



Press release: Wednesday 21st May 2019

Visit South Devon celebrates its 10th anniversary with a record growth in website traffic this Easter



Mothecombe Beach, South Devon.

Visit South Devon is celebrating ten years promoting tourism to national and international visitors by announcing investment in travel PR specialists, Wordfluential.

[Visit South Devon](#), the Community Interest Company, set up ten years ago for the benefit of the local tourism community to help raise the profile of the area as a destination for both national and international visitors, is celebrating its tenth anniversary in 2019. Visit South Devon has been enjoying increasing success with its website traffic growing by 42% in April 2019. A buoyant Easter period heralded over 174,000 page views with an increase of 38% site visits.

The remit of the successful CIC, which promotes the southern half of Devon including, the South Hams, Teignbridge, East Devon and Mid Devon, has grown considerably in the last decade, seeing a significant merger with the Heart of Devon Tourism Company in 2016 and taking over the [Discover Dartmouth](#) website and online promotion of the historic town in the same year.

In its tenth operational year, Visit South Devon continues to provide strategic support and marketing expertise for the Devon region, including the management of the newly acquired [Visit East Devon](#) Instagram account.

To further support this period of growth the CIC has continued its investment in PR by appointing travel specialist PR, [Wordfluent.com](#) to build on recent successes.

Wordfluent is a national PR & comms agency based in Plymouth. Past and current clients include Visit Plymouth, Visit Somerset and Exmoor and Visit Devon as well as premium destinations [Royal William Yard](#), [The Garden House](#), [Pentillie Castle](#) and the [Lost Gardens of Heligan](#).

“We’re delighted to appoint Wordfluent as part of our tenth anniversary activity, said Jo Butler of Visit South Devon. “Our 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. With Mayflower 400 just around the corner this is a great opportunity to make some noise about the region.”

“We’re really excited about supporting South Devon,” said Dawn Bebe, Director, Wordfluent. “Who could not be excited about promoting Dartmouth, Salcombe and all of the beautiful towns, coastline and countryside in the area? We can’t wait to get started.”

With the increasing growth seen in the traffic to the Visit South Devon website this Easter, “The time is great for new members to come on board,” said Business Development Manager, Jo Butler. “We have exciting plans to promote South Devon and its tourism businesses; we’d encourage anyone who’d like more support for their tourism business to get in touch”.

Ends.

To follow or share the story visit:

Visit South Devon @visitsouthdevon #southdevon

Discover Dartmouth @discoverdartmouth #discoverdartmouth

Visit East Devon @visiteastdevon #visiteastdevon

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Notes to Editors:

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 information about Visit South Devon CIC: www.visitsouthdevon.co.uk/visit-south-devon

For information about visiting South Devon: www.visitsouthdevon.co.uk

For information on 10 years of Visit South Devon: <https://www.visitsouthdevon.co.uk/blog/read/2019/04/10-years-of-visit-south-devon-b332>