



# VISIT SOUTH DEVON

## Coastal Tourism

# WHO ARE WE?



- Visit South Devon provide the official guide for planning and booking a visit to South Devon.
- Visit South Devon is **responsible for the national promotion of South Devon as a year round destination** and the definitive guide on places to visit, events, accommodation, attractions, and places to eat within the region.
- We provide the **official resource for visitors and media looking for information** on visiting South Devon and aim to grow national awareness of the region, increasing bookings and income, to maintain and secure the future of the tourism industry.
- Visit South Devon **works with providers to help grow their business** through raising awareness and bookings, driving web traffic, securing press coverage, and developing partnerships for national promotional opportunities.
- We are a not-for-profit, community focused company, with all income generated being put back into the national promotion of South Devon.

# DEVON TOURISM



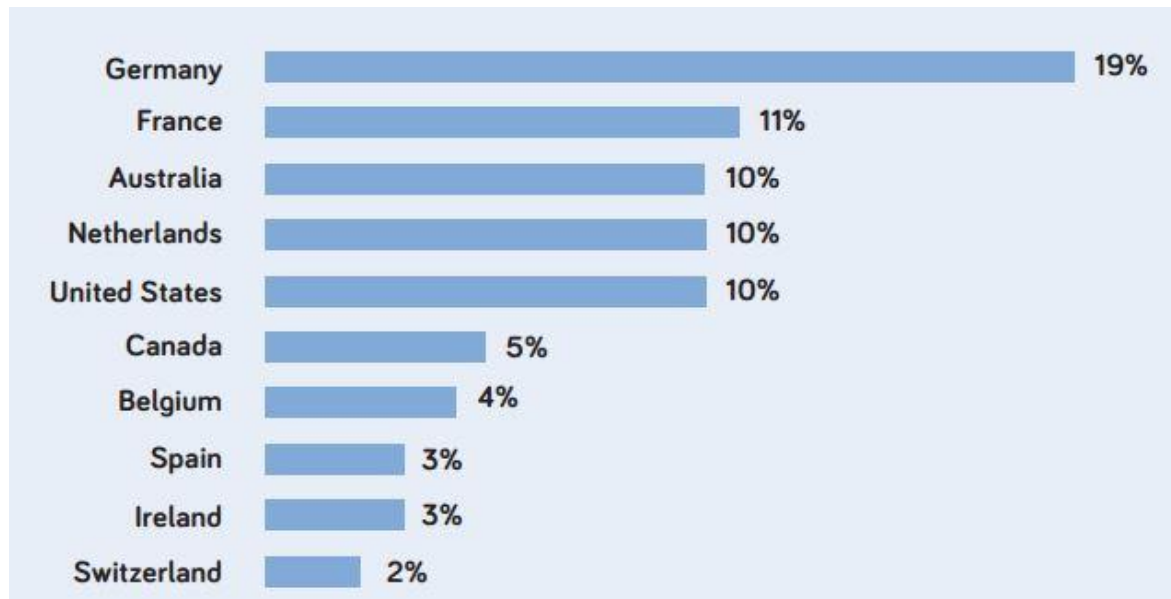
- Visit Devon (Newly Formed CIC)
- Visit South Devon
- Visit Dartmoor
- English Riviera Tourism Company
- Heart of Devon and Exeter
- North Devon
- Visit Plymouth

# COASTAL TOURISM IN ENGLAND



## National Coastal Tourism Academy Report 2016:

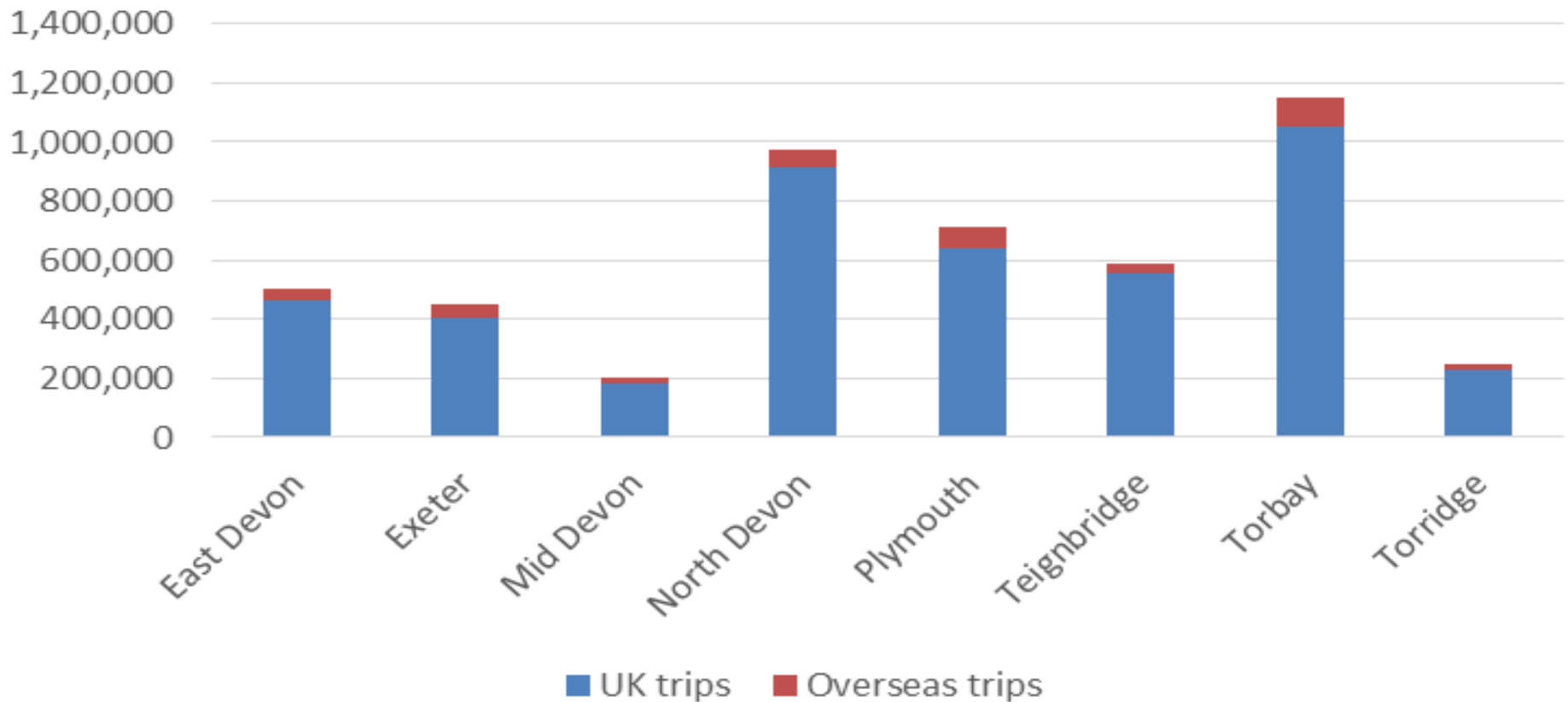
- Domestic and day trip coastal tourism is valued at £8bn to the English economy, and sustains 210,000 jobs
- Largest domestic overnight holiday sector, but is under threat by city breaks
- Shift towards more short breaks, and this trend is set to continue and grow.
- 15% of international visitors visit the English coast, valued at c.£927m
- South West received 27% of international coastal visitors



