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Enchanted Forest: Not Resting on Laurels

The Big Tree Country's The Enchanted Forest has highlighted the importance of listening to customers and constantly innovating as a means to fending off the impact of the global credit crunch. It is leading the charge by making some changes of its own, which include the introduction of heated loos in the forest.

The event, which is shortlisted for no less than three gongs in the forthcoming Scottish Event Awards, including Scotland's "Best Large Event" says the manifesto of improvements, which it has recently published on its website, will be implemented during this year's show, Scottish Myths and Legends, and is in direct response to customer demand.



It will be of little surprise to even the most hardened of outdoors lovers that the event has extended provision for shelter, hot food on site and heated loos!

Stephen Bolland, chairman of The Enchanted Forest commented: "Customer comfort is critical and The Enchanted Forest offers people a unique opportunity to experience the outdoors, at night and in glorious technicolour. However we are also aware that keeping them warm and dry is also a key concern. As a team we came up with some great ideas, some of them impractical, however have settled on a combination of marquees, providing shelter from rain and wind, warming food such as Scotch Broth and Haggis Burgers, and even heated loos!"

Budget Increase

He continued: "When you are running an event as successful as The Enchanted Forest, you are acutely aware that it is sometimes the small changes that make a difference to customers and we hope our attention to detail on ensuring they are comfortable will help."

Some of the measures being taken, however, are of a more serious nature, with 30% more budget than last year being poured into the show and a departure from a single main show on the loch to a series of "mini" sound and light shows situated at different parts of the forest.

Stephen commented: "We want to deliver an innovative and memorable show and an enjoyable night out for our customers. The revamped format, we believe, will be a winner with customers both new and old."

Scottish Myths & Legends will be the eighth Enchanted Forest event to be held in Highland Perthshire, and is anticipated to attract 20,000 visitors to the area between 16 October and 1 November.

Tickets for The Enchanted Forest are now on sale - further information on the website at www.enchantedforest.org.uk

Manifesto for Continuous Improvement

The event took a good hard look at its product in 2008 and asked customers how they thought we could improve the event. While 85% of visitors indicated that they enjoyed the event, the feedback from those visitors who suggested specific improvements that could be made to enhance their overall enjoyment have been taken on board.

This has resulted in the following key actions:

- *The introduction of a new show format (specifically a number of themed mini-shows across the loch and forest, departing from previous years' single light show on the loch)*
- *The introduction of water projection and pyrotechnic features – an area that many customers said they would enjoy.*
- *The introduction of themed catering facilities in the forest as part of our "departures village" which includes shelter from the rain and luxury, heated toilets.*
- *The re-installment of the newly-refurbished Fishers Hotel as the show departure point which will enable all customers to enjoy the entertainment offered by the Pitlochry Autumn Festival while they are waiting for their departure coach to the forest.*

To achieve these changes, the organisers have increased the show budget by 30%, a bold move during a credit crunch, while also keeping ticket prices the same as in 2008, offering customers value for money.

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