



Press Release 4th November 2019

## Visit South Devon to drive forward its Group Travel Plan for 2020



Visit South Devon will implement its brand new Group Travel Plan for 2020 to showcase South Devon as a key destination for groups, tour operators and coach companies.

Visit South Devon is to build on the region's recent success at the Group Leisure and Travel Awards, where Devon secured a win for 'Best UK Destination'. Visit South Devon will implement its brand new *Group Travel Plan for 2020* to continue to showcase South Devon as a key destination for groups, tour operators and coach companies.

Anne Blackham, Marketing Manager for Devon's Top Attractions and who collected the award on the night said: "We are absolutely thrilled to have been awarded this nationally-recognised group travel award and bring it home to Devon. This award is fitting recognition to the quality of our top attractions and partners who continue to go above and beyond in offering memorable experiences for groups".

Visit South Devon's Group Travel marketing strategy will include a dedicated area on the destination's highly successful website <https://www.visitsouthdevon.co.uk/grouptravel>, which will highlight the key places to visit and stay that are Group friendly. There is also an opportunity to identify Group friendly attractions and download town maps.

As part of this initiative Visit South Devon will also be developing Group itineraries showcasing the towns in South Devon which want to encourage further visitors and highlights how accessible they are to this market with coach parking and coach drop off points clearly identified.

The spotlight on the Group Travel Market is timely with additional Group Travel tourism anticipated for the year-long Mayflower 400 celebrations across South Devon. Visit South Devon's Jo Butler says "Our 2020 Group Travel Plan is committed to building recognition of the accessibility and opportunity our region offers for Group tourism, both nationally and internationally"

Jo continues "To support our new Group Travel Plan there will be a targeted press campaign to promote this activity, including press visits throughout 2020. We will also be looking at attending travel trade shows with partners and working with other destinations on joint familiarisation visits to our welcoming South Devon Towns."

Neil Blaney, Economic Manager for Teignbridge DC and Visit South Devon Board Member says "We are delighted to see Visit South Devon showcasing South Devon as a key destination for groups and tour operators. This is an important target market for our towns in Teignbridge and South Devon and can help increase visitor footfall and spend to our local businesses. We have excellent facilities on offer in our towns for Groups and Coach Visitors and Visit South Devon's new marketing campaign will successfully highlight this across the tourism sector"

Ends

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Notes to Editors:

About Visit South Devon

Visit South Devon is a Community Interest Company that exists solely for the benefit of the local tourism community, helping raise the profile of the area as a destination for both national and international visitors. Covering the South Hams, Teignbridge, East Devon and Mid Devon, our main aim is to increase the number of day visits, short breaks, longer holidays and business trips to South Devon for the benefit of the local tourism economy.

For Information about visiting South Devon, go to [www.visitsouthdevon.co.uk](http://www.visitsouthdevon.co.uk)

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