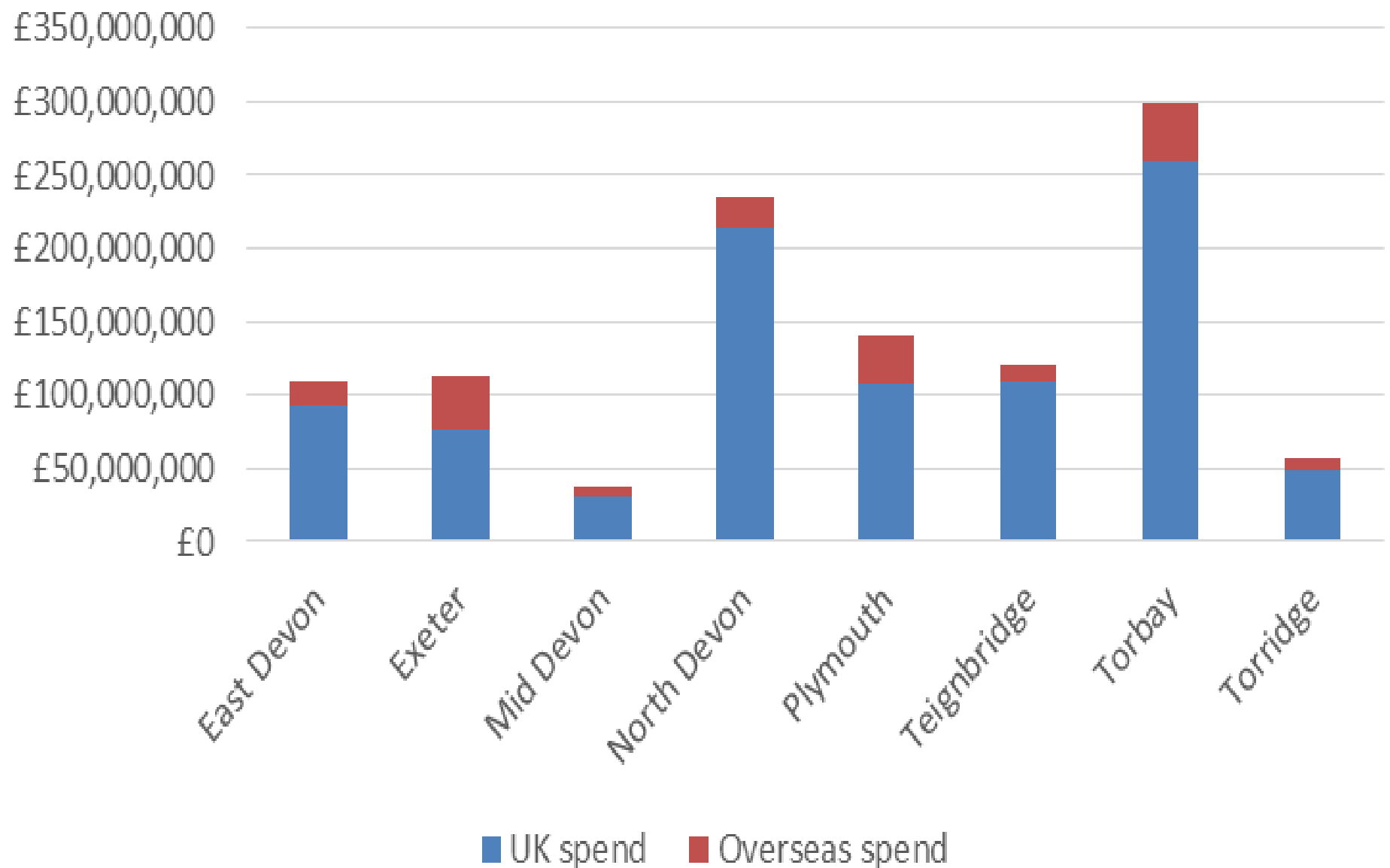
# VALUE OF DEVON TOURISM



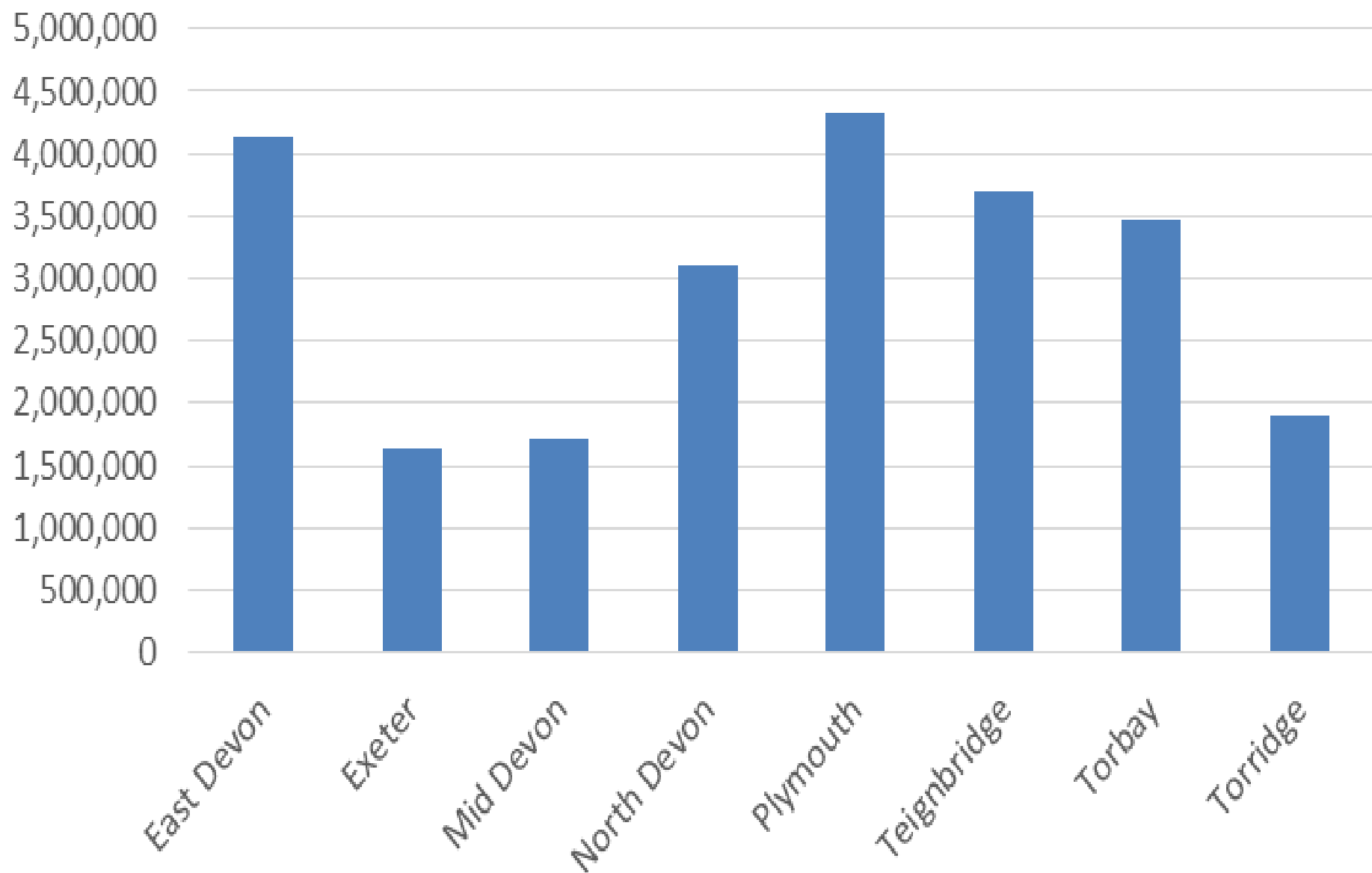
## Overnight Trips to Devon 2014



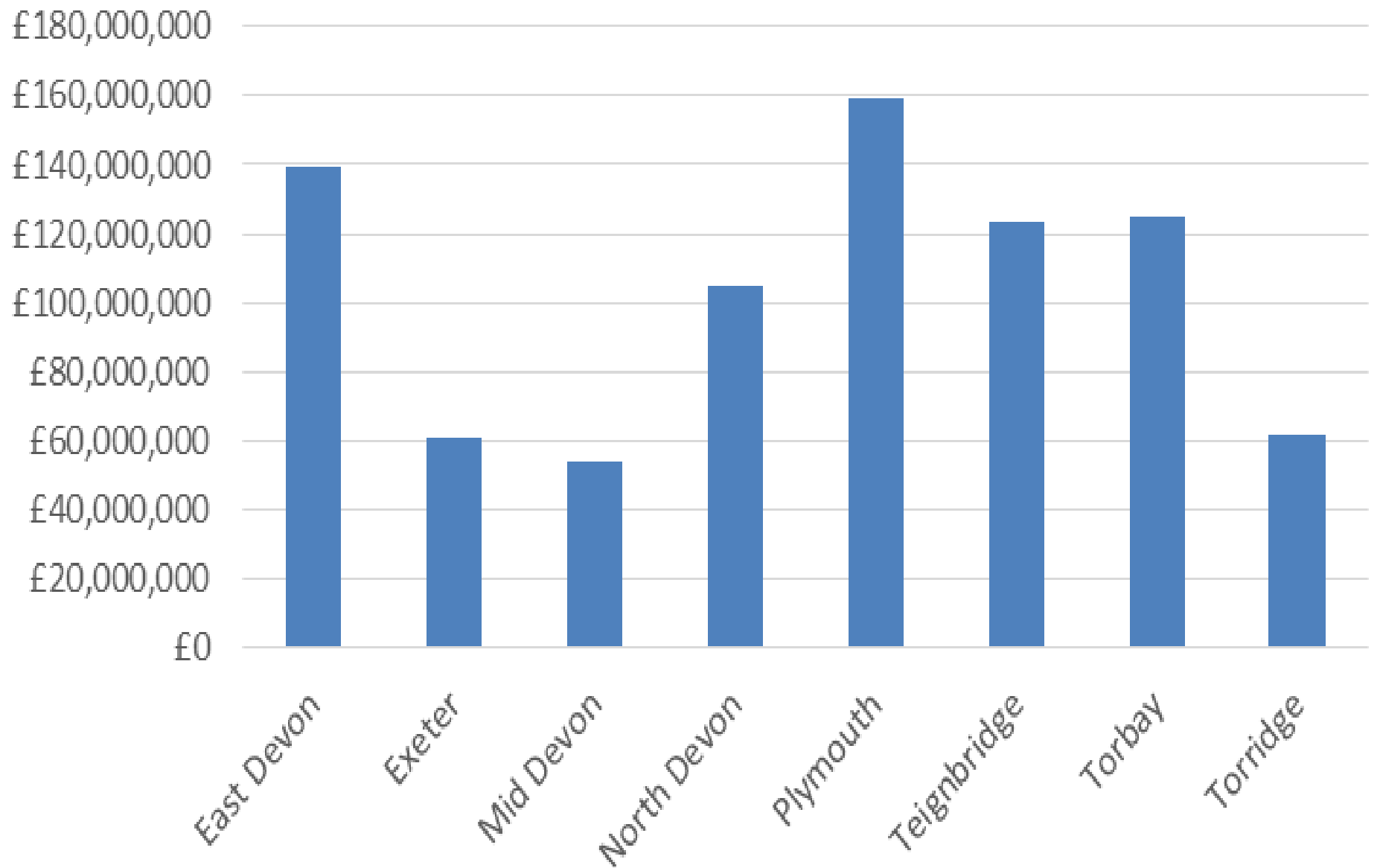
# Overnight visitor spend to Devon 2014



# Day visits to Devon 2014

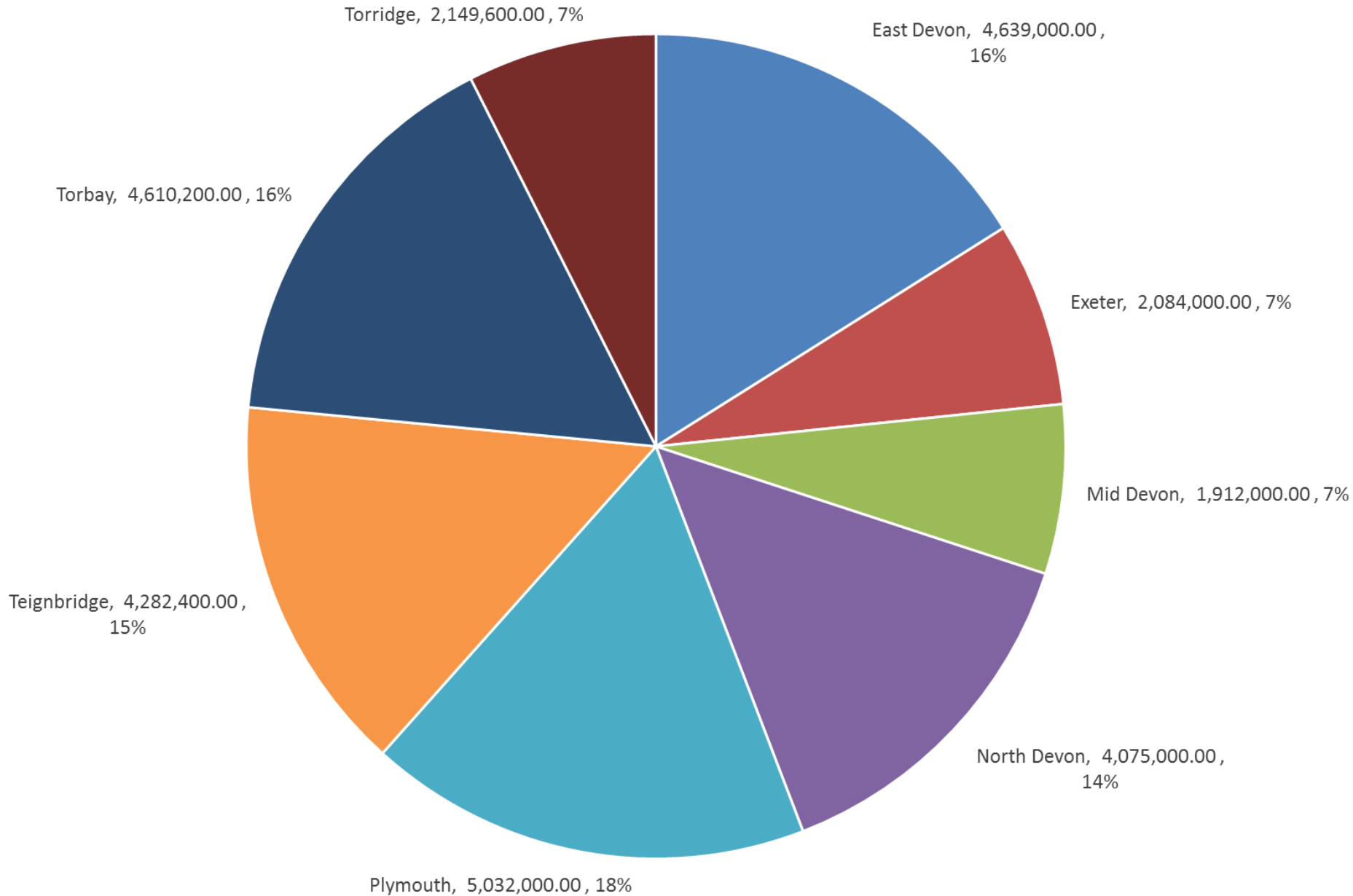


# Day visitor spend 2014

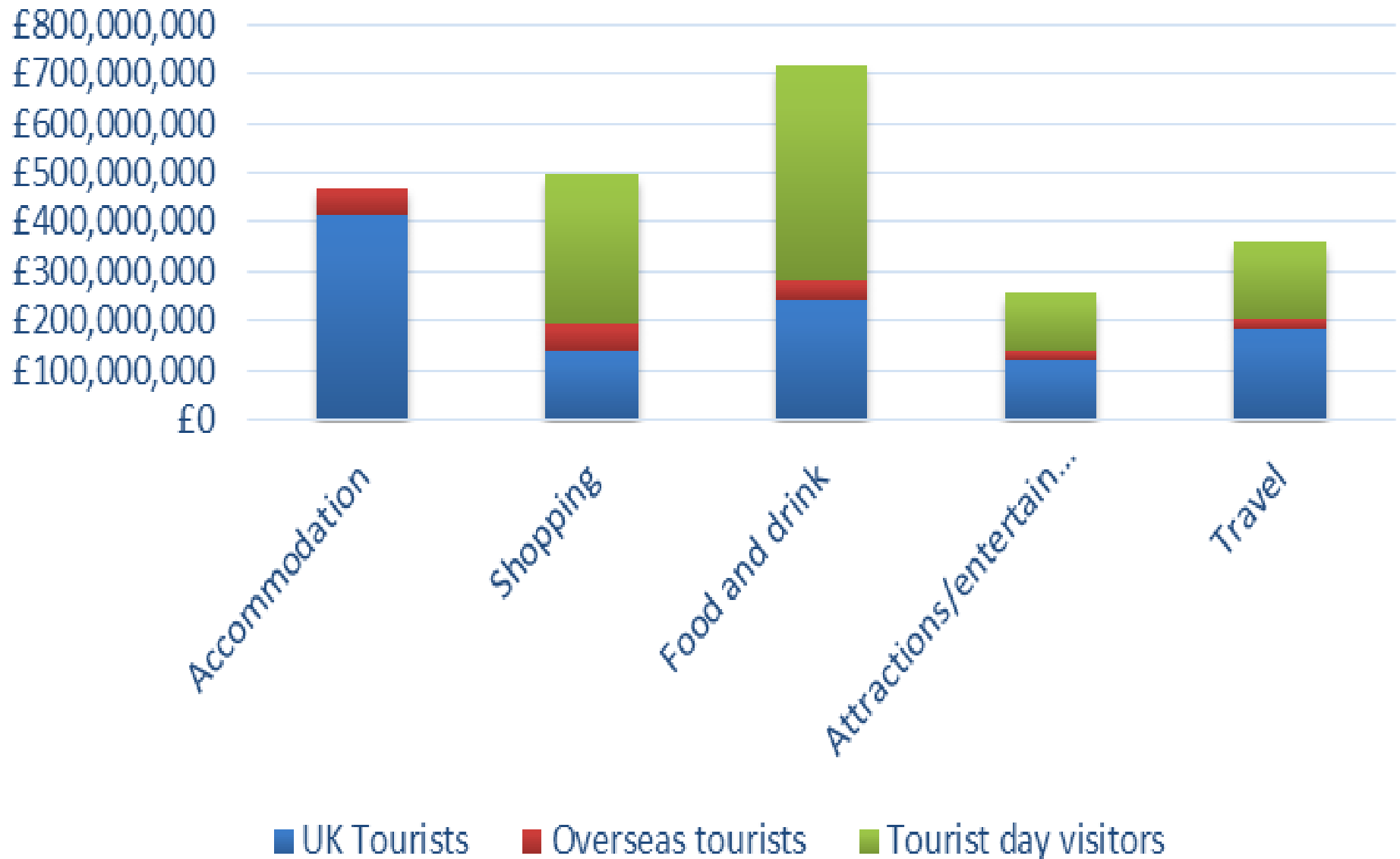




