Visit South Devon 2019 Business Update

5th December 2019

Agenda

1. Welcome and Introduction – Stuart Longrigg

2. Visit South Devon 2019 Update – Jo Butler

3. Visit South Devon PR the past year – Wordfluential PR

4. England's Coast – Samantha Richardson

5. Visit South Devon 2020 - Jo Butler

6. Networking with our Business Services Partners

Visit South Devon Team

Sarah Stride/Jo Butler   General Manager/Mat Leave

Anna Roach   Marketing Executive

Sydney Voisey   Marketing Assistant

Catherine Flannery   Accounts Assistant

Visit South Devon Board

Chairman-Stuart Longrigg, Leonards Cove

Helen Scott, Cofton Holiday Park

Gemma Edmonds, Springboard UK

Tim Bouget, ODE – true food

Sarah Snow, University of Exeter

Derek Phillips, The Exeter and the Heart of Devon Hotels Association

Mike Holmes

Jo Watson - Sidmouth Hotels

Nigel Way, Royal Castle & Royal Seven Stars Hotels

Dick Wood – South Devon Railway
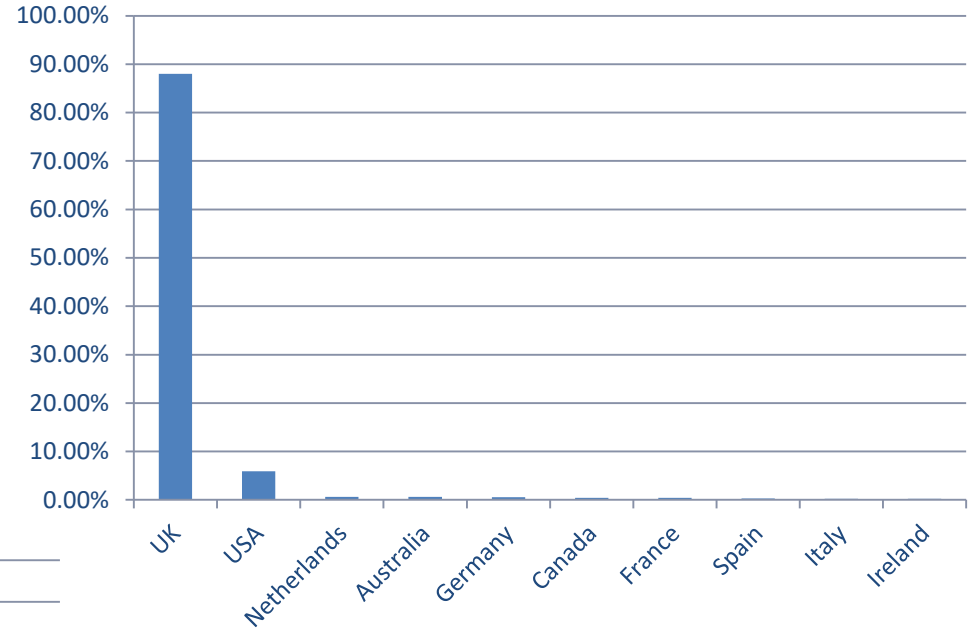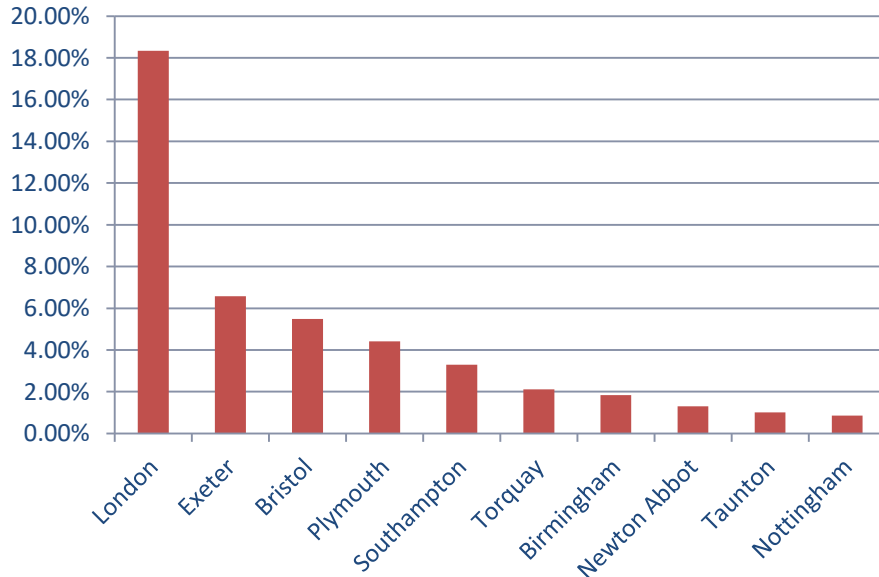
Carla Newman – Ladram Bay

