



## Places to Stay and Things to do on Dartmoor

# PRESS RELEASE October 2015

## ***Visit Dartmoor team grows and new projects provide support to Dartmoor tourism businesses - what moor could you want?***

### **The Team**

Visit Dartmoor is a highly pro-active team of dedicated people working hard to raise the profile of Dartmoor as a world class destination. We have some of the best walking, cycling and riding country there is, but we also have a huge amount to offer families with children, responsible dog owners, as well as those who are looking for a pure adrenaline rush by taking part in an extreme sport or competition. Dartmoor quite literally has it all.

Owned and run by Jenny How and Simon Lloyd, this successful business is founded on superb customer service to our advertisers, a deep love for Dartmoor and some of the best marketing and design skills available.

Jen's passion for Dartmoor is legendary, her PR and organisational skills, plus enthusiasm to see local businesses working together are bringing new life to tourism on Dartmoor.

Simon is a gifted Graphic Designer, with twenty years experience in marketing, publishing and business. His talent and passion mean that the Visit Dartmoor website is exciting and vibrant, showcasing Dartmoor and her businesses to their best advantage.

We are hugely fortunate to have a superb back up team in the form of Strategic Director Jo Butler, Business Development Manager for the Eden Hotel Collection (Bovey Castle), our Marketing Consultant Claire Doyle (Claire also owns Doggy Devon-a business that promotes the dog friendliness of the whole county) and Visit Dartmoor Ambassador Jo Bradford, who has recently shot to fame with her "A Love Letter to Dartmoor 365 Photographic Challenge on Instagram [www.instagram.com/greenislandstudios](http://www.instagram.com/greenislandstudios)

**[www.visitdartmoor.co.uk](http://www.visitdartmoor.co.uk)**



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### Statistics for those who like them!

We took over the role of Official Tourism Organisation at the end of 2014 when the Dartmoor Partnership was dissolved, and have achieved a huge amount in the ensuing months.

A superb brand new specialist website (New Mind) was launched in March 2015 ([www.visitdartmoor.co.uk](http://www.visitdartmoor.co.uk)) which peaked at 47,000 visits from a start in March of 20,218, an increase of **132%**

Membership numbers are up **11%**, with new businesses joining us and existing ones renewing for another year.

We have in the region of 6000 Social Media followers after less than one year, our engagement and marketing on Twitter and Facebook brought us to the attention of the *English Tourism Social Media Index*, who at the beginning of the year awarded us 3rd place in the South West Region and 4th place in the whole of the UK!

Follower numbers on social media for Visit Dartmoor are rising by an average of 50 each week! We run Dartmoor Hour on Twitter every Tuesday evening, a free online business networking group, designed to showcase Dartmoor businesses.

### Networking

Visit Dartmoor is part of the vital tourism chain that connects us to Visit Devon, Visit England and Visit Britain, and we are the Tourism Delivery Partner to Dartmoor National Park Authority, with whom we work very closely. We operate purely on the financial support from our local tourism businesses and advertising revenue on our superb new website.

Within our first 12 months of operating we have already achieved the following.....Visit Dartmoor believes passionately in the power of businesses working together, so we run a Dartmoor Business Networking Group which meets every other month, organise Business Showcase Events for our members to promote their business and get to know other Dartmoor organisations, and we hold Open Days and Leaflet Exchange days to which everyone is welcome to come and meet us and each other.

[www.visitdartmoor.co.uk](http://www.visitdartmoor.co.uk)



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### Dartmoor Destination Guide

Our biggest project to date is the creation of a 2016 Dartmoor Destination Guide, a B5 publication which will be delivered to TIC's all over the UK, and by post by request all over the world. It will also be available in digital form and at local outlets, plus it will be available on request at National Park Visitor Centres. Designed to showcase what an amazing place Dartmoor truly is, we hope it will encourage visitors from all over the world to visit Dartmoor on a short break all year round. The guide will be available by the beginning of January.

A smart branded Visit Dartmoor van means we raise the profile of both the business and Dartmoor wherever we go and of course our show trailer is a huge success at shows and events throughout the year.

### Press and media

We get huge satisfaction from facilitating press and media requests. In the last year we have arranged locations and accommodation for Visit Britain, BBC Countryfile, ITV's Griff Rhys Jones on Britain, foreign journalists from as far away as Brazil, Canada and USA, and submitted editorial to a long list of publications. (please see Press Room at [www.visitdartmoor.co.uk/press](http://www.visitdartmoor.co.uk/press) on our website for examples) Visit Dartmoor is a portal for enquiries about Dartmoor from all over the world, on average we deal with 22 requests a month from journalists, tourists, editors, visitors and other organisations on Dartmoor.

Jo Butler - Strategic Director " I am delighted to be part of the great team at Visit Dartmoor and overwhelmed with the amount they have achieved within their first 12 months of their successful operation. This is just the tip of the iceberg and I am excited about the next 12 months and plans under way for their members "

ENDS.

### Notes to Editors

Visit Dartmoor is a private tourism organisation funded by its members. Visit Dartmoor is the official tourism delivery partner to the Dartmoor National Park Authority. [www.visitdartmoor.co.uk](http://www.visitdartmoor.co.uk)

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For all press enquires and images requests please contact

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