



discover  
**Dartmouth**



## Visit South Devon and Discover Dartmouth partner with new South West 660 road trip

### Driving tourism year-round



Visit South Devon has become the latest partner for the South West 660 driving route, an iconic road trip following the beautiful coastline of southwest England.

The 660-mile route runs from Poole in Dorset through Devon and Cornwall and finishes in Watchet, Somerset, passing Areas of Outstanding Natural Beauty and World Heritage Coastal sites as it hugs the sea.

Encouraging adventurers to relax the pace and uncover the coastline's hidden secrets, the route has been designed to be as sustainable as possible and drive low season tourism – best enjoyed from September to June, do it all in one memorable experience or split the adventure across multiple trips; it's a great excuse to come back time and time again.

Three of the 12 routes pass through South Devon, where travellers will discover the area's famed beaches, with breath-taking sandy expanses, stunning secluded coves, rugged historic cliffs and pretty coastal towns, including Dawlish, Dartmouth and Salcombe, alongside two vibrant cities (Exeter and Plymouth) – with tips from South West 660 on how to avoid the crowds, taste some of the region's best local food and reach some of the most picturesque spots along the way.

Signing up as a member to the South West 660 allows adventurous visitors to unlock specially curated routes and exclusive membership offers along the way – with a variety of great places to stay, eat and drink.

**Mark Godfrey, Co-Founder the South West 660** said: *"It's great to have Visit South Devon onboard, there is so much beauty to be found in South Devon, alongside fantastic places to eat, drink, visit and explore. We can't wait to help people discover this area year-round and unlock its many hidden gems."*

**Jo Butler, General Manager, Visit South Devon and Discover Dartmouth** says: *"This is a great opportunity to showcase South Devon and Dartmouth's beauty, especially during the off-peak months; we love the initiative and are delighted to be an official partner."*

From planning your route and booking your accommodation, to recommending where to dine and the best local spots to explore, the site has everything you need to plan your ultimate South West 660 adventure. [www.southwest660.com](http://www.southwest660.com)

Ends

## NOTES TO EDITORS

### **About Visit South Devon and Discover Dartmouth**

#### **About Visit South Devon:**

Visit South Devon is a 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](http://www.visitsouthdevon.co.uk)

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#### **About South West 660:**

The 660-mile route runs from Poole in Dorset around Devon and Cornwall to Watchet in Somerset. It can be done in one amazing motoring marathon holiday or split into short sections for short breaks. It includes some of Britain's most acclaimed scenery, including two World Heritage Coastal Sites, with the vast majority of the roads within Areas of Outstanding Natural Beauty.

The South West 660 is set to become an ultimate bucket-list experience; with 12 expertly curated 50 mile routes, designed to encourage drivers to take their time and explore this beautiful corner of the UK. Driving off peak tourism, it is packed with secret beaches, hidden attractions and little-known views. Featuring smaller coastal roads, it's the perfect way to discover quiet waterside hamlets, beach cafes and pubs with sea views that only locals know about. [www.southwest660.com](http://www.southwest660.com).

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