

Press Release - FOR IMMEDIATE RELEASE

Visit South Devon celebrates Best Collective Destination win at Group Travel World Awards



Visit South Devon has been named Best Collective Destination at the 2026 Group Travel World Awards, recognising the strength of South Devon's tourism offer and its growing appeal to group travel organisers, coach operators and the wider travel trade.

The award, presented at the Group Travel World Awards on 29 September at Coombe Abbey, is a significant achievement for Visit South Devon and its tourism partners, highlighting the collaborative approach taken to showcase the region as a destination for group visits.

Visit South Devon works closely with attractions, accommodation providers, visitor experiences, towns and tourism businesses across the region to develop and promote itineraries specifically designed for groups. South Devon offers an exceptionally diverse range of experiences within relatively short travelling distances – from its stunning coastline, historic towns and picturesque villages to Dartmoor, gardens, heritage attractions, food and drink experiences, boat trips and independent shopping.

The destination's group travel offer is supported by a growing range of itineraries and experiences designed to make planning visits easier for Group Travel Organisers and tour operators. The region has also featured in Group Travel World's coverage, with the publication highlighting South Devon as a destination where groups can experience

contrasting landscapes, attractions and communities without spending excessive time travelling between locations.

Stuart Longrigg, Chairman of Visit South Devon, said:

“We are absolutely delighted to receive the Best Collective Destination award from Group Travel World. This is a fantastic recognition of the hard work and collaboration of our tourism businesses and partners across South Devon.

“Group travel is incredibly important to our region, bringing visitors to our attractions, hotels, restaurants, towns and experiences throughout the year. What makes South Devon such a special destination for groups is the sheer variety of experiences available, all within easy reach of one another.

“This award belongs to the whole South Devon tourism community. It demonstrates what we can achieve when we work together to showcase our wonderful destination to Group Travel Organisers and the travel trade. We look forward to building on this success and welcoming even more groups to South Devon in the years ahead.”

Visit South Devon will continue to work with its members and tourism partners to develop new group itineraries, promote the region to Group Travel Organisers and tour operators, and showcase the breadth of experiences available across South Devon.

The organisation’s group travel activity includes dedicated itineraries covering South Devon’s towns, food and drink experiences, vineyards and distilleries, attractions, heritage and the region’s spectacular coast and countryside.

The award comes at an exciting time for Visit South Devon’s group travel programme, with the organisation continuing to strengthen its relationships with the travel trade and attending industry events to promote the destination and its partners.

Visit South Devon is the official destination marketing organisation for South Devon, working with tourism businesses across the region to promote the destination and support the local visitor economy.

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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