



Press release: Monday 25<sup>th</sup> May 2020

## As 'English Tourism Week 2020' unfolds Visit South Devon supports the region through Virtual Campaign



*Image, Start Bay, South Devon. Photo credit Visit South Devon*

Today marks the start of [English Tourism Week](#) where the campaign's focus will undoubtedly be on engagement with both Government and stakeholders to support the recovery of English Tourism destinations in the wake of the Covid-19 crisis. Destination Marketing Organisations such as [Visit South Devon](#) have been focusing on promoting the region and local tourism businesses virtually.

Throughout the pandemic Visit South Devon has continued to aid the region's tourist sector, helping to alleviate some of the impact on business member's livelihoods by promoting them through the CIC's marketing and social media channels. They recently launched a Visit Virtually campaign, which allowed visitors to explore the area through businesses videos, webcams and their very own virtual reality 360 videos. They launched a second campaign,

Plan a Future Visit, which promoted the wide range of fantastic offers, visit later promotions and home shopping options being offered by the regions tourism and hospitality businesses.

After communicating closely with Visit England and the regions other DMO's the CIC has been regularly sharing industry news, Government announcements and Visit England updates with the tourism industry.

Jo Butler of Visit South Devon says "Throughout the ongoing pandemic we have taken measures to support our members and future visitors by regularly sharing and updating Government links and guidelines. We have also liaised closely with Visit England, our regional towns and other Destination Marketing Organisation's to keep our guidelines and news clear and current. We have been keeping potential visitors informed and inspired with engaging content on social channels, through our staycation landing pages and by promoting the media profiles of businesses offering virtual consumer experiences".

Jo Butler continues "now is a very worrying time for whole tourism industry, the situation for many businesses is very serious, with their futures dependant on how much of a summer season can be enjoyed and what limits and restrictions are in place. Throughout the last few months and over the coming months we will do everything we can to support the industry."

The challenge of the Covid-19 crisis has seen South Devon businesses undertake alternative ways of operating whilst lockdown measures and travel restrictions have been in place. Visit South Devon's Anna Roach says "Our regional businesses have been under enormous economic pressure and we have been working with our members in a variety of ways to bolster their messaging and promote offers and products for customers. We have seen a huge increase in gift vouchers, take-way options and offers for short breaks, which can be purchased now and enjoyed later".

Whilst some restrictions and closures remain enforced South Devon businesses such as Boringdon Hall, Cary Arms, Ilington Country House Hotel, Aerosaurus Balloons and Stuart Line Cruises have all initiated a variety of offers and deals for future visitors, which Visit South Devon is supporting by promoting [new offers](#) on its website and to its business and sector communities.

Ends.

You can support South Devon businesses and find out more about offers here:

The Visit South Devon website features [new offers](#) from its members that is regularly updated.

<https://www.visitsouthdevon.co.uk/blog/read/2020/04/offers-to-plan-a-future-trip-to-south-devon-b444>

For links and virtual tours visit <https://www.visitsouthdevon.co.uk/blog/read/2020/04/virtual-south-devon-b443>

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](http://www.visitsouthdevon.co.uk)

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