>
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<td>845</td>
<td>200</td>
<td>491</td>
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<td>3</td>
<td>124</td>
<td>461</td>
<td>333</td>
<td>84</td>
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<td>3</td>
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<tr>
<td>Using the Play Area</td>
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<td>836</td>
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<td>359</td>
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<td>38</td>
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<td>719</td>
<td>905</td>
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<tr>
<td>Cycling and fitness</td>
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<td>781</td>
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<td>Mountain biking</td>
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<td>125</td>
<td>335</td>
<td>662</td>
<td>35</td>
<td>2</td>
<td>158</td>
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<td>196</td>
<td>78</td>
<td>58</td>
<td>1</td>
<td>160</td>
<td>719</td>
<td>905</td>
</tr>
<tr>
<td>Walking but off the sign-posted trails</td>
<td>594</td>
<td>501</td>
<td>93</td>
<td>418</td>
<td>167</td>
<td>20</td>
<td>2</td>
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<td>72</td>
<td>24</td>
<td>1</td>
<td>69</td>
<td>423</td>
<td>534</td>
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<tr>
<td>Cycling along the trails alone</td>
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<td>501</td>
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<td>418</td>
<td>167</td>
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<td>24</td>
<td>1</td>
<td>69</td>
<td>423</td>
<td>534</td>
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<tr>
<td>Using the Visitor Centre / shop</td>
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<td>473</td>
<td>111</td>
<td>265</td>
<td>310</td>
<td>20</td>
<td>2</td>
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<td>64</td>
<td>8</td>
<td>64</td>
<td>350</td>
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<td>Nature visit / bird watching</td>
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<td>Running / jogging</td>
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<td>455</td>
<td>77</td>
<td>210</td>
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<td>Go Ape</td>
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<td>14</td>
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<td>Attending events</td>
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<td>19</td>
<td>1</td>
<td>62</td>
<td>261</td>
<td>340</td>
</tr>
</tbody>
</table>

**Note:** The table includes current and lapsed members who regularly visit a forest.
Forestry Commission Dog Survey
1,482 responses

Local audience: 69% live within 30 miles of a FC forest
Question: What do you like best about taking your dog for a walk in the forest?

What do you like best about taking your dog for a walk in the forest?

- I can let my dog off the lead
- It's nice and quiet, without any traffic
- Lots of outdoor space
- Other (please specify below)

What time of day do you prefer to walk your dog in the forest?

- Morning
- Afternoon
- Evening
What other activities are you interested in?

Activities interested in:
- Art
- Children’s activities
- Dog walking
- Events
- Family cycling
- Forest fitness
- Forest Holidays
- Forest Live concerts
- Forestry Commission England online shop
- Go Ape Tree Top Adventure
- Horse riding
- Mountain biking
- Outdoor Cinema
- Volunteering
- Walking
- Wildlife
But what do our pawtners and friends say?

‘There was a time when taking a dog on holiday was considered eccentric or simply dotty. Dogs went into kennels and you went away and spent your ‘relaxing’ break not relaxing at all, but worrying that your faithful four-legged friend was pining away wondering why it has been abandoned’

KATE HUMBLE
We know your dog is part of the family and we know that dogs love forests. That’s why we welcome pets and it’s why half our cabins – and all our team, are pet-friendly. A Forest Holiday is the perfect pet-friendly UK holiday.
Baskets, bowls, a scratch behind the ears – even special welcome treats (perhaps a sausage at breakfast) at some of these truly dog-friendly places that will spoil your pet as much as they do you.
Inspiring places to go glamping in UK and Europe

40% of our places accept pets

Sky Den

Calvert Kielder, Northumberland

George Clarke’s very own dream treehouse project: an accessible design delivering a whole new perspective on the great outdoors!

Price per night from: £160

Book this place
PetsPyjamas
Pets Pyjamas are leaders of one of the **fastest growing trends** in the travel industry: 100% growth on bookings year on year!

**Demand** for pet-friendly places is at an all time high.

Not restricted by traditional seasonal travel trends: **year-round business**

Their high value customers often **spend more** with properties to enjoy dining and drinking with their dog rather than going elsewhere.
Dog friendly mini-moons In 2018, PetsPyjamas saw a rise in the increase of customer requests for post-wedding getaways and with dogs considered part of the family and so easy to slot into domestic holiday plans, they expect these enquiries only to rise.

Sniffer Trips – road trips with your Rover! With staycationing being a massively popular choice for dog owners, PetsPyjamas has seen a rise in multi-stop trips around the UK, which they believe will be a trend for adventure lovers in 2019.
Forestry Commission

Blue Cross Week

Five Mile Forest Adventure
Thames Chase – Sunday 7 October, 11.00am - 4.00pm
A treasure hunt for all the family. With great prizes to be won, a walk in the woods has never been so much fun!

Don’t miss out – book today:
fivemilethameschase.eventbrite.co.uk
or phone 0300 777 1974

- Adults £10
- 16 and under £8
- 5 and under Free
- Two adults & two children £30

Pets change lives
We change theirs
bluecross.org.uk
Splash it all Rover! Cleaning up, the dog wash that gives your mucky mutt a shampoo and blow dry

The high-tech pampering station is in the Wyre Forest in Worcestershire. It includes a washing ‘cycle’ for ten minutes and a thorough blow-dry. More than 300 owners have used machine since it opened three months ago. Forestry Commission installed it to encourage city-dwellers to visit the country.
If I can’t bring my dogs then I’m not going.