Bournemouth Christmas Tree Wonderland 2018 - 2022

Overview

A unique festive trail featuring spectacular Christmas trees from around the world
The Ambition

• Raise the profile of Bournemouth
• Become a top UK Christmas destination

What is Christmas Tree Wonderland?

– Brightly decorated, illuminated trees
– ‘Trees from around the world’
– 60’ Feature video tree
– Animation
– Anchor attractions
Why Christmas Tree Wonderland?

• Unique offer with easily understood theme developed across businesses and communities
• Celebrates Bournemouth’s USPs – coastal, historic gardens & town
• Wide appeal
• Simple to roll out
• Gives an additional reason to visit
What can you expect to see?

Decorated trees of all shapes and sizes
60ft walk through Feature tree with light & sound shows
Core offer

- Ice rink
- Christmas Market
- Seafront
Business engagement – the benefits

- Exploit Anchor attraction
- Promotional leverage
- Build a bigger offer
- Draw in more people
- Bringing customers ‘one click’ closer to purchase
Ideas for engagement

Business themed trees

Books

Ties

Bottles

CDs

Boots

Shoes
Themed window displays & bespoke decorations
Merry Christmas!

Contact Helen.wildman@Bournemouth.gov.uk for more information

Access the Marketing Tool Kit at http://business.coastwiththemost.com/campaign/xmas-tree/
60ft Feature Tree

100 hours of work on plans and structural calculations!
The tree will weigh in at a total of 10 tons!

Steel base legs have been constructed.
The steel frame will be hand-wrapped with over 30,000 lights...

...and is made up of 40 different sections
This base shows a similar construction to the CTW tree.

The CTW tree will have a larger curved walk-through.
Construction is well under way
The feature tree will arrive in Bournemouth on six articulated lorries!!!!
Walk through bauble
The bauble will be 5.4 metres in diameter.
Other features

Many items are now boxed and ready for shipping