Neil Blaney – Teignbridge District Council

Visit South Devon Website

- 1.4m sessions in 2019

- 2.71m page views 2019

- August 216,000 visits

All stats are for the year so far

Visit South Devon Website

	Top 10 Pages
1.	Things to Do
2.	Whats On
3.	Homepage
4.	Salcombe
5.	Beaches
6.	Where to Stay
7.	Competition
8.	Totnes
9.	The Coroner
10.	Slapton Sands

	Top 10 Towns	
1.	Salcombe	+26%
2.	Totnes	+62%
3.	Sidmouth	+65%
4.	Teignmouth	+21%
5.	Exmouth	+5%
6.	Dawlish	+8%
7.	Kingsbridge	+48%
8.	Beer	+19%
9.	Newton Abbot	+22%
10.	Dartmouth	+111%

Google Searches – Top Ranking
Accommodation South Devon, Attractions South Devon, What's On South Devon, Activities South Devon, Things to do in South Devon, B and B South Devon
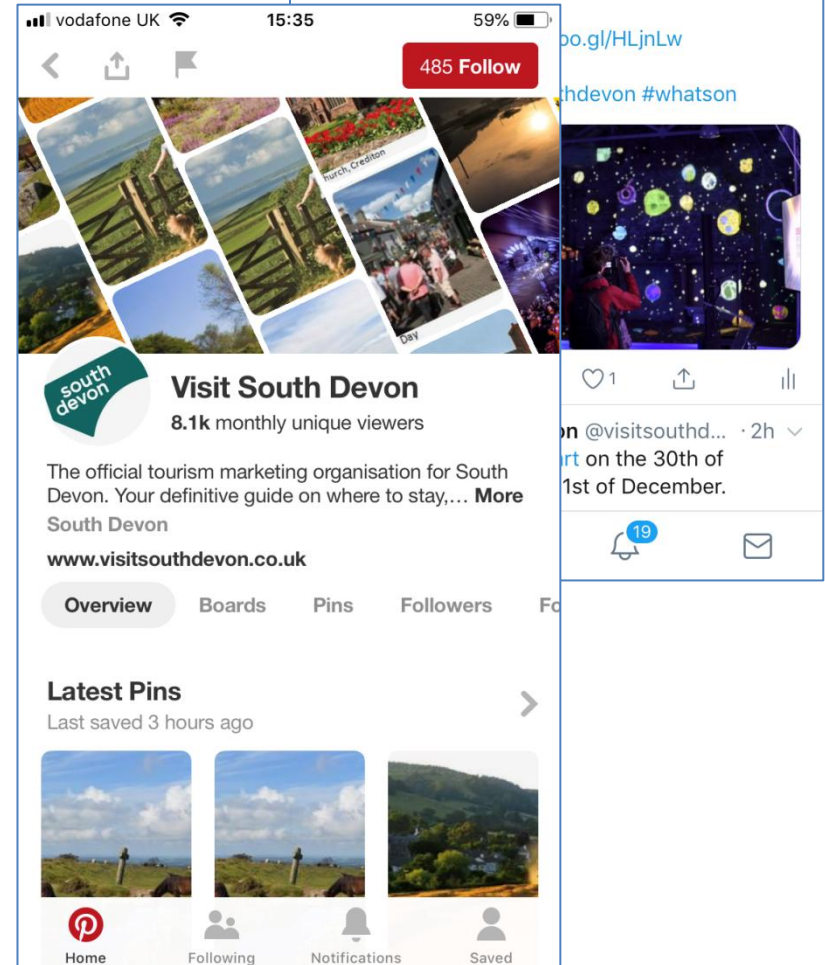
Instagram

- Instagram 14,110 95% Growth

- Tag @visitsouthdevon

- #southdevon #lovesouthdevon

- Instagram Takeovers/stories

Social Media

- Twitter 22.4k – average tweet impressions 135,000 impressions a month
  - Tag @visitsouthdevon for retweet
- Facebook 9.9k 8.8% Growth
- Pinterest 8.5k monthly unique viewers

Blogs

- 144% growth in page traffic to blogs with average 8,500 monthly views.

