

# Visit Dartmoor<sup>TM</sup>

The Official Tourism Organisation



[www.visitdartmoor.co.uk](http://www.visitdartmoor.co.uk)

# Background

Visit Dartmoor started in November 2014 by Jenny How and Simon Lloyd – owners of Visit Dartmoor, Visit Okehampton and Visit Dartmoor Design.

- Visit Dartmoor is the Official Tourism Organization for Dartmoor National Park.
- Visit Dartmoor is a private sector membership organization with over 160 members to date and receives no local authority funding.

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# Corporate Objective

To raise awareness of Visit Dartmoor as the Destination Marketing Organisation for the area and as Tourism Delivery Partner to Dartmoor National Park Authority. Also extremely important to provide a superb information resource for visitors to the area.

- This is achieved through B2B marketing - holding members days, business and training workshops, working with local press and national publications, social media marketing and engaging with the other Tourism Partnerships in Devon.
- The objective is to grow membership by 20% by December 2023.
- To offer a discounted Graphic Design service to Members. Website design/upgrade, logo, signage, posters, leaflets.



# Visitor Experience

**Objective:** To increase length of stay and visitor spend to Dartmoor and surrounding areas. To extend the tourism season to include the shoulder months.

**Target Audiences** – Families, Groups, Couples, Activity seekers, Wellness seekers and Foodies.

- Website – **www.visitdartmoor.co.uk** in the last **12 months 1.4 million page views** over **56,000 unique monthly views, 3.18 duration time.**
- Quarterly Consumer e-marketing – **Database of 37,000** with an average **open rate of 38%.**
- Social media followers – **11K FB, 15.6K Twitter, Instagram 7.5k.**



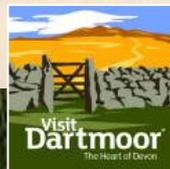
# Discover Dartmoor Guide

- Pre-arrival destination guide designed in-house annually.
- Digital version for download very popular.
- Decreasing printed copies for sustainability.
- Posted out on request from the office.
- Thematic content, showcasing accommodation, towns, food, activities, arts, history etc.



# Press & PR

- During 2022 - Visit Dartmoor fulfilled 24 **press enquires and 5 media visits.**
- Facilitate press trips, supply content and provide images.
- Press area on the website – press releases and stories for journalist.
- Titles include – **Countryfile, Woodland Trust, Age UK, Country Walking, The Sunday Times, The Times, Country Living, Guardian, Moorlander, Devon Life, Your Dog Magazine.**



# Priorities for 2023

- **Content Plan** - Encouraging members to engage with different themes and provide Visit Dartmoor social media graphics to use. Blogs for website and social media content.
- **January** - Sustainability.
- **February** - Experiential 'things to do' on Dartmoor.
- **March** - Wonderful places to stay/unique accommodation.
- **Green Tourism** - promote dedicated area on the website, workshops and training.
- **Dartmoor Search & Rescue** - showcasing the 4 groups on website to raise awareness.



# Thank You!

- And finally .... we are forever grateful to you, our loyal Visit Dartmoor members, without whom we would simply not be here.
- Please stay in touch, let us know what you're doing, send us your press releases.
- We are always available!
- Let us know if you need some extra support or help and we'll do what we can.
- **Thank you.**

