

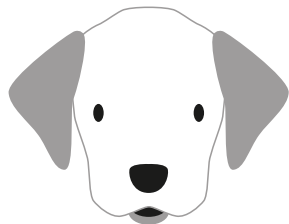


How man's best friend
can help your business



The 'pet pound' is a market that's growing. Lincolnshire is known for its excellent dog walking spots, so will naturally attract dog owners to holiday in the area; dog friendly businesses have a captive market.

There are 8 million dogs in the UK. Research carried out by the Kennel Club found that four out of five businesses say that business has improved as a result of expanding their customer base to dog owners.



Benefits of being dog friendly for public places*

Public places, from hotels and restaurants to shops, pubs and caravan sites, have found that their business improved and that their customers have a better experience when dogs are allowed into their premises. Benefits include:

- Improved social interaction
- Improved atmosphere
- Improved business

Promotional Opportunities

- Lincolnshire Wolds tourism businesses are entitled to a free business entry on www.lovelincolnshirewolds.com, you can select 'Dogs welcome' when adding your business listing.
- Coastal tourism businesses are entitled to a free businesses entry on www.visitlincscoast.co.uk, you can select 'Pets Welcome' and 'Dog Friendly' when adding your business listing.
- Enter the Dog Friendly Awards. Award winners benefit from additional promotion through the Dog Friendly Magazine: www.dogfriendly.co.uk/awards.
- Visit Britain Awards have a Dog Friendly Business of the Year category: www.visitbritain.org.
- Advertise your business for free on the Good Dog Guide at www.thegooddogguide.com.

Dog Friendly Food Businesses

- Please visit www.e-lindsey.gov.uk/dogfriendlybusinesses to read guidance from the Food Standards Agency around dogs. **Taken from www.thekennelclub.org.uk*