

# **The commercial benefits of welcoming dogs onto your estate**

## **Examples of barketing to dogs (and their owners)**

Josephine Lavelle  
[www.forestryengland.uk](http://www.forestryengland.uk)

A misty forest path with hikers. The scene is a dense forest of tall, thin trees, likely spruce or fir, with a thick layer of mist or fog hanging between the trees. A dirt path winds through the forest, and five hikers are walking away from the camera on the path. The hikers are wearing colorful jackets and backpacks. The overall atmosphere is serene and quiet.

100 YEARS

of forestry 1919 - 2019

Why should you consider dog owners in your audience mix?

## **Reason #1**

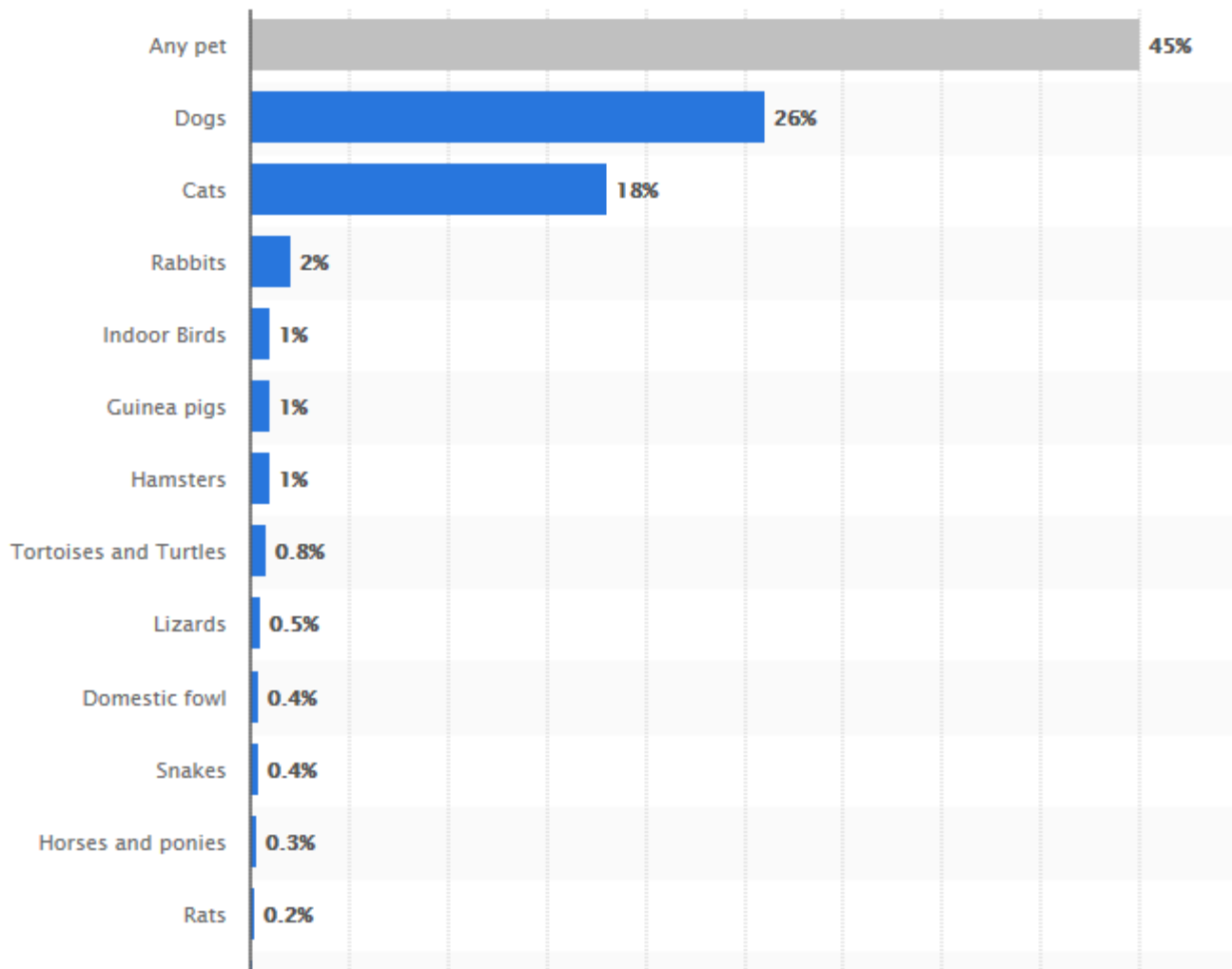
They are a large and growing market





## Leading pets, ranked by household ownership in UK 2017/18

Survey time period: 2017 to 2018, 8,000 Face-to-face interview



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.

