

**visit**

**Devon**

# Devon

- 1.1 million people live here
- Third largest English county
- 2 ½ hours drive S to N
- Oldest civic building in Britain (Exeter)
- 2 Cathedrals
- 3 Universities
- Largest city on South Coast
- 2 coasts

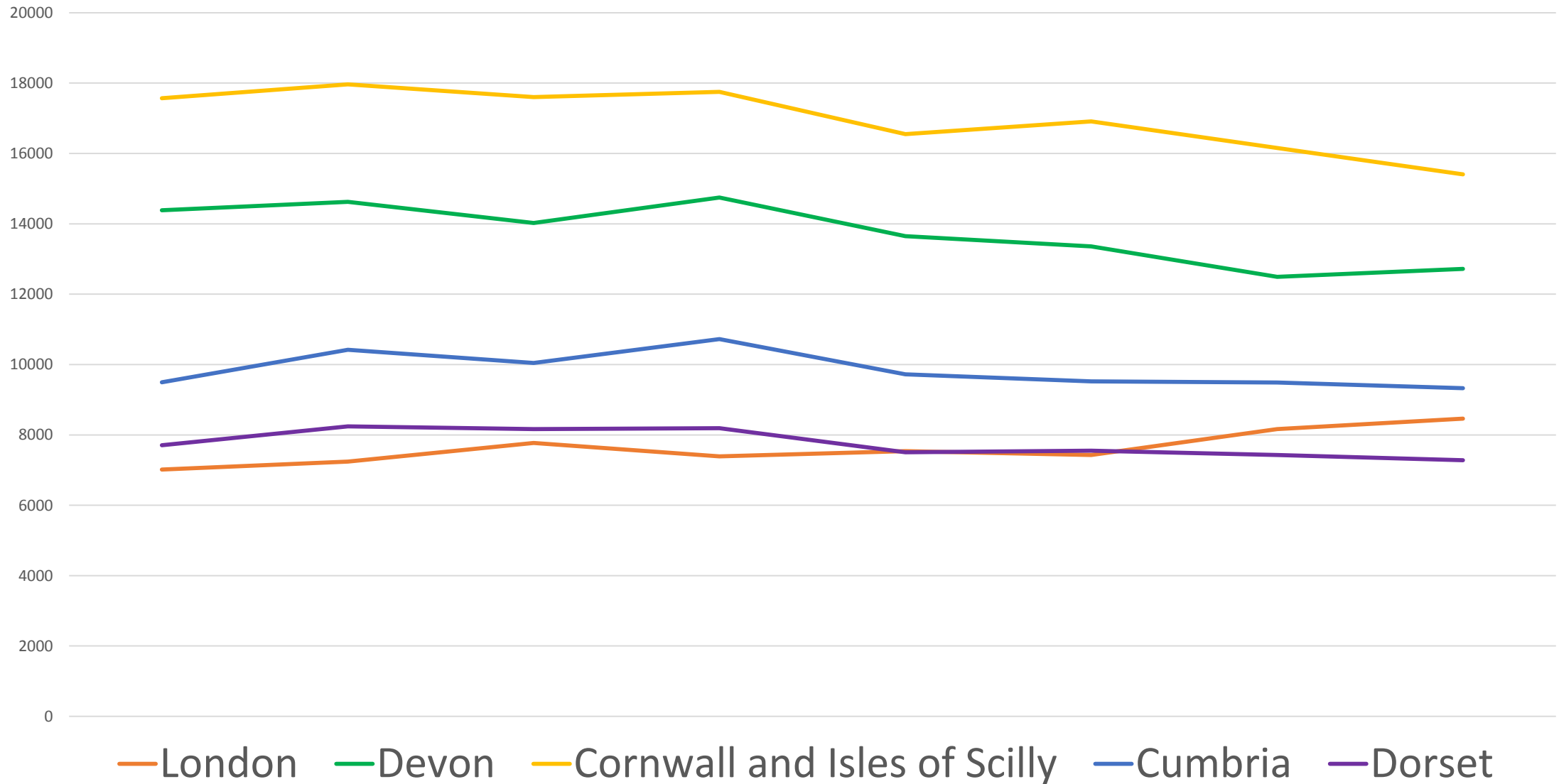
# Great Strengths

- Dartmoor is largest open space in southern England
- Last port of call for Pilgrim Fathers
- 2 National Parks
- 5 Areas of Outstanding Natural Beauty (AONBs)
- Jurassic Coast – a UNESCO World Heritage Site
- UNESCO Biosphere Reserve
- Global geopark
- Much of England's longest walking trail
- Britain's highest sea cliff

