



Press release: 9th August 2019

## Visit South Devon salutes a summer of success as it welcomes three new Board Directors



*Spectacular summer: CIC Visit South Devon has announced the appointment of three new board members. It is has also been awarded Bronze status for the Green Tourism Scheme and heralds a record breaking summer for its website.*

Visit South Devon is delighted to announce a record-breaking summer, with traffic to its website hitting an all-time high. The Community Interest Company (CIC), which is the official Destination Management Organisation for South Devon, promoting the South Hams, Teignbridge, East and Mid Devon areas, saw an impressive build of traffic to the site with July sessions up by 11.4% and users up by 13.3%. The month of August saw a stand-out Bank Holiday where website sessions rocketed by 24.8%, and throughout the month there was a surge in sessions with over 216,000, a 6.7% increase, the highest monthly session total in the company's history. July also saw a record breaking day with 8,450 users visiting the site in 24 hours.

Visit South Devon Chairman Stuart Longrigg said: "Traffic to the Visit South Devon website has once again been spectacular. The whole team are delighted that August was a record-breaking month as we welcomed more people than ever to plan and book their Devon breaks on the website."

The summer also saw a fantastic period for the Discover Dartmouth website, which is part of the Visit South Devon family. During July, website sessions grew by 9.4% with August seeing an impressive 12.1% increase in sessions and 13.3% raise in users. Over the summer, the team also welcomed the 6,000th 'Like' to the Discover Dartmouth Facebook page.

The news of an outstanding summer comes as Visit South Devon welcomes three new Directors to its CIC Board. The newly appointed Directors - Dick Wood (South Devon Railway), Jo Watson (Sidmouth Hotels) and Neil Blaney (Teignbridge District Council) join the existing team of nine Directors, five of whom have been on the board for over 4 years, all of whom are committed to marketing the South Devon region.

Visit South Devon Chairman Stuart Longrigg added: "As a long-standing director with Visit South Devon myself, it is a pleasure to welcome three new board members to the team, and the skills and industry knowledge they bring will complement the existing directors as we look forward to the company's future."

New board member Dick Wood said: "Having run a large Devon attraction with around 100,000 visitors a year, I know that Visit South Devon does a good job for members and the area it serves, so I am pleased to join the board of a well-established and dynamic, forward thinking company. Alongside fellow board members, I'm keen to champion the area and promotional work which Visit South Devon will be doing, including marketing to group travel organisations, promoting sustainable tourism and targeting international visitors."

It has been an exceptional summer for Visit South Devon which recently announced its 'Sustainability Pledge' as it furthered its commitment as an ambassador for sustainability in the area. The CIC, which is dedicated to championing good sustainable tourism practices, was recently awarded a Bronze award as part of the [Green Tourism Scheme](#) and will aim to work towards achieving a Silver status by the end of 2020.

Following on from their Sustainability Pledge Visit South Devon has also launched an innovative [Group Travel](#) section on their website, which supports local businesses in welcoming groups to towns and parks and increases positive visitor experiences. The new addition to the website highlights where coaches can park with ease, as well as details on businesses and attractions who welcome groups.

Ends.

Notes for Editors:

#### Visit South Devon Website Statistics:

- July; website sessions up 11.4%, users up 13.3%
- August; website sessions up 6.7%, users up 6.4%.
- August Bank holiday; website sessions up 24.8%, users up 21.6%, page views up 12.7%.
- Year so far; 1.1 million website sessions up 11.7%. Users up 10.4%. Pages views 2.18 million up 5.1%.

#### Discover Dartmouth Website Statistics:

- July; website sessions up 9.4%, users up 11.3%
- August; website sessions up 12.1%, users up 13.1%

- Bank Holiday; website sessions up 9.6%, users up 8.2%
- Year so far; website sessions up 7.4% and users up 10%

To learn more about the Visit South Devon Board Members please visit: <https://www.visitsouthdevon.co.uk/visit-south-devon/meet-the-board>

To read more about the Sustainability Pledge please visit:  
<https://www.visitsouthdevon.co.uk/sustainability/sustainability-pledge>

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](http://www.visitsouthdevon.co.uk)

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