

## Food & Drink Producers Campaign



## Food & Drink Producers Membership 2022/3

**Visit South Devon** is a not-for-profit CIC, and the Official Destination Marketing Organisation for the region. Covering West, Mid, East and South Devon we provide the No 1. resource for both visitors and media on places to visit, events, accommodation, attractions, places to eat & more.

Our focus for 2022 will be on aiding the economic regeneration of the local tourism economy, working with regional partners to establish national and international marketing campaigns, PR and driving consumer bookings for the region. Your support means you are directly supporting the tourism economy of the area – as any profits are put straight back into our marketing!

Our website [www.visitsouthdevon.co.uk](http://www.visitsouthdevon.co.uk) reached almost 3 million page views during 2021 and has nearly 60,000 social media followers. We are already on target to beat this in 2022!

### Food & Drink Producer Membership 2022/3 – £125 + Vat for 12 months

- A bronze level equivalent website listing on [www.visitsouthdevon.co.uk](http://www.visitsouthdevon.co.uk) under the dedicated section South Devon Food and Drink Producers with website link, contact details, event uploads, opening times and map.
- Targeted Blogs will be developed throughout 2022/3 focusing on local produce and sustainable tourism and you will be able to submit your own Blogs as well.
- Dedicated press updates will be distributed through 2022/3 on Local Produce in South Devon and your information will be included.
- You will have the opportunity to host a press trip from a foodie or travel journalist/blogger.
- Competitions will also form part of the campaign to help raise the profile of local produce in the South Devon area.
- Inclusion in a targeted consumer newsletter focusing on South Devon Producers sent out to a distribution list of almost 14,000.

**For more details or to join call Louise on 07590 570007 or email [louise@visitsouthdevon.co.uk](mailto:louise@visitsouthdevon.co.uk)**