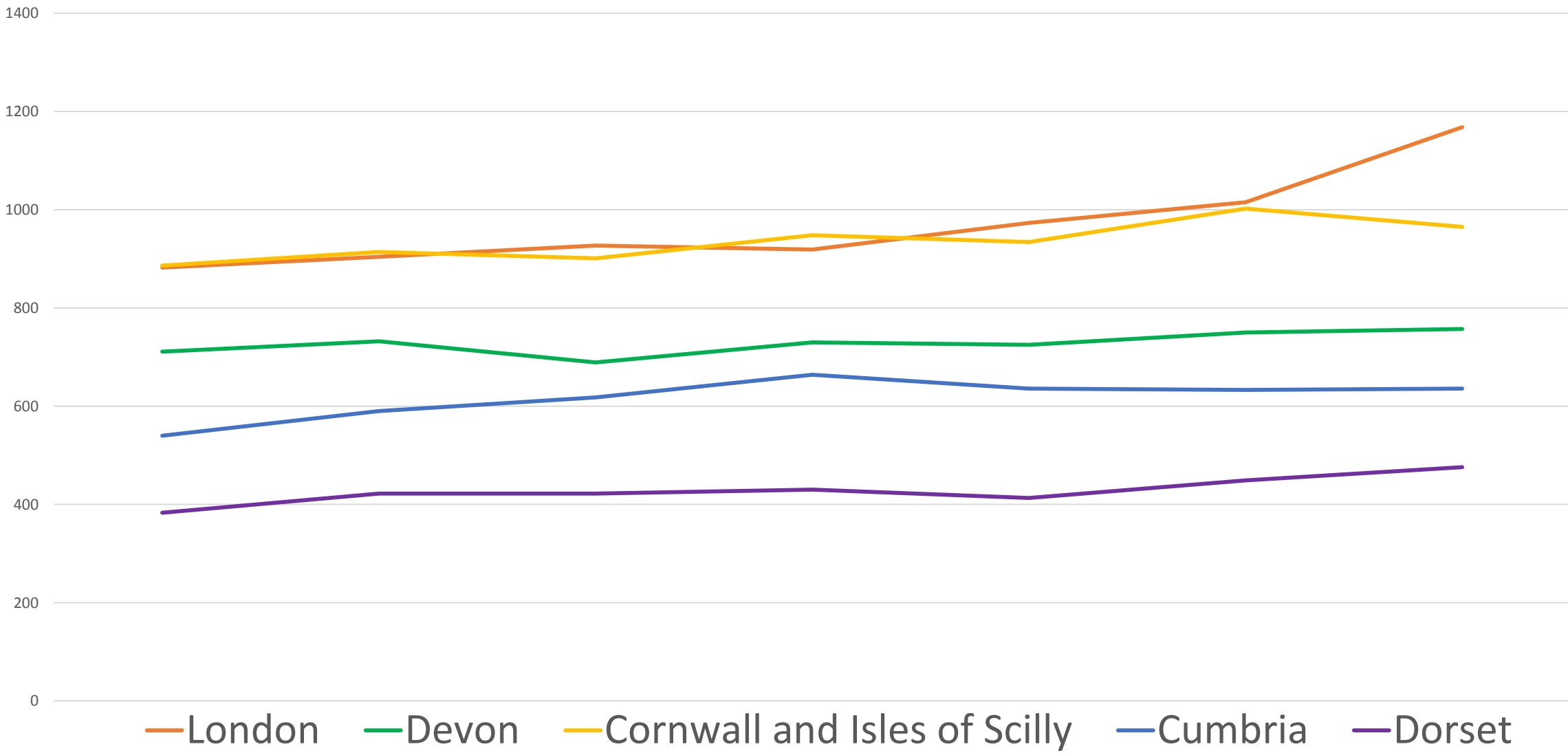
# Tourism...

