

Visit **Dartmoor**

The Heart of Devon



Background

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

- Visit Dartmoor is the Official Tourism Organisation for Dartmoor National Park
- Visit Dartmoor is a private sector membership organization with over 150 members to date and receives no local authority funding



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.

- This is achieved through B2B marketing - holding members days, business and training workshops, working with local press and national publications, and engaging with the other Tourism Organisations in Devon.
- The objective is to grow membership by 20% year on year.



Visitor Experience

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


Target Audiences – Consumer, Groups, Active and Foodies.

- Print – A pre arrival destination guide is produced yearly. A print runoff 3,000 and distributed. Thematic approach. Also available as a digital download.
- Website – **www.visitdartmoor.co.uk** in the last 12 months 1.25 million page views over 56,000 unique monthly views, 3.18 duration time.
- Consumer e marketing – Database of 35,000 with an average open rate of 38%.



Visitor Experience

Social media channels - Visit Dartmoor

 X (formerly Twitter) -	15.8K
 Facebook -	13K
 We Love Dartmoor FB group -	22.3K – Huge growth over the past 18 months
 Dogs Love Dartmoor FB group -	1K
 Instagram -	9K
 Threads -	2.3K
 LinkedIn -	540

- Content plan – Themes.



Priorities for 2024/25

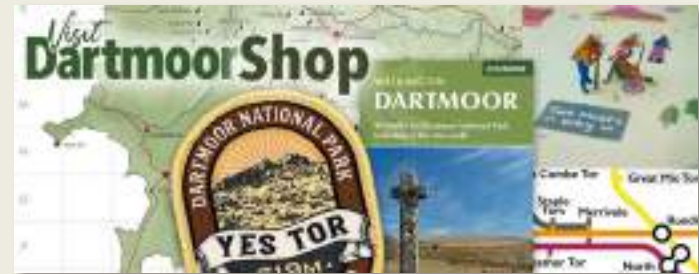
- **Working with the towns on Dartmoor** and looking at how we can have a more joined up approach.
- **Engaging more with DNPA** and ensuring our messaging is joined up.
- **Group Travel Trade** A dedicated website focus, itineraries, working with partners at Group Travel Shows and press/fam trips.
- **Member workshops** Making the most out of membership, Bookable experiences, Working with the Travel Trade.
- **Sustainability** Pledge.
- **Host influencers and press**



Priorities for 2024/25

- **E-Commerce – Dartmoor Shop**

Selling Walking Books, Dartmoor Maps, Posters and Hiking Badges.



- **A1 or A2 posters** designed by Simon – that can be personalised. Adding a graphic '**you are here**' and or your **logo**.

- **Content Plan**

Themes for October – December 24 - **Outdoor active**
January – March 25 - **Nature**.

- With an overarching focus on Sustainable stays, travel and visits.



How to make the most of your membership!

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!

Keywords

Product pages on destination websites 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.

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!

How to make the most of your membership!

Utilise all the features that Visit Dartmoor offers

Videos, as many pics as possible, social media, special offers. Please make sure everything you offer shows on your listing ... eg Dog-friendly, Garden, Parking, Fishing etc.

Please ask Jen or Simon if you need help with this, eg if you have facilities for stabling/grazing horses.

Awards

Ensure your awards are showing on your listings.

Link back to Visit Dartmoor

Talk about Dartmoor on your website, use the Visit Dartmoor logo and link back to the VD website. Visit Dartmoor is a 'high authority' website and very powerful, so it's useful to link to different pages such as Walking, Folklore, Archaeology, Attractions etc ... whatever suits your purpose, and it helps your guests too.

Remember, you can update or edit your page anytime. If you need your login details, just let us know, and we'll send them over.

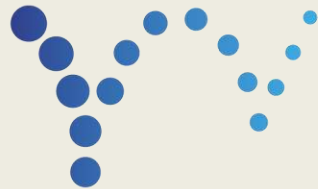
How to make the most of your membership!

- **Check your stats** Visit Dartmoor can give you stats on clicks to your page, and how many click through your website.
- **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.
- **Uploading Events** Free Events Upload facility – 90, 000 page views on What’s on pages a year. Jen uses this page for blogs, Visit England content calls and social media. **Submit your Dartmoor Event (visitdartmoor.co.uk)**
- **Visit Dartmoor social media** Engage with these channels.
- **Competitions** We can share the data with you!
- **Blogs** You are always welcome to send us your Press Releases, News Items and Blogs. They’ll go on the Visit Dartmoor website and be shared to our social channels. Jenny How – **Jenny@visitdartmoor.co.uk**

News Update

Devon and Partners LVEP – accreditation from VisitEngland

South West Visitor Economy Data Hub



**South West
Visitor Economy Hub**

