



Press Release

Visit South Devon Partners with Bovey Tracey to Boost Tourism



Visit South Devon has announced a new partnership with Bovey Tracey, a thriving gateway town on the edge of Dartmoor, to help attract more visitors and highlight everything the town has to offer.

Bovey Tracey combines rich history, independent shops, award-winning eateries, and a vibrant arts and crafts scene, making it a must-visit destination for those exploring South Devon. The collaboration will see Visit South Devon promoting the town through its established marketing channels, including digital campaigns, newsletters, and social media, reaching audiences across the UK and beyond with the brand Discover Bovey Tracey.

As part of the initiative, Bovey Tracey's unique visitor attractions – such as MAKE Southwest, Dartmoor Whisky Distillery, the House of Marbles, National Trust Parke, local markets, and its proximity to Dartmoor National Park – will be showcased to a wider

audience. Seasonal events, festivals, and trails will also be featured, encouraging visitors to stay longer and experience the town's year-round appeal.

Corin Burton – Town Councillor with Bovey Tracey Town Council and Chair of the town Business Association said:

"We are delighted to be working with Visit South Devon to shine a spotlight on Bovey Tracey. Our town offers a fantastic mix of history, culture, and natural beauty, and this partnership will help us share that with more people."

Jo Butler - General Manager at Visit South Devon Manager:

"Bovey Tracey is a real gem of South Devon – full of charm, creativity, and character. We're excited to support the town by increasing its visibility and helping more visitors discover what makes it so special."

With this partnership, Bovey Tracey is set to strengthen its position as a key tourism destination in South Devon, welcoming new visitors while supporting its local businesses and community.

About Visit South Devon:

Visit South Devon is a not-for-profit Community Interest Company that exists solely for the benefit of the local tourism and hospitality 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, West Devon, 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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