## 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!



Find a borrower



 **Kato**

Spaniel (English Springer) 



 Member since: 11/10/2014

Looking for a borrower



Show

Needs **Exercise** **Company**

Is **Neutered**

Kato is one of the happiest dogs you will ever meet. He is fun loving and always wagging his tail.

## 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



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

Break.....: 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

# FC local member survey: activities

	Total	Member type			Gender		Age										Working Status		
		Current member	Lapsed member	Non-member	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	16-24	25-54	55+	Working	Retired	Other not working
<b>Base</b>	<b>2917</b>	<b>2391</b>	<b>526</b>	<b>-</b>	<b>1309</b>	<b>1574</b>	<b>16</b>	<b>313</b>	<b>913</b>	<b>816</b>	<b>490</b>	<b>308</b>	<b>37</b>	<b>329</b>	<b>1729</b>	<b>835</b>	<b>2312</b>	<b>442</b>	<b>63</b>
Walking along the sign-posted trails	1753 60%	1441 60%	312 59%	-	715 55%	1021 65%	10 63%	221 71%	596 65%	414 51%	286 58%	193 63%	20 54%	231 70%	1010 58%	499 60%	1387 60%	274 62%	36 57%
Using the cafe	1717 58%	1412 59%	305 58%	-	714 55%	980 62%	8 50%	187 60%	613 67%	460 56%	261 53%	157 51%	17 46%	195 59%	1073 62%	435 52%	1392 60%	236 53%	36 57%
Dog walking	1460 50%	1236 52%	224 43%	-	544 42%	897 57%	8 50%	139 44%	366 40%	438 54%	295 60%	177 57%	23 62%	147 45%	804 47%	495 59%	1105 48%	262 59%	38 60%
Admiring the views	1185 41%	999 42%	186 35%	-	496 38%	672 43%	4 25%	135 43%	366 40%	290 36%	223 46%	138 45%	17 46%	139 42%	656 38%	378 45%	891 39%	218 49%	29 46%
Picnic / BBQ	1128 39%	903 38%	225 43%	-	387 30%	729 46%	4 25%	153 49%	480 53%	280 34%	119 24%	75 24%	8 22%	157 48%	760 44%	202 24%	959 41%	108 24%	26 41%
Cycling along the trail / with family	1045 36%	845 35%	200 38%	-	491 38%	539 34%	3 19%	124 40%	461 50%	333 41%	84 17%	31 10%	3 8%	127 39%	794 46%	118 14%	965 42%	46 10%	13 21%
Using the Play Area	1022 35%	836 35%	186 35%	-	359 27%	652 41%	2 13%	158 50%	524 57%	195 24%	78 16%	58 19%	1 3%	160 49%	719 42%	137 16%	905 39%	71 16%	20 32%
Mountain biking	961 33%	781 33%	180 34%	-	666 51%	281 18%	12 75%	121 39%	356 39%	341 42%	97 20%	26 8%	1 3%	133 40%	697 40%	124 15%	888 38%	47 11%	10 16%
Walking but off the sign-posted trails	853 29%	728 30%	125 24%	-	385 29%	462 29%	4 25%	77 25%	226 25%	228 28%	181 37%	119 39%	12 32%	81 25%	454 26%	312 37%	633 27%	169 38%	25 40%
Cycling along the trails alone	594 20%	501 21%	93 18%	-	418 32%	167 11%	8 50%	61 19%	221 24%	202 25%	72 15%	24 8%	1 3%	69 21%	423 24%	97 12%	534 23%	40 9%	8 13%
Using the Visitor Centre / shop	584 20%	473 20%	111 21%	-	265 20%	310 20%	2 13%	62 20%	195 21%	155 19%	92 19%	64 21%	8 22%	64 19%	350 20%	164 20%	465 20%	86 19%	13 21%
Nature visit / bird watching	552 19%	456 19%	96 18%	-	244 19%	297 19%	- -	48 15%	159 17%	118 14%	119 24%	91 30%	10 27%	48 15%	277 16%	220 26%	381 16%	132 30%	18 29%
Running / jogging	532 18%	455 19%	77 15%	-	210 16%	316 20%	4 25%	74 24%	227 25%	162 20%	51 10%	8 3%	- -	78 24%	389 22%	59 7%	495 21%	16 4%	9 14%
Go Ape!	416 14%	327 14%	89 17%	-	179 14%	231 15%	3 19%	47 15%	163 18%	148 18%	35 7%	14 5%	3 8%	50 15%	311 18%	52 6%	377 16%	20 5%	7 11%
Attending events	398 14%	319 13%	79 15%	-	131 10%	258 16%	3 19%	59 19%	129 14%	132 16%	51 10%	19 6%	1 3%	62 19%	261 15%	71 9%	340 15%	29 7%	15 24%

