You’ll never want to leave!
*Sally Everton – January 2020*
Welcome to Devon
Home of the Devonshire Cream Tea
Jam on top of course
Our Vision

- The official Destination Management Organisation (DMO) for Devon. Not-for-profit partnership organisation committed to promotion, management and development of Devon as the ideal destination to live, work, visit and do business.

- Working nationally and internationally to grow and develop the visitor economy promoting sustainability and eco tourism

- The organisation will strive to be an exemplar in sustainable tourism and will work with other responsible organisations and stakeholders in the region to promote a safe and legal industry as well as supporting local food and drink producers.

- Working closely with VisitEngland and VisitBritain to showcase Devon to a national and international audience.
Sustainability Strategy

• Working with our partners to promote sustainability and eco tourism
• Make Devon GREEN in more ways than rolling hills
• Workshops on sustainability for our partners
• Buy Local and support local business
• Green Tourism Awards
Green Features

• Enviable natural capital in the world aim is to lead on sustainable tourism and conservation.

• Educating and raising awareness to reduce carbon emissions and using renewable technologies.

• Working on green initiatives to help businesses reduce their impacts, and improve their sustainability.

• The Great South West already has the highest number of green accredited businesses of any UK region.
Green Futures

• Campaign to highlight sustainability – B2B and B2C
• Encourage partners to work with sustainable suppliers who can help reduce single use plastic
• Encourage visitors to use public transport, cycling and walking routes
• Digital instead of print
• Online and downloadable collateral
• Educating our partners on the carbon footprint and the effect on the countryside
Areas to visit

- Cities
- Towns & Villages
- Eco Friendly Devon
- Dog Friendly Devon
- History & Heritage

Dartmoor
The English Riviera
East Devon & The Jurassic Coast
Mid Devon
South Devon
North Devon
Exeter
Plymouth
Case Study

Wholly organic and sustainable without being martyrs

- Heat capture systems in the kitchen to create hot water downstairs
- Solar capture on the roof to power heating in the bedrooms
- 100% organic linens from Greenfibres in the eight bedrooms
- Bedside lamps carved from Dartmoor wood by local craftsman
- Rodney Lomas
- Ceramics by local artisan Pippi & Me
- Mattresses from Naturalmat in Exeter
Taking Devon to the World

- **Industry recognition** - support from VisitBritain, VisitEngland,
- **Discover England Fund** - Cornwall and Devon
- **Travel Trade events and sales missions 2019** include VIBE; WTM; Vakantiebeurs; UKInbound; ITB Berlin MeetGB; ExploreGB; Destination Britain North America and IBTM all specifically targeted for visitor growth. Others in the US and Australia as part of the DEF project
- **Business Tourism** - focus group set up October 2017; enquiry system in place on website and is working. Joined the MIA - member benefits Events MeetGB, The Global Meeting Summit and IBTM 2019
- **Golf Tourism** - part of Golf Tourism England working with North Devon and Cornwall to develop Scandinavia and North America specifically
- **Evolving markets** - China and Japan
Working with Industry Partners

Commercial partners

- VisitBritain, VisitEngland global team
- Area Tourism Partners
- Cornwall, Somerset and Dorset
- SWTA
- GWR
- Flybe * omissions
- Tourism Society
- UKInbound
- MIA

Hosted educationals

- VisitBritain – Business Events Team; Kerrin MacPhie and Jamie Aides + 8 MICE buyers. April 2019
- VisitBritain – Lynda Falcone - Head of Travel Trade Canada + 25 agents/tour operators. May 2019
- Tara Barnes – Travel Trade Manager B2B East & Central US
- VisitBritain – Tomoko Hisaki Manager Tokyo - 16 Japanese agents. May 2019
- Leila Hellar - US Meetings and Incentive Director VisitBritain US (hosting Nov 2019)
- Numerous press visits & agent FAM trips
Looking ahead – the next steps

- Continue to develop our strategic outlook with our operational marketing plan – deliverance is key
- Align our strategy alongside VisitBritain and VisitEngland
  *Tourism Sector Deal – core area development of the visitor economy to South West England
- Strategy to increase season length and improve business visits and events
- Collaborative working - bringing Devon together
  - Cornwall, Somerset & Dorset
- Continue building Commercial Partnerships
- Branded collateral – pop up banners, postcards, brochures
- Sustainability and eco tourism
Planning ahead collaborative working

- South West Tourism Alliance (SWTA) working group made up of key tourism professionals from Cornwall, Devon, Somerset and Dorset. **Rick Turner replacing Alistair Handyside** as SWTA Chair - Nov 2019

- Working on future funding ideas to keep SWTA active in lobbying on key issues such as Safe & Legal campaign

- Working together on strategic planning in readiness to submit application for one of the 5 Tourism Action Zones when announced

- Discover England Fund bid – Cornwall & Devon (incorporating the greater SW including Dorset and Somerset) **Continuation bid submitted January 2020**
Planning ahead – partnership opportunities