- 5 Michelin stars (Cornwall has 4 ...)
- Country pubs in abundance
- 83 beaches in Good Beach Guide
- Cream!
- English Riviera most attractions of any UK resort
- 40 members of DATA
- 1300 accom units assessed by VE / QiT

# Holiday Nights – to 2014/5

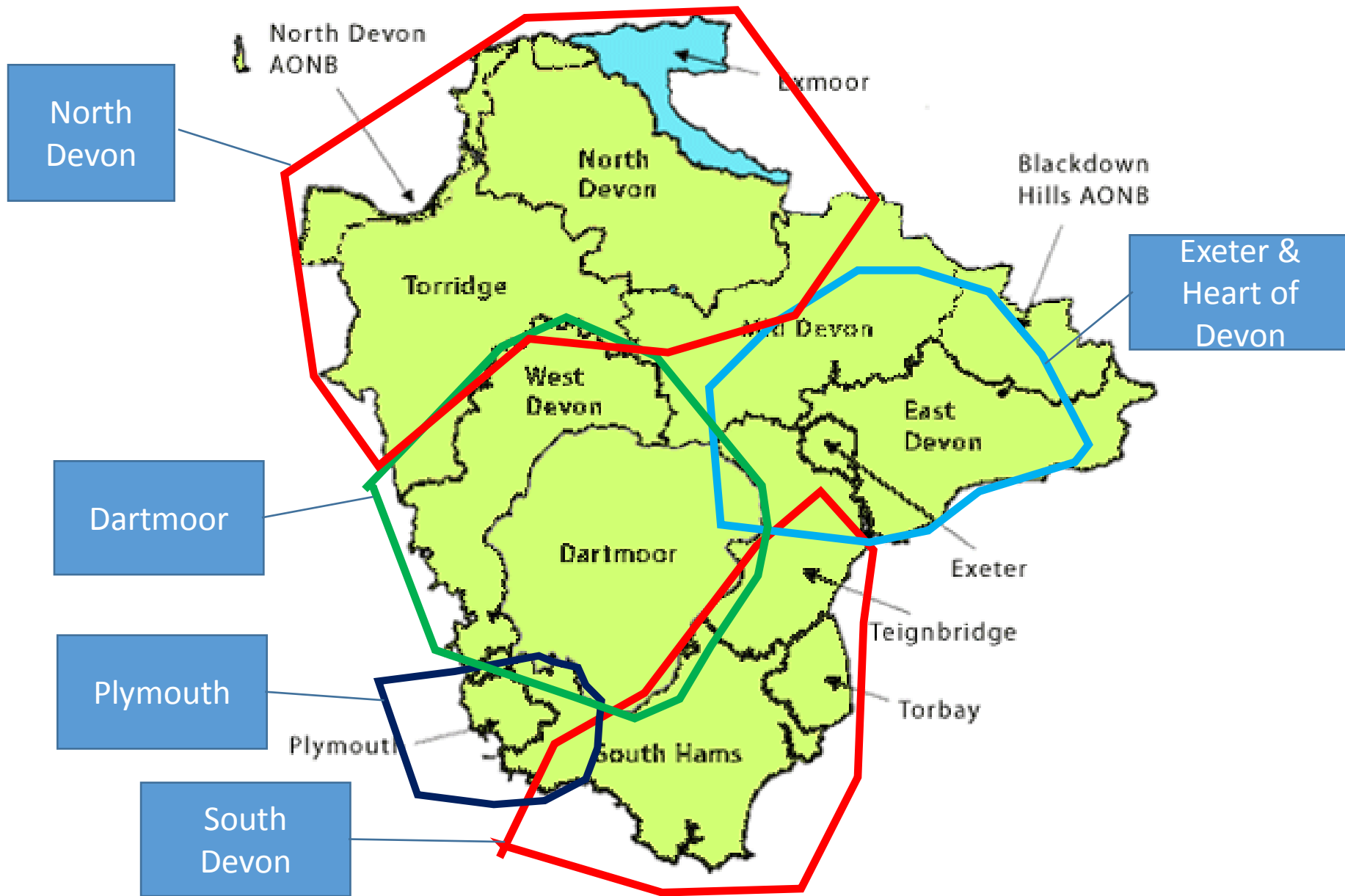


# Holiday Spend – to 2014



# Our Brand?





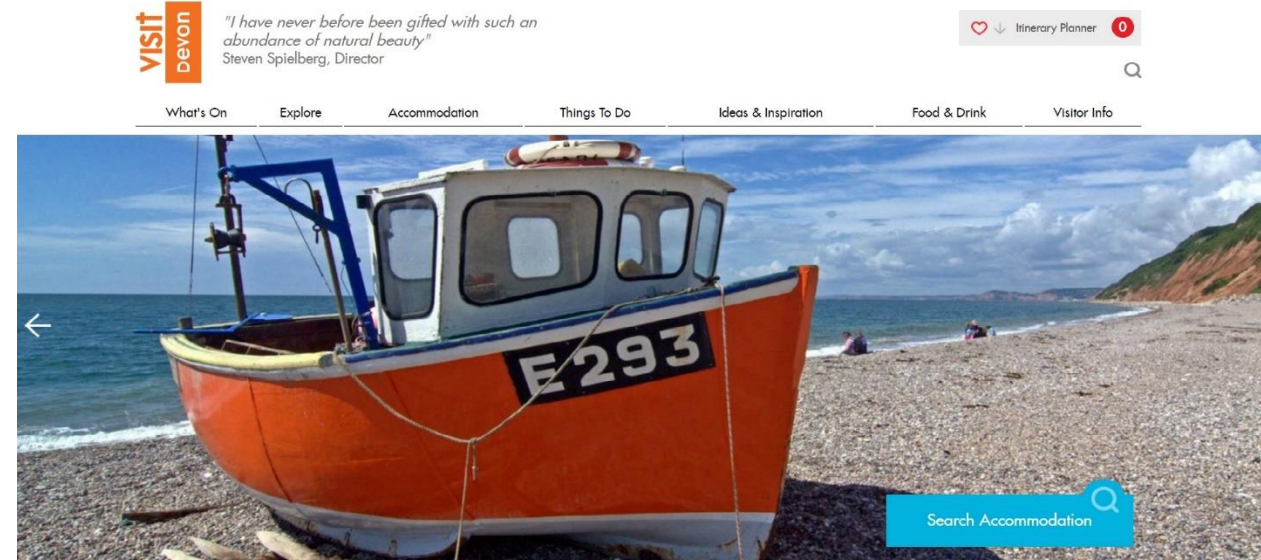


# New Visit Devon

- New Company formed (end March 2016)
- Community Interest Company
- Non profit making
- Any surplus for benefit of tourism community

# To date

- £90,000 cash/£120,000 promises
- £20,000 of new Video & Images
- NEW [Visitdevon.co.uk](https://www.visitdevon.co.uk) website (launch Nov)
- Facebook followers – 12 to 17k (+47%)
- Twitter followers – 22 to 39k (+81%)
- Attendance at VIBE, ITB, Explore GB shows
- Recognition and support from VisitBritain/VisitEngland & interest from partners
- Partners in Coast Path, Mayflower and other initiatives
- Brochure – new
- Industry board selected & appointed (unpaid)



# Board Members



Rhys Roberts (Chair)	Best Western Tiverton Hotel
Robin Barker	Services for Tourism
Alasdair Cameron	Formerly of Exeter Cathedral
Kate Doodson	Cosmic
Tim Hassell	Ilington & Thurlestone Hotel
Liz Hore	Victoria Inn
Andrew Leadbetter	Devon County Council
Rick Turner	The Big Sheep
Simon Fishwick	DATA & Company Secretary
Sally Everton	Sally Everton Associates
Tanya Bellingham	Plymouth University
Alex Graeme	Devon Unique Tours
Josh McCarty	National Marine Aquarium
Michael Ruiter	Seaton Jurassic - Devon Wildlife Trust

*Making Devon the place to visit*

# Ambitions

## ➤ Marketing Devon

- Domestic
- International
- Web, social,
- PR
- Travel Trade

## ➤ Representation & Lobbying

## ➤ Research & Information

## ➤ Aid profitability / guidance

## ➤ Funding Opportunities

# And in the short term

- Business Plan (spring 2017)
- Launch events (march 2017)
- Continuous improvements

THANK YOU