- Guest Blog Feature

- Members feature blogs for free

3rd Dec 2019
Top 10 Instagrammable Spots in Brixham
Discover our top places to photograph in Brixham.

29th Nov 2019
Explore the River Avon
Discover the River Avon's journey to the coast from Dartmoor to Bigbury Bay.

26th Nov 2019
Capture the Magic at Princesshay this Christmas
Find out what's taking place at Exeter's Princesshay this Christmas.

21st Nov 2019
Discover The Brunel Trail
Explore a little about Brunel's history in South Devon and The Brunel Trail.

19th Nov 2019
Top 10 Instagrammable Spots in the South Devon AONB
Explore our favourite photography spots in the South Devon Area of Outstanding Natural Beauty.

14th Nov 2019
Affordable Weddings in South Devon
Explore how you can enjoy an affordable wedding in South Devon.

Consumer Newsletters

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9,000 Database -cleaned database

Open rate average of 40%

7-8 newsletters next year with enriched content, more targeted approach

south devon

Offical Guide to the Region

CHRISTMAS EVENTS IN SOUTH DEVON

GET IN THE FESTIVE SPIRIT IN SOUTH DEVON

This year you'll find the most magical and festive events taking place right across the region which are sure to get everybody in the Christmas mood. From watching a panto, snapping up a gift at a Christmas fair, enjoying a yuletide treat at a Xmas market or handing over that important list when you meet Santa, South Devon has your perfect Christmas event.

For ideas and inspiration on all things Christmassy in South Devon, check out our festive blog posts;

