



Press release: 23rd July 2019

## South Devon is an Instagram hit! Why user generated content is championing the region



*Since Visit South Devon launched its 'Instagrammable' series in October 2018, the series has helped generate over 61,000 page views.*

Visit South Devon is reaching out to fans of the Devon region to contribute to the growing catalogue of stunning Instagram images capturing the area and inviting them to be potentially included on the Visit South Devon website, specialist blog posts and beyond.

Anna Roach of Visit South Devon said “We are keen to encourage Instagram users to promote the range of landscapes and locations across the South Devon region so we can highlight both our favourite places and reveal hidden gems to a wider audience”.

In October 2018 Visit South Devon launched a series of 'Instagrammable' blog posts focusing on specific places in the region for people to visit, which offer impressive photo opportunities for keen photographers. The vibrant and

informative posts provide insider tips, suggestions and details of photogenic locations to visit. The posts all use images taken by Instagram users to give an authentic insight into what visitors can expect and inspire others to explore the region and share their experiences.

The series has so far covered coastal and countryside towns including Dartmouth, Seaton, Honiton and Totnes as well as Areas of Outstanding National Beauty, the Jurassic Coast and afternoon teas, giving the reader an insight into everything South Devon has to offer. Visit South Devon will be continuing the series until they have a complete and comprehensive insider's guide to the region.

Anna continues "Instagram is a hugely popular platform which is being used more and more as a holiday research tool and it's important for us to share not only our imagery but user generated content. Combining these factors we've started creating a series of engaging posts which not only showcase the area, but provide informative advice to holidaymakers on where to get the perfect shot for their social media feed, whilst also highlighting stunning images taken by both locals and visitors to the area".

"Our Instagrammable series is a visually dynamic way to highlight the beauty and variety of our region, to celebrate the talents of our contributors and is a fun way to promote how varied and picturesque the region is to new visitors. We are keen for more Devon lovers to get involved by sharing their favourite Devon places to photograph with us".



Above: Seaton Wetlands, one of the locations included in the Instagrammable series

The blog posts are proving hugely popular amongst users and have helped the blog section of the site generate over 61,000 page views. Visit South Devon's Instagram following has also grown tremendously over the last 12 months, by over 187% to over 12,000 followers. This growth was another driving force behind creating the blog series and engaging directly with Instagram users.

Visit South Devon's Instagrammable posts have proved such an engaging format that the CIC is keen to attract further contribution from users of the social media video and photo sharing network. Anna explains "By using our key hashtags #visitsouthdevon and #southdevon any image that we share on our Instagram feed is featured on our website homepage".

To read the instagrammable series please visit <https://www.visitsouthdevon.co.uk/blog/instagrammable>

Ends.

**Editors notes:**

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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