

# Over 50 years of working together



**A deep-rooted partnership that encourages a special way for people to connect with nature, and each other.**

Forest Holidays was born out of the Forestry Commission's vision to maintain forests as special places for nature – for people to enjoy and for wildlife to thrive. It was a first of its kind, leading the way with a pioneering business model that carefully balances nature and people.

What started as an ambitious vision has evolved over 50 years. Forest Holidays locations respect nature and benefit ecosystems. They positively impact and conserve the environment and create incredible experiences for the millions of people who experience a break with them.

The nation's forests are a hugely important asset which many people benefit greatly from, but they need to be funded and supported. Forest Holidays was founded to do just that; broadening experiences in the nation's forests whilst contributing a sustainable income to help preserve them for years to come.

With a forest-centred approach, Forest Holidays always commit to ecologically sensitive decisions that protect and enhance the forest for all. The unique partnership ensures both people and nature can thrive alongside one another.

**A partnership which proves business and nature can collaborate to achieve great things.**



*Forests care for us, together we care for forests.*



Scan the QR code to view our video for an insight into our partnership.

# Creating a step-change for nature recovery

## Case Study

We're taking our partnership of 50 years to the next level – using innovative environmental DNA (eDNA) metabarcoding technology to inform nature recovery.

This is just the beginning of our biodiversity journey together. We're embarking on a pioneering nature recovery project at Kielder Forest, using an innovative, science-led approach to guide our work to increase the range and number of species and create a rich, diverse, fully functioning ecosystem.



**Kevin May, Forestry England Director (North)**

*“The nature recovery interventions we make must be tailored to each forest and the precise information the eDNA analysis will give us, will help us get this right for Kielder Forest and ensure it remains a science led, wildlife-rich example of modern forestry into the future.”*



*The project is on a scale rarely seen in England and presents exciting possibilities.*



**Andrew Brook, Director of Sustainable Growth, Forest Holidays:**

*“Our two organisations share a sustainable vision for the nation’s forests and our work extends beyond our cabin locations. Our support gives Forestry England the ability to deliver landscape-scale nature recovery projects, explore opportunities to revolutionise the way we think about forest ecosystems and create a step change for wildlife in this country.”*



Scan the QR code to find out about our evolving partnership and how we're working together for change.