**Domestic**

- Trade shows – BTTS working with DATA; CountryFile Live; Group Leisure & Travel Show; WTM; Camping and Caravanning Show - 2020
- Timed digital campaigns
- Press tips - ongoing
- Hosted FAM trips – buyers and Meeting Planners
- Devon Week - June 2020

**International**

- Trade Shows – Global Meeting Summit; US Sales week; DB China; VIBE, Vakantibeurs, ITB, ExploreGB, MeetGB, IBTM, Destination Britain North America (Sept 2020)
- Sales missions (April 2020)
- Press Trips
- Hosted FAM trips – buyers and Meeting Planners
- Strategic and targeted marketing
Partnership opportunities

Business Tourism Strategy

• Developing business tourism sector targeting conference and incentive travel
• On the board of VisitBritain for Business Events
• Designated area for meetings and incentive on VisitDevon website – enquiry form in place
• Targeting domestic and international markets
• Corporate trade shows – MeetGB, The Meeting Show, Global Meeting Summit and IBTM in 2019
• Joined MIA and working with ICCA via VisitBritain
• Transport strategy – working with GWR for discount schemes for groups – in place
• Hosted 8 buyers pre MeetGB in April (Association and Incentive)
• Hosting Leila Heller - recently appointed Meeting & Incentive Director for VisitBritain based in the US
• Sustainability – included within the RFP process
Where we are

- Website and social media SEO focus to get over 1m unique visitors - currently at 751,634. And 2,100,334m page views
- Commenced Google Ad words campaign on 22 Oct.
- Dilys Promo (our VisitDevon dog) excellent for social media interaction
- Twitter followers - now 52K followers from 22k in June 2016.
- Facebook - likes increased from 12k to 29.5k
- Instagram – 17.2K followers
- PR - working with industry partners, lifestyle and travel, plus reputable bloggers. Hosting press trips as well as familiarisation/educational trips
- The VisitDevon Guide - Oct 2019
- Funding – continue to source
- DEF project - Cornwall & Devon - continue to work together despite funding ceasing on March 31st 2019
Visitor stats to Devon
*Tourism Society and SWRC 2017

The Great South West region of Cornwall, Devon, Dorset and Somerset attracting 17 million staying visitors, with 73 million bed nights and an additional 91 million day visitors. The associated visitor spend of £10.8 billion with a contribution (GVA) to the economy of the Great South West of £6 Billion as well as providing direct, indirect and induced employment to 199,137 people.

To Devon
Total staying trips = 5.9 million  Total nights = 24.5 million
Day trips = 29.5 million  Total spend = £3.5 billion
Cornwall and Devon is a 604-mile route encompassing some of the most spectacular coastal and rural scenery in the UK, if not the whole of Europe. The 2 counties both steeped with history and myth make an unforgettable touring route.

Our target visitors—specifically to the Millennial and family and friendship groups seeking unique experiences that are interactive, exciting, adrenalin fuelled as well as being spontaneous. Perfect for getting off the beaten track and exploring the unexplored!
Product testing

- US based consultant surveyed 10 tour operators/ US buyers
- VEMEX New York
- VEMEX Chicago
- Destination Britain North America
- Showcases - Los Angeles and west coast
- Press and buyer familiarisation trips
Our brand experience

Themes
• Heritage & Genealogy
• Luxury Experiences
• Active and Outdoors
• Must See Icons
• Film TV & Literature

Itineraries
• Specifically and unique for the individual! Either ready made or a ‘Pick and Mix’ option via a ‘trade directory’ or bookable via DMC’s, tour operators and travel agents...
The VISITOR Experience

Choice

- Market match the experience with individual passion
- New to market – unexplored! Be the first!
- Variety – buzz and adrenalin; history and heritage; TV and film; food and drink; culture and arts
- Interactive, exciting and unique
- Excellent international gateways and transport hubs to Cornwall & Devon and beyond
- By rail - BRITRAIL
- Bookable - via 3 chosen DMC’s working with 7 US based tour operators and 4 in Australia
Discover – the undiscovered

Live like a local
• Accommodation for all – camping and glamping to tree houses to cosy country cottages to luxury 5 star hotels

Play like a local
• interactive, exciting and spontaneous adrenalin fuelled activities – abseil off granite tours, cold water surfing, coast-steering, high wires, gliding

Eat like a local
• Forage, fish, catch your own
• Diverse, ‘on-trend’ street and local food and drink
Linking with other DEF projects

- Cornwall & Devon (US and Australia)
  - The South West Coast Path (National Trails – German, Dutch French and US)
  - England’s Coast England’s Seafood Coast Western Europe
  - Making Great Memories with England’s National Parks (Australian and German)
  - The Great West Way Netherlands, German & US

- Mayflower 400 (US)

- Connections (US)
  - City Food Hubs (led by Destination Bristol)
Thank you for listening

Sally Everton – Director
E: sally.everton@visitdevon.co.uk
M: + 44 (0) 7976 711785
W: https://www.visitdevon.com
WeChat: SallyEverton

@VisitDevon  VisitDevon