# Forestry Commission Dog Survey

1,482 responses

Local audience: 69% live within 30 miles of a FC forest

*How far do you tend to travel to get to one of our Forestry Commission forests for a dog walk?*





**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?*

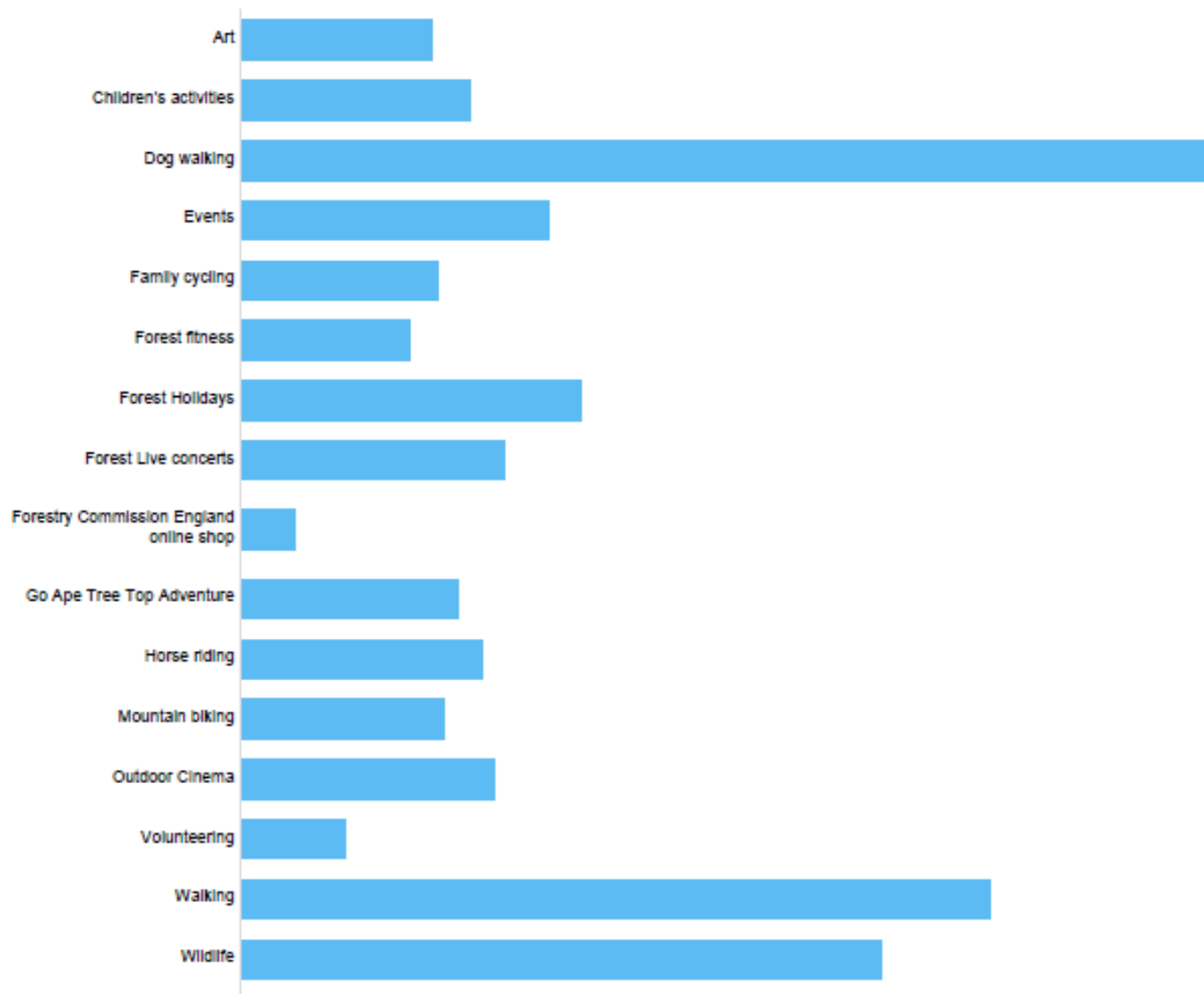


**What time of day do you prefer to walk your dog in the forest?**



# What other activities are you interested in?

Activities interested in?



