

Visit South Devon

2020 Plans





Business Plan 2020 Objectives

- To work with local tourism businesses to market South Devon in order to achieve overall growth for the tourism economy all year round.
- To develop a strong South Devon tourism brand that is recognised nationally, that is synonymous with quality and that compliments the Devon identity.
- To deliver a strong marketing plan to ensure VSD remains a top performing fully comprehensive visitor resource both online and offline in the area.
- To work in partnership with key tourism stakeholders in Devon to collaboratively enhance and market the Devon brand nationally and internationally.
- To deliver a robust business plan to achieve continued growth of Visit South Devon with the aim of ensuring a dedicated destination marketing organisation for the region.



Marketing Plan Objectives

- Continued investment and promotion of the official destination website to continue to achieve growth in visitor numbers.
- Develop marketing campaigns to grow the visitor economy outside of the peak season.
- Active promotion of events in South Devon to attract day and short break visitors.
- Develop a valued social media platform that members and the general public engage with, that attracts new visitors and drives traffic to the VSD website
- National promotion of the official South Devon Destination Guide
- Investment in PR to expand the South Devon brand

Marketing Campaigns 2020

1. Business/Events/
Wedding Tourism



2. Group Travel

3. Sustainable Travel

4. History & Heritage –
Mayflower 400



5. International Marketing



2020 Targets

- Website Growth
 - Site 1.56M Sessions and 3M page views
 - Blogs 10,000 monthly page views
- Social Media Growth
 - Instagram – over 20,000 in 2020
 - Twitter 10% growth to 24k
 - Facebook 10% to 10k
 - Pinterest 50% 12k monthly unique visits



2020 Visitor Guide

- Now available to view online
- 100,000 guides printed plus 20,000 leaflets promoting the online guide.
- 100% recycled paper and focus on the online guide
- Additional editorial pages
Including dog friendly





Changes to Membership

- Prices held for 2020
- Improvements made to higher packages – more added value
- New Web banner options available
- Member workshops for business support



Member workshops in 2020

Suggestions

- Developing Group Travel products
- Understanding and working with the Travel Trade
- Working with the Press
- Developing bookable product and experiences
- Making the most out of your membership
- Working in the international markets



Group Travel Campaign

- New dedicated area on the website www.visitsouthdevon.co.uk/grouptravel
- Bespoke itineraries being created for towns and themes
- New contact database being built of Coach Companies, GTO's and DMC's
- Attendance at future Group Travel shows
- Hosting Group Travel media and buyers
- Supporting our towns for CPT Group Friendly status
- Working with DATA and partners in the county

Dartmouth 2020

- Continuing to work and support Dartmouth Visitor Centre
- Website targets 220,000 Sessions & 500,000 page views
- Bespoke Press activity
- Mayflower 400
- Social Media Growth
 - Facebook 10% to 7000
 - Instagram 60% TO 10000
 - Twitter 10% TO 3500
 - Blogs 50% to 4000





Developing New Partnerships

- Increase awareness of the Business Services Scheme
- Joint activities with local towns and districts
- Real focus on B2B marketing and raising the corporate profile of Visit South Devon in the county.
- Transport providers and connection gateways in South Devon
- Discover England Projects in South Devon