# Total visitor trips to Devon 2014



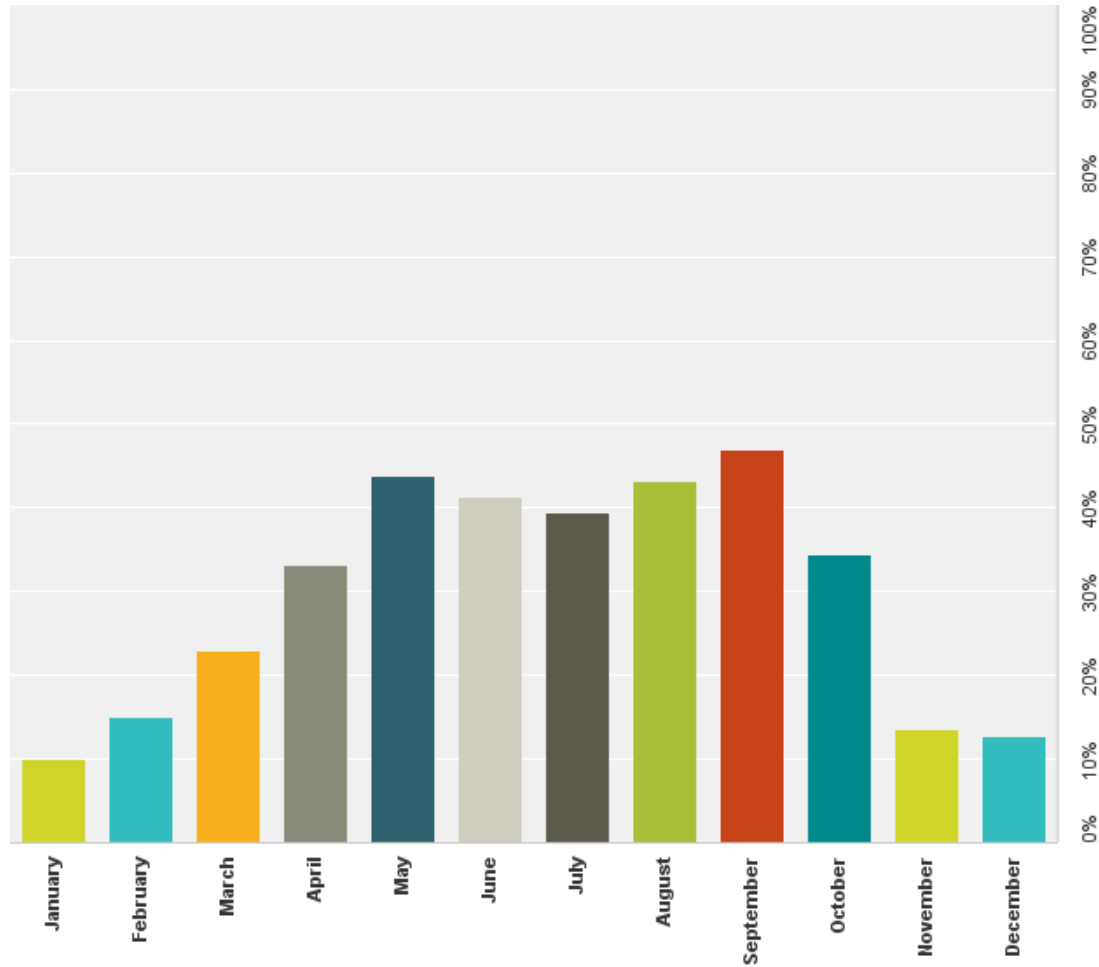
# Visistor spend breakdown 2014



# South Devon Visitor Research



Which months of the year have you stayed in or visited South Devon?





## What puts you off staying in South Devon outside the peak weeks?

Answer Choices	Responses
There's not much to do	3.33%
The weather's not as nice	6.67%
It's colder outside the summer months	3.33%
It's wetter outside the summer months	0.00%
Shorter days	3.33%
I can only visit when the children are on holiday	66.67%
Other (please specify)	23.33%



# What attracts you to staying in South Devon outside the peak summer periods?

Answer Choices	Responses
It's cheaper (I can make my hard earned money stretch further)	51.41%
I can afford to stay in nicer places (I can upgrade for less)	39.11%
I get the pick of places to stay	40.44%
There are plenty of local attractions to see	27.26%
It's quieter and it's easier to get to where I want	79.11%
The beaches are less crowded	52.89%
I love to see the changing seasons	46.81%
South Devon is cosy and welcoming in the Winter	30.22%
South Devon is a wonderful place to visit in the Spring	49.63%
South Devon is a beautiful place to visit in the Autumn	52.15%
There are events throughout the year	19.41%
I can take my dog with me on beaches once the beach restrictions have been lifted	14.07%
Other (please specify)	6.07%

