



Press release: 12 March 2020

It's a group effort: Visit South Devon forges ahead with destination partnerships for its new group travel trade campaign



Visit South Devon works in partnership with towns and destinations in South Devon to attract groups to the area.

Visit South Devon's new group travel trade campaign is getting off to a smashing start with partnerships in place with key towns and destinations in South Devon.

Totnes, Kingsbridge, Dartmouth, Exmouth, Visit Mid Devon, Visit Dartmoor, Ashburton and Newton Abbot have all committed to support Visit South Devon to showcase the region to group travel organisers and tour operators through 2020. New itineraries have been developed for each of these towns and are available on the new dedicated group travel area on the website <https://www.visitsouthdevon.co.uk/grouptravel>

XXX from [Visit Exmouth](#) said "Exmouth has excellent facilities for Groups and Coach Visitors and the easy accessibility of the group travel itineraries on the Visit South Devon website will encourage visitor footfall and spend to our local businesses. We have devised updated itineraries that highlight the key places to visit and stay that are Group friendly in our town. We have also included useful information such as parking opportunities for coaches. As with the other contributing towns and destinations you can also download our itineraries and town map"



Visit Dartmoor is one of the destinations partners working closely with Visit South Devon as it promotes its group travel trade campaign

As part of the new campaign to attract more groups to the region, Visit South Devon will be exhibiting at key Group Travel Shows this year and hosting media trips to showcase the area as a group friendly destination.

Jenny How from [Visit Dartmoor](#) "Visit Dartmoor is delighted to be working with Visit South Devon to support and promote towns and villages in the Devon and Dartmoor areas. There's so much on offer to visitors, and this initiative to encourage destinations, towns and tourism organisations to work together on an exciting new Group Travel Campaign is one we are thrilled to be part of."

To read more Visit South Devon's Group Travel initiative please visit <https://www.visitsouthdevon.co.uk/grouptravel>

To read the new group travel itineraries please visit <https://www.visitsouthdevon.co.uk/grouptravel/itineraries>

Ends.

About Visit South Devon:

About Visit South Devon: Visit South Devon is a Community Interest Company that exists solely for the benefit of the local tourism community, helping raise the profile of the area as a destination for both national and international visitors. Covering the whole southern half of Devon, including, the South Hams, Teignbridge, East Devon and Mid Devon, our main aim is to increase the number of day visits, short breaks, longer holidays and business trips to South Devon for the benefit of the local tourism economy.

For lots of useful information on great places to stay, eat and visit in South Devon please visit www.visitsouthdevon.co.uk

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