Christmas Events
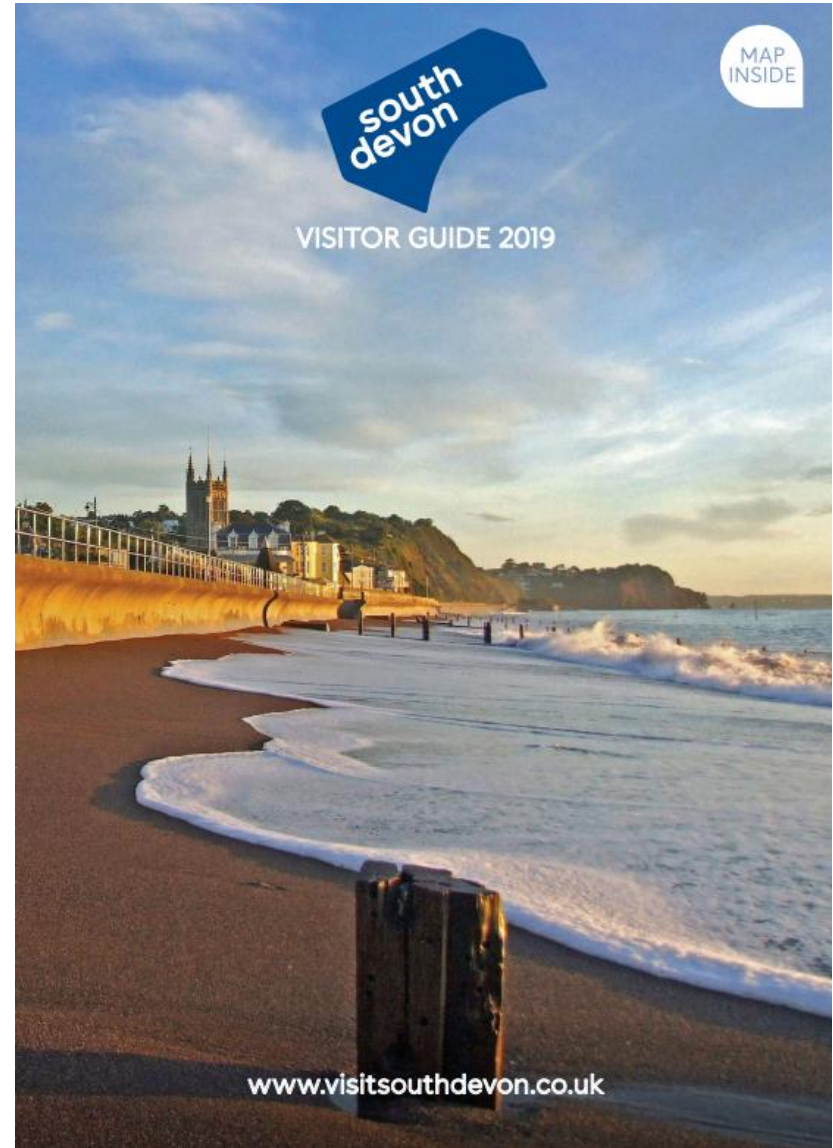Christmas Fairs

South Devon Guide 2019

100,000 distributed nationally in 2019

- TIC's across the UK
- Motorway services
- Key Information points e.g. supermarkets
- Direct Requests post out

South Devon Photo Competition

468 entries

Top 25 – public vote

Great local PR coverage

Beverley Holidays
Ladram Bay Holiday Park
World of Country Life

Discover Dartmouth
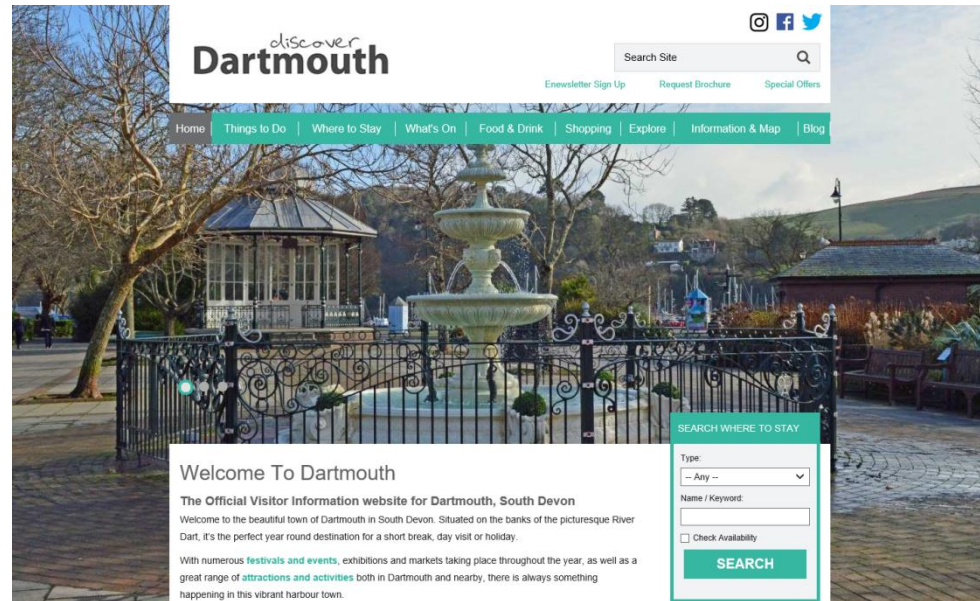
190,000 Sessions so far this year