## **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



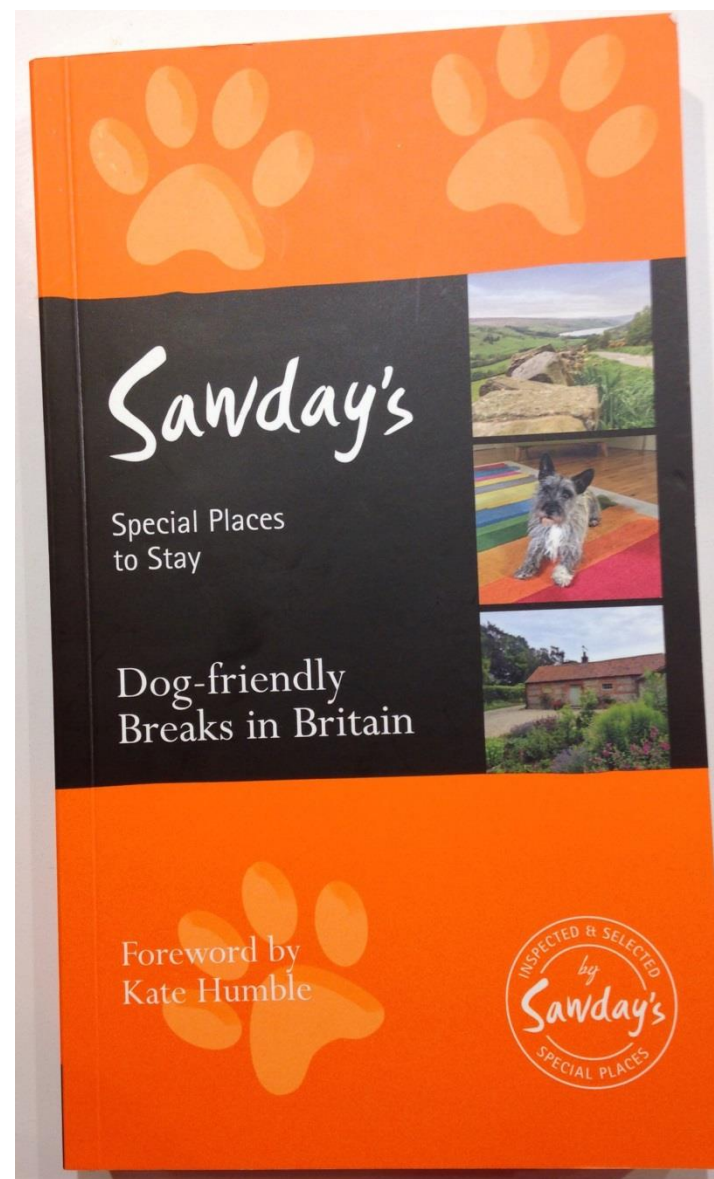
We know your dog is part of the family and we know that dogs love forests. That's why we welcome pets and it's why half our cabins – and all our team, are pet-friendly. A Forest Holiday is the perfect pet-friendly UK holiday.







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.



# CANOPY & STARS

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!



## Treehouse for 4

Price per  
night from: **£160**

[Book this place](#)





# Pets Pyjamas







# 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.





# PetsPyjamas

**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.





**Blue Cross**  
Week 



# Five Mile Forest Adventure

Limited availability  
Get your tickets today!

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](http://fivemilethameschase.eventbrite.co.uk)  
or phone 0300 777 1974

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

**BLUE FOR ITS CROSS**

Pets change lives  
We change theirs

[bluecross.org.uk](http://bluecross.org.uk)

Registered charity no. 214392 England and Wales, SC040154 Scotland

 Forestry Commission  
England

Working with the Forestry Commission,  
looking after forests and woods for  
people, wildlife & timber.















**Daily Mail**

## 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 dog  
then I'm not going.**



*SCHULZ*