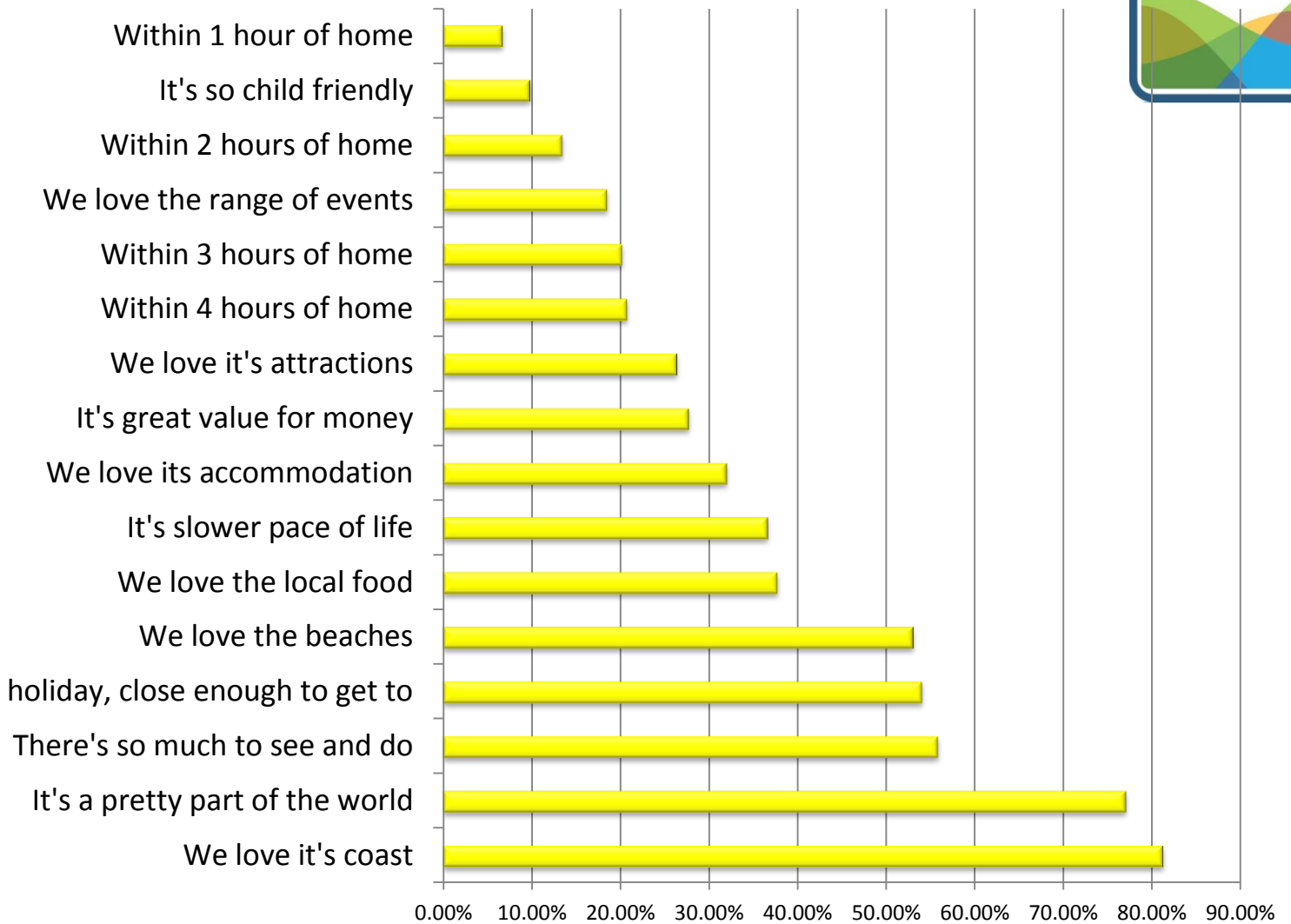


Quieter

Still plenty to do

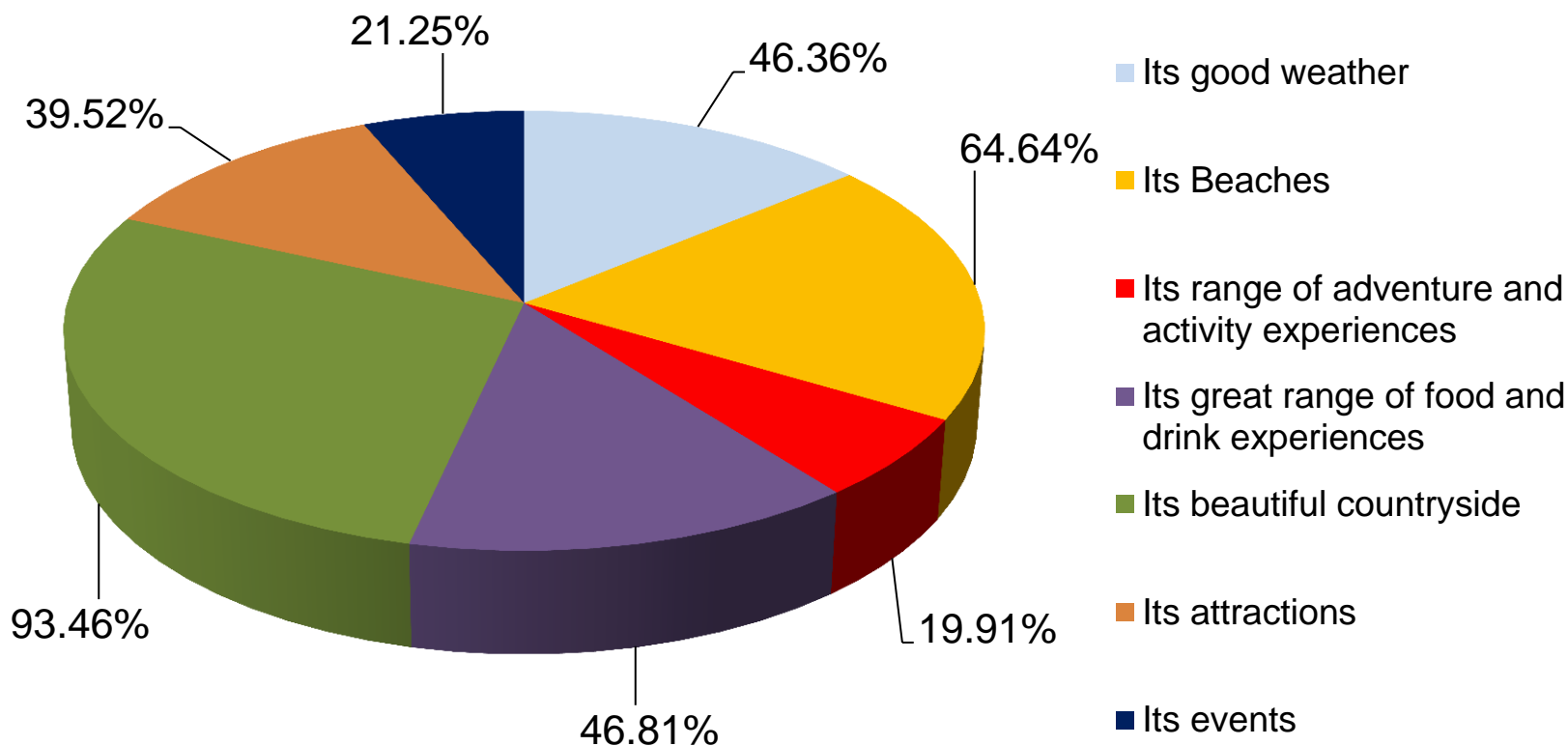
Seasonal Appeal

# Why do you choose to holiday in South Devon?

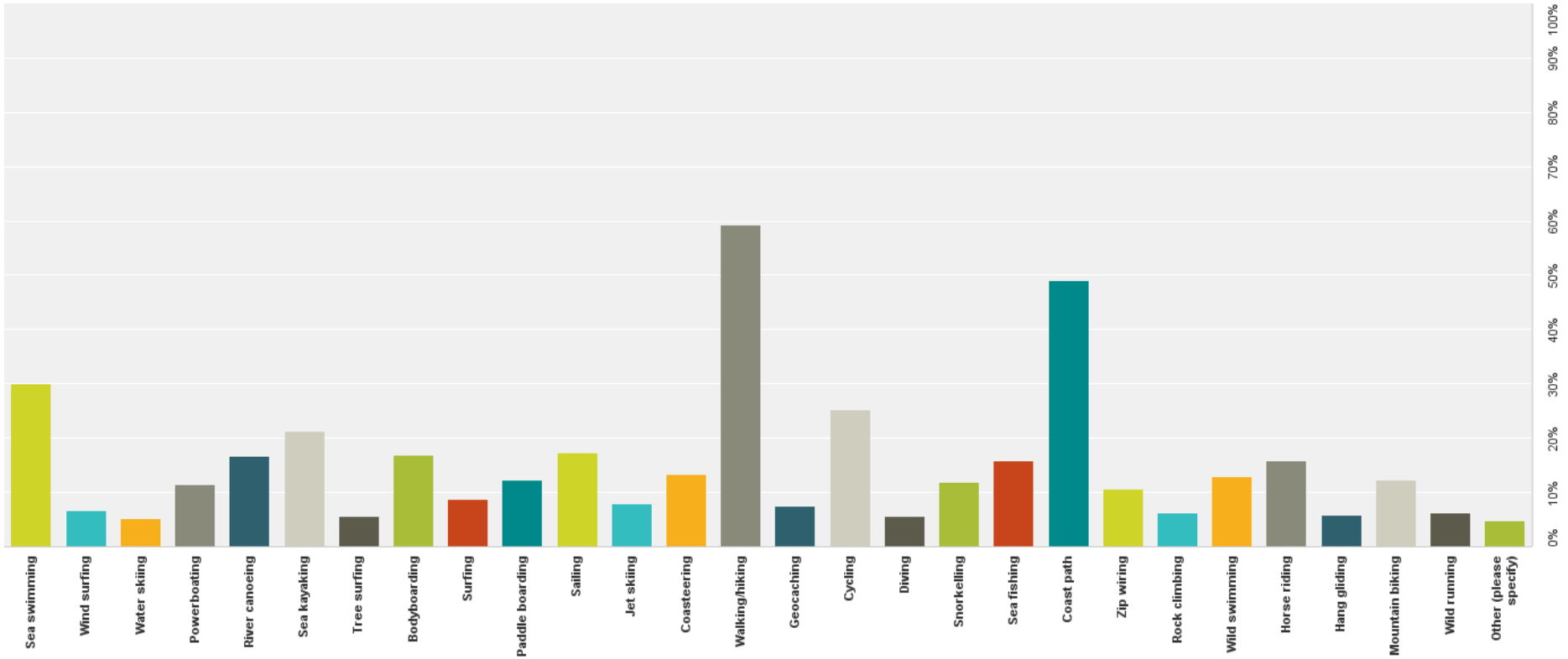




# Which of the following draws you to visit South Devon?



# Which of the following activities do you do when on holiday in South Devon?





# Top 5's



<b>1</b>	<b>Dartmouth</b>	<b>182</b>
<b>2</b>	<b>Salcombe</b>	<b>92</b>
<b>3</b>	<b>Totnes</b>	<b>63</b>
<b>4</b>	<b>Teignmouth</b>	<b>46</b>
<b>5</b>	<b>Dawlish</b>	<b>44</b>



<b>1</b>	<b>Blackpool Sands</b>	<b>110</b>
<b>2</b>	<b>Bigbury on Sea</b>	<b>103</b>
<b>3</b>	<b>Salcombe South Sands</b>	<b>95</b>
<b>4</b>	<b>Slapton Sands and Torcross</b>	<b>92</b>
<b>5</b>	<b>Hope Cove</b>	<b>91</b>



# Key Issues & Opportunities



- Extending the season – top up travel for empty nesters, young families and the pre-family market, growing the local day visitor market, and challenging the perception that the seaside closes for winter
- Under 35s – building awareness with a focus on ultra short breaks, fun and romance short term and longer term activity breaks and health and wellness
- International markets – raising awareness generally, creating compelling must see itineraries and making it easy to access
- Family markets - continuing focus and product development for the core family market

# Conclusion



- Coastal Tourism is a key market in the Devon and South Devon tourism economy.
- As a primarily coastal destination we must continue to:
  - Develop the coastal product
  - Market all year round
  - Collaborate

# Thankyou



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Visit South Devon

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