

MAY 2019

THE ENCHANTED FOREST

COMMUNITY TRUST NEWS



CHAIRMAN'S INTRODUCTION

The Enchanted Forest has become a tourism mainstay for the Pitlochry area over the years and, vitally important to the event's success are the relationships it has developed with the Highland Perthshire community. This year, as a means of continually improving how we engage with the community that we serve, we've committed to taking out regular space in The Quair to keep everyone up to date with what's happening.

Ian Sim, **Chairman**

A £7.6MILLION SHOT IN THE ARM TO PERTHSHIRE ECONOMY

An independent report conducted by Tourism Resources Company in Glasgow, specialist economic impact consultants, was commissioned in 2018 by The Enchanted Forest Community Trust. The report revealed that the event delivers a £7.66 million shot in the arm to Highland Perthshire's economy.

It concluded that with over 80,000 visitors attending the Autumn spectacle, 52% of whom stay overnight, and a policy to use local suppliers where possible, The Enchanted Forest boosts the local economy by an incredible £7.66 million every year.

The news has been welcomed by the organisers. Keith Moncrieff, Trustee of The Enchanted Forest commented:

"This has surpassed even our wildest expectations of what the event brings to Highland Perthshire.

The Enchanted Forest was originally set up to help build value for tourism businesses, providing visitor footfall during what was known as the "shoulder season".

It used to be very quiet in Pitlochry in October – we now hear from local hospitality businesses that October is now at least as busy as peak holiday time which is fantastic for Highland Perthshire."

Just over 80,000 visitors attended the 2018 sold-out show, a 9% increase on the previous record-breaking year. International visitor numbers have jumped from around 1% of audience share in 2014 to 3% of audience share in 2018, and with more than 85% citing the event as a reason for travelling to Scotland, from a selection of 28 different countries.

THE ENCHANTED FOREST FEATURED IN LEADING GUIDE BOOK SERIES

The Enchanted Forest has been featured in the latest edition of the award-winning travel guide, DK Eyewitness Travel Guide. The guide is updated annually, with the latest edition for Scotland becoming available to the public in February. This is the event's first time featuring in the guide under their "A Year in Scotland" spread, taking pride of place in the October spot. The DK Eyewitness Travel Guide Scotland is available from all leading bookshops.



ADVERTISING OPTIONS FOR 2019 NOW AVAILABLE ONLINE

With the march to digital marketing channels speeding up, The Enchanted Forest is not immune to changes in consumer behavior. This year we have decided it is no longer viable to develop and print a dedicated brochure for visitors to the area. Most of our customers now purchase their tickets online with the vast majority of them opting for e-tickets. In line with this, we boosted our online listings last year and businesses who are interested in advertising to our audience of over half a million website visitors every year, can select advertising options including a web directory listing, boosted social media posts and e-newsletter adverts. For more information visit www.enchantedforest.org.uk

LOCAL GROUPS GET £40,000 BOOST FROM COMMUNITY FUND



The Enchanted Forest Community Fund, which launched in 2012, has recorded its biggest year yet for applications from local community groups, project and charities in Pitlochry and the wider Highland Perthshire area.

A whopping £40,000 will be distributed locally thanks to the success of last year's record-breaking show, **Of The Wild**, which attracted more than 80,000 visitors to Faskally Wood. The lucky beneficiaries this year are:

1st Pitlochry Explorers Group

Purchase of hammocks

1st Pitlochry Scout Group

International Scout Camp

Abbeyfield Atholl Society

New radiators for care home

Aberfeldy Comm Putting Green

Replacing equipment & tools

Biodynamic Garden Camserney

Purchase cold frames

Blair Atholl Nursery

Design and build a den

Breadalbane Academy

Staff training to drive mini bus

Breadalbane Community Football Club

Running costs for minibus

Breadalbane's Men's Shed

Planning app costs for shed etc

Climate Café

Publicity Material

Corbenic Camphill Community

Stone carving on footpath

Culture Perth & Kinross

Elderly reminiscing group

Dunkeld Army Cadets

Educational trips

Dunkeld Santa Day

Increase number of entertainers

Edradour Pitlochry and Blair Atholl Pipe Band

Replacement chanters and pipe bags

Highland Perthshire Communities Land Trust

Weatherproof notice board

March into Pitlochry

Promotional material

Pitlochry Adult Education Association

Room hire for art club

Pitlochry Art Walk

Posters & promotional collateral

Pitlochry Baptist Church

Stay and play groups

Pitlochry High School

New stage curtains & sound system

Pitlochry in Bloom

Restore wildlife garden

Pitlochry Path Group

Strimmer servicing and promotional costs

Pitlochry Station Bookshop

For extra space

Rannoch & District Angling Club

To provide angling opps

Rannoch Adult Education Association

Transport costs

Rannoch Paths & Open Space Group

Gardening tools

Roobedo

Fund few sewing classes for community

Soldiers of Killiecrankie

Transport for swordfighting display

Tay Valley Timebank

Promotional material

The Den

After school and holiday care

The Struan Trust

Purchase a trailer

Women's Institute

Improvements to Town Hall

Alison Walker, Trustee of The Enchanted Forest Community Trust, said: **"2018's record-breaking show saw more people visiting The Enchanted Forest than ever before. This incredible support means we are able to fund more exciting community events, projects and organisations. We're delighted that our show helps makes this support possible, and visitors should feel proud that, just by visiting the Enchanted Forest, they have done their bit to give back to the community and benefit the local area."**

SEARCH FOR NEW TRUSTEES

The Enchanted Forest Community Trust is seeking to appoint new Trustees to strengthen the board. We are particularly interested in speaking to individuals who have experience and strength in the areas of technology (e.g IT or Digital Marketing fields) and have some legal expertise.

This is not a remunerated post and time commitment would include attendance at regular monthly Trustee meetings plus some follow up activity in between meetings.

To apply or discuss, please contact the Chairman, Ian Sim, in the first instance at info@enchantedforest.org.uk

THISTLE BE THE YEAR...

After adding another prestigious tourism award to its long list of successes at the regional Visit Scotland Thistle Awards in November, The Enchanted Forest team made their way to Edinburgh's International Conference Centre last month, hopeful that they'd secured the Scottish Thistle for Best Cultural Event.

Sadly it was not to be our year for picking up the national title. Amidst a stellar line up of some of Scotland's best known and well-loved events, the gong went to Celtic Connections who celebrated their 25th anniversary last year.