Mayflower 2020 Project Partner

1,400 E-newsletter Database

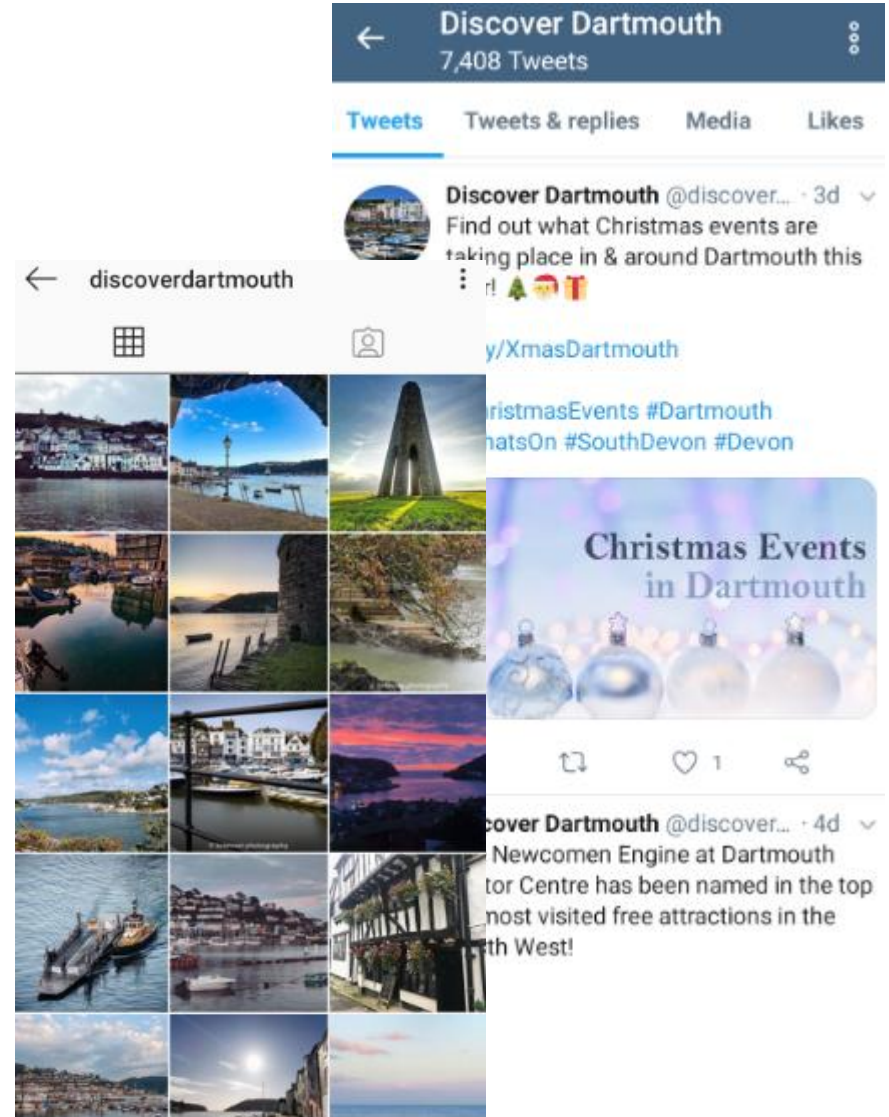Open rate average of 47%

2000 page views for Blogs

Press and PR activity

Discover Dartmouth Social Media

- Twitter 3,000   +8.7%

- Instagram 6,100 + 91.4%

- Facebook 6,100 +12%

- Blogs   +115% in traffic

Sustainability Pledge

Visit South Devon will pledge to:

- • Create a new dedicated area on the website called Sustainability **www.visitsouthdevon.co.uk** showcasing best practise from our members and partners.
  • Undertake a consumer marketing campaign to highlight Sustainability as a key booking factor to help increase short break stays to South Devon.

- • Help our tourism businesses find local suppliers who can help reduce single use plastic. This will be showcased on the new Business Services area of the website. We will have useful links to sustainable suppliers.

- • Join the Green Business Tourism scheme and aim to work towards achieving Silver status by 2020. VSD will also ensure the benefits of this scheme are passed over to our members and partners and we will support them joining the scheme directly.

- • Continue to highlight the importance of public transport, cycling and walking routes to help promote sustainable travel and to enhance the visitor experience. Look to partner with our local transport providers.

- • Reduce the amount of print we will produce by end of 2020 by 10% and look at additional sustainable ways to distribute our print. Focusing on online and digital download channels will be our priority.

- • Work in partnership with our members and local key stakeholders to help raise the profile of Sustainable Tourism and the impact this has on our wonderful environment in South Devon.

New Partnerships

- Launched a new membership scheme Business Services

- Working with local towns and districts

- Joined Plymouth & Devon Chamber of Commerce

- Developing B2B marketing and raising the corporate profile of Visit South Devon as a DMO

- Joined Visit Devon

- Joined Green Tourism Business Scheme