

# East Hampshire tourism

## Future Plans

Debbie Vodden

# Introduction

## Change and uncertainty

New localism

New partnerships

Reduced budgets

Partnership funding

# Changes to partnership working

- Local Enterprise Partnerships
- Hampshire Destination Management Organisation
- Closer working with Winchester CC and Havant BC

# South Downs

New National Park

Outstandingly beautiful  
countryside

More than half the district

All of the district can  
benefit



# Hampshire South Downs

Please use the shared story

Please commit to the marketing plan

Please think about PR



# 2011 Visitor Guide

Hampshire South Downs

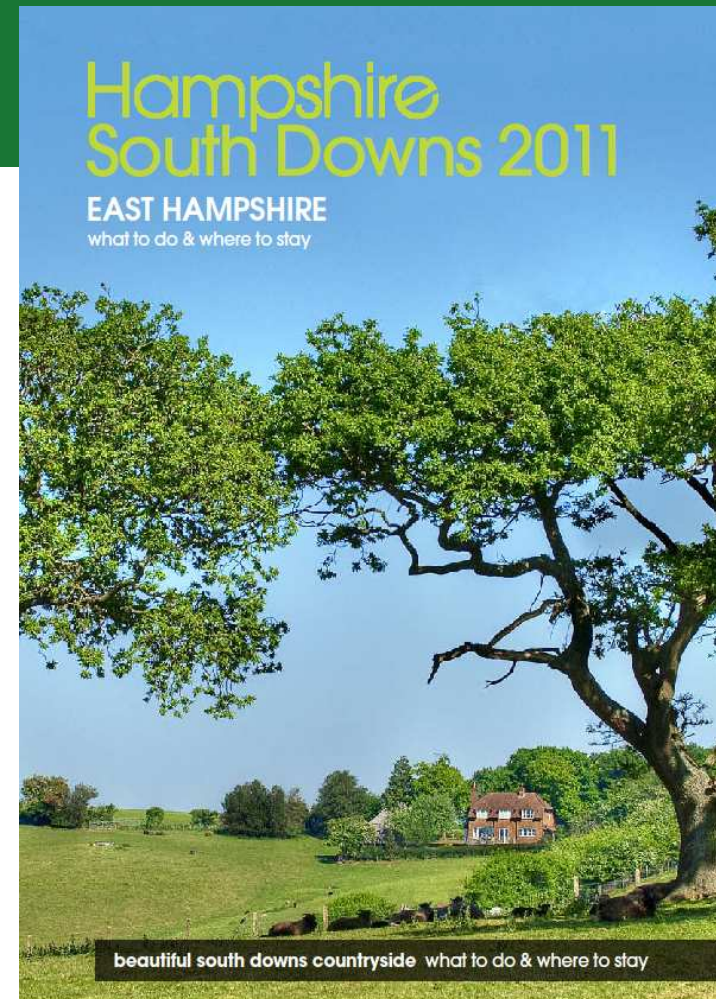
Special events

Jane Austen

Sustainable tourism  
message

What to see and do in the  
wider area

Local Explorer card



# Visit Hampshire website

Selborne - Places to Visit - Visit Hampshire - The Official Tourism Website for Hampshire - Windows Internet Explorer

http://www.visit-hampshire.co.uk/site/places-to-visit/selborne-p468461

welcome host gold

File Edit View Favorites Tools Help

Favorites Welcome j4b Grant Advisor Hampshire Tourist Informati... Suggested Sites Free Hotmail Web Slice Gallery


Mail Calendar Selborne - Places to Visit ...

Page Safety Tools

The official tourism website for Hampshire

Print This Page Email This Page Request A Brochure

Search



Home

Where to Stay

Things to do in Hampshire

Places to Visit

- Market towns & villages
- Aldershot
- Basingstoke
- Eastleigh
- Emsworth
- Farnborough
- Gosport
- Havling Island
- Portsmouth
- Southampton
- The New Forest
- Winchester

Food & Drink

What's on

Special Offers

Visitor Information

Tourism Industry


Map of Hampshire

Contact Info

Selborne

Location Map

Additional Images



What's Nearby

Product Type

All


Proximity

Within 5 miles

Search

Home > Places to Visit > Selborne

## Selborne



The attractive village of Selborne is famous for its association with the 18th Century literary naturalist Gilbert White. His book 'The Natural History of Selborne' records his observations on local animals, birds and plant life, and has been continuously in print since 1789.

White constructed the Zig-Zag path up the Selborne Hanger and from here there is a magnificent view of The Wakes ([Gilbert White's House](#)) and the village in its countryside setting. The Zig Zag path forms part of a circular walk.

Gilbert White's House also contains the Oates Museum, with exhibits on the adventures of Captain Lawrence Oates and his uncle Frank. Lawrence Oates' life and tragic death on the 1911 Scott expedition to the South Pole is explained.

Walk across the Plestor (the village green) and through the churchyard and you come to the Luttes which run along the

# Visit Hampshire website

http://internet.newmind.co.uk/demo/hampshire/17.htm - Windows Internet Explorer

http://internet.newmind.co.uk/demo/hampshire/17.htm

http://internet.newmind.co.uk/demo/hampshire/17.htm

The official tourism website for Hampshire



Search Visit Hampshire Go

Home Where to Stay Things to do Places to Visit Plan Your Trip What's On Latest News & Offers Ideas & Inspiration

You are here: Home Wednesday, 6th October 2010

## Welcome to Visit Hampshire

Hampshire offers a wealth of treasures, from rolling countryside, unspoilt beaches, glorious gardens and pretty villages to ancient forests, bustling market towns, historic ships and imposing castles.

If you like walking, cycling, horse riding or water sports there's plenty to keep you amused, while for shopping, food and drink, military heritage and award-winning attractions, Hampshire tops the lot. For entertaining days out, relaxing short breaks and fun family holidays, be sure to discover Hampshire.



1 2 3 4 5

The Great Hall and Round Table of King Arthur, Winchester.

Map Video Images

### My Favourites

Add details of places to stay and visit in Hampshire to your own personalised itinerary by clicking [Add to My Favourites](#)

This tool will calculate distances between each item and plot them on a map.

[View Saved](#)

### Spotlight on... News



**Staunton Country Park Havant**

[Find out more](#)

### Event Highlights

**Boat Show is coming...**  
The biggest marine event hits the South Coast in September, so whether...

**It's Beatrix Potter time at Mottisfont Abbey Garden, House and Estate.**  
02/10/10

**MIWAS Wildlife Art Fair at Marwell**  
12/10/10

**Gosport Waterfront Festival**  
20/10/10

**Portsmouth International Kite Festival**  
02/11/10

[All News](#) [All Events](#)

### Hampshire Highlights

[Defence of the Realm](#)

# Skills and training

Welcome Host Gold

Skills audit - tourism gives local employment opportunities

Social network marketing

# Major events

April - full launch of the South Downs National Park

May - Whitehill Bordon Soapbox Derby

September - 200<sup>th</sup> anniversary of the publication of Jane Austen's *Sense and Sensibility*

Any questions?

# Workshops this afternoon

Theme - PR for the Hampshire South Downs

1. Write a post card from the Hampshire South Downs
2. Brainstorm PR ideas in your groups
3. Identify three key PR ideas
4. Identify key publications to target