

South West Visitor Economy Hub

[South West Visitor Economy Hub](#) is a revolutionary new online tool designed specifically for tourism businesses in Devon and Somerset with funding through the HotSW LEP. The Hub provides unparalleled access to a wide array of data from multiple sources, presenting key sector and visitor trends through intuitive visuals and graphics. The platform equips businesses and support organisations with comprehensive, real-time data, empowering them to make informed decisions about marketing, planning, policy-making, and investments.

This project is integral to supporting Devon's tourism sector, it's a 'ready-made' project with established governance and operations, has already been identified as a key insight needed for the sector and is part of the Local Visitor Economy Partnership priorities we have bought into.

The Hub is supporting local tourism businesses for free. They get access to data which will help them be commercially more successful and drive growth, productivity and financial stability. They will receive training to onboard and then ongoing support through webinars to enable them to best use this information.

The Hub also provides the tool we need to report on outputs and outcomes for future funding projects and will provide invaluable insights for the sector when fully supported. It's the data tool that will help us report on what we are trying to achieve without incurring additional evaluation costs in a way that we currently can't.