



Press Release - FOR IMMEDIATE RELEASE

Visit South Devon to Exhibit at Group Leisure Show for the First Time



Image – Credit Visit South Devon – Dartmouth

Visit South Devon is set to make its debut at the Group Leisure Show in Milton Keynes this October, as part of its ongoing Groups and Travel Trade marketing campaign.

The annual event brings together group travel organisers, coach operators, tour planners and travel trade professionals from across the UK, providing Visit South Devon with an important opportunity to showcase the region as an attractive destination for group visits, coach holidays, tours and special-interest travel.

Visit South Devon will be joined on its stand by four of its tourism partners – Plymouth Boat Trips, Cliffden Hotel, Cofton Holidays and Visit Exmouth – with additional Leaflet Partners also supporting the stand.

Together, the partners will showcase the breadth of experiences available across South Devon, from coastal and maritime attractions to group-friendly accommodation and destinations offering a wide range of activities and experiences for visitors.

A key focus at the show will be Visit South Devon's new South Devon Towns itineraries, which have been developed specifically for the group travel market including Bovey Tracey, Dawlish, Totnes, Exmouth, Dartmouth and more. The itineraries provide tour operators and group organisers with inspiration for building South Devon into their programmes, highlighting the individual character, attractions, experiences, food and drink and visitor facilities available across the region.

Jo Butler- General Manager at Visit South Devon - "Exhibiting at Group Leisure Show for the first time is an exciting step forward for Visit South Devon and reflects our growing focus on the group travel and trade market.

"South Devon has so much to offer groups, from our beautiful coastline and countryside to our historic towns, attractions, food and drink experiences and excellent group-friendly businesses. By exhibiting alongside our partners, we can demonstrate the variety of experiences available and make it easier for group organisers and tour operators to build South Devon into their itineraries.

"Our new South Devon Towns itineraries are a particularly exciting part of our offer. They showcase the distinct character of our towns and give the travel trade ready-made ideas and inspiration for planning group visits."

The Group Leisure Show will also provide an opportunity for Visit South Devon and its partners to meet directly with group travel organisers and tour operators, develop new relationships and highlight the benefits of including South Devon within future programmes.

The appearance at the show forms part of Visit South Devon's wider Groups and Travel Trade marketing campaign, which aims to increase awareness of South Devon as a group-friendly destination and generate additional visits and overnight stays across the region.

Visit South Devon has been developing a growing portfolio of group travel products and itineraries, designed to make it easier for operators to plan and sell holidays and day trips across the destination.

The organisation will be inviting visitors to the stand to discover more about the new itineraries, meet the participating businesses and explore opportunities for developing future group programmes in South Devon.

For more information on Visit South Devon Groups and Travel Trade activity please visit [Group Travel and Coach Parties to South Devon](#)

Note to editors - 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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