



Press release: December 2019

Everything you ever needed to know about South Devon
The 2020 South Devon Visitor Guide Goes Live
And it's Greener Than Ever!



The 2020 South Devon Visitor Guide is available to download with hard copies produced on recycled paper

Visit South Devon's impressive [2020 Visitor Guide](#) has gone live with a full version available to view and to download from their website. The 2020 Visitor Guide is an extensive guide showcasing what to see and do in South Devon and is packed full of features and adverts for the very best in accommodation and visitor attractions in the region.

The Destination Marketing Organisation is encouraging its guide users to access the new guide digitally to reduce its environmental footprint. In January, 100,000 copies of the guide will be published on recycled paper, along with 20,000 leaflets promoting the online guide, which are also to be produced using recycled paper.

Anna Roach of Visit South Devon says “following the launch of our [sustainability pledge](#) we wanted to ensure our Visitor Guide was as green as possible and printing on recycled paper allows us to promote the area in a sustainable manner. We are also producing 20,000 leaflets which are pointing visitors to the website to view and download an online copy, our social media and website will also be promoting the digital alternative.”



The 2020 Visitor Guide will be available nationally and locally with new distribution locations and routes helping to deliver the guide to a new audience, as well as still being found in information and visitor centres. In line with the policy to reduce environmental impact there will be no postal copies sent out this year.

Anna Roach continues “Our 2020 Visitor Guide has an abundance of recommendations and information for users and visitors. This year we have included even more editorial on our outstanding South Devon towns and villages, we have also introduced a dog friendly page and news on our fabulous Photo Competition. Whether you are looking for a short break, summer holiday or a great day out, you will find our 2020 Visitor Guide the go-to resource!”

To view and download Visit South Devon’s Visitor’s Guide visit: www.visitsouthdevon.co.uk/guide

Ends.

About Visit South Devon:

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 whole southern half of Devon, including, 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 lots of useful information on great places to stay, eat and visit in South Devon please visit www.visitsouthdevon.co.uk

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