



Making the Most of your Visit Dartmoor Membership

Visitor Experience

Objective: To increase length of stay and visitor spend to Dartmoor and surrounding areas.

Target Audiences – Consumer, Active, Weddings, Groups, and Fine Food Lovers.

- Print – A yearly magazine promoting accommodation, activities and attractions, published and distributed across the UK in January.
- Website – www.visitdartmoor.co.uk
Receives approx. **1.3 million** visits a year.
No 1 on Google when you search Dartmoor.

Website Page Views.

- | | |
|-----------------------------------|------------------------|
| • What's On/Events – 2017 – 2,713 | 2018 - 89,990 |
| • Things to Do – 2017 - 54, 122 | 2018 - 420, 455 |
| • Where to Stay – 184, 452 | 2018 - 191, 123 |

Your listing on the Visit Dartmoor website - Important tips

- **Write a description for your entry that is unique.** Google doesn't like duplicate content, so the more unique it is, the better.
- **Think about target markets** – walkers, cyclists, families, dog-friendly, accessible, romantic breaks for couples, etc. Write the description in a way that highlights how your business is perfect for them. As less people are using DMO sites for general booking, it's important that niche markets are targeted.

- **Product pages on destination website are still indexed by Google**, add in some keywords that will help make your page more favourable for important searches – e.g. “we are a *dog friendly Tavistock hotel...*”, “*self-catering on Dartmoor in Devon*” etc.
- **Provide a short description separate from a long description**, as the short description is what appears in the search results. Make it snappy and attractive, so visitors click on your record, not others.
- **Upgrade your photos** – get a professional in. It’s worth a small investment, ensure that the very best photo is used by Visit Dartmoor in the search results. Speak to Jen for photographers who are brilliant and will give members a discount!
- **Utilise all the features that Visit Dartmoor offer** – Trip Advisor reviews, videos, as many pics as possible, social media, special offers.
- **List your awards** on your listings
- **Link back to Visit Dartmoor** – talk about Dartmoor on your website and link back to the destination
- **Check your stats** – Visit Dartmoor can give you stats on clicks to your page, to your website, how many times you’re added to an itinerary and your location checked on a map.
- **Lastly, upgrade your website package** to get more prominence in key areas of the site. Gold members will appear more prominently, and have more images and valuable benefits, check what’s included on each package [HERE](#)

Uploading Events

- Free Events Upload facility - 90, 000 page views on What’s on pages a year. Jen uses this page for blogs, Moorlander

newspaper column, Visit England content calls and social media posts! Use this [Link](#)

Press and PR

- During 2018 - Visit Dartmoor have fulfilled 24 press enquires and 16 press visits. Visit England Calls for Content requests.
- Media includes – Visit Britain, Harpers Bazarre China, More 4 TV, Harper-Collins, Countryfile, Lonely Planet, National Geographic, Harpers Bazarre UK, Travel Lowdown, Telegraph, Active Traveller, Mode & Tendances, Sunday. BBC1, Emma Bowey (Travel blogger) The Times, Cycle Traveller, More 4 - Walks with my Dog, Travel Monkey,
- New press area and image library on the Visit Dartmoor website [HERE](#)
- How do you work with the press and your press releases?
- Do you update Visit Dartmoor on your news and info?
- Do you host press visits? Have you made Visit Dartmoor aware?
- Do you work with Travel bloggers?

Awards Have you got any? Do you enter? Ask Simon to add them to your page.

Social media reach

- Over 5.5K FB likes, 12.6K twitter followers and 1600 Instagram followers. Presence on LinkedIn
- Do you tag in Visit Dartmoor on all your social media?

- Competitions – do you work in partnership with other venues? Themes and anniversaries

Developing New Business

Select your target audience

- Consumer (families, dog friendly, local, international, cycling, walkers), Groups, Business traveler/Conferencing

Is your product/offering relevant to that audience?

- Do you need to develop your product? Are you set up to deal with trade rates? 18 months in advance booking

Routes to Market Speak to Jo if you need advice.

- Press releases, social media posts, e-newsletters, advertising, attendance at trade shows, engagement with your local tourism organisations

Ongoing relationship

- Keep in touch, build rapport. Send offers and news – Business Service membership with Visit Dartmoor

2018/2019

Priorities – Get involved in

- Delicious Dartmoor Campaign - printed 10,000 leaflets, distributed to VICs and TIC, events and shows, plus accommodation providers (campsites LOVE them) and available as a download online.
- Bookable activities – Discover England Fund project
- New map/leaflet in 2019 – Things to See and Do will be produced.
- Dartmoor Weddings
- Continue to hold member workshops/sessions – Video workshop coming soon

- Discover England Fund - Group Sessions
- 7th Nov – Two Bridges
- 22nd Nov – Bracken Tor

Visit Dartmoor & Dartmoor National Park Tourism Day – Tourism businesses with local VIC staff – March 2019 Date to be announced soon.

Leaflet swops, Updates from businesses, Networking

Contact Jenny How – Jenny@visitdartmoor.co.uk