



Deepdale Backpackers Hostel & Campsite | Business Profile

Question - Why do Deepdale Backpackers put the sustainable message at the heart of communications with their visitors and potential visitors?

Answer - It gets them more business!

Question - How do they know this?

Answer - Two years ago Deepdale Backpackers ran a survey of the **20,000+** people on their email mailing list – they achieved a **29%** response rate, which is very good return. They used this information to fine-tune their marketing strategy and it was blatantly obvious that the ‘sustainable message’ was going to be key to this.

They had **36,000** visitors in 2012 (2013 is up on this so far).

From the survey they discovered that:

- **75%** of their visitors are returning guests
- **35%** said sustainable message was why they picked Deepdale over other campsites



- **15%** said that they had searched for a sustainable holiday when they were looking to book somewhere. There is an increasing number of visitors making this choice.

The **Coast Hopper** bus stop at Deepdale is the busiest stop on the whole of the Coast Hopper route – the message is getting out there!

Location! Location! Location!

The main reason given for choosing the Norfolk Coast for a holiday destination was the beautiful location – if this area ceases to remain beautiful the main reason for visitors coming will be compromised.

How the Message is Delivered

Deepdale Backpacker's sustainable message is loud and clear from the minute a potential visitor starts to search the web for a holiday location.

As well as the ‘Green’ logos of the awards they have won, the website also gives lots of useful information regarding sustainable activities in the vicinity such as cycle paths, walks, events, eating places, etc.

The website has been optimised with sustainable keywords that potential visitors will be using to search. They also have a regular newsletter that people can subscribe to.



Once on site there is a Tourist Information Centre, information boards, Coast Hopper timetables, cycles path and walking maps, mapstreasure trails around the area that are on foot, etc.

Deepdale works hard at building up relationships with other local sustainable businesses such as the National Trust's Millennium Activities centre at Brancaster Staithe Harbour.

Courses are run from here and the participants need somewhere to stay,

so Deepdale is very convenient. It is also possible to walk from the backpackers/campsite to the Millennium Centre negating the need for a car. Two sustainably minded businesses supporting each other.

Deepdale run their own conservation courses on site, which reaches groups of people that they wouldn't usually reach and also maintains the habitat around the site in a favourable environmental condition.

Deepdale's sustainable ethos is summed up by co-owner **Andrea Bramhall**:

"Adopting a green ethos is more than just increasing the sustainability of the business. It is increasing the sustainability of the whole area. By keeping the Norfolk Coast as beautiful as it is today, we will help maintain all businesses through the next generation and beyond".