

Teignbridge Headline Activity for SPF Funding - £10, 000

Key objectives for Visit South Devon for Teignbridge Towns:

- Support to grow the visitor economy to aid year round occupancy and job creation for Teignbridge
- Increase the number of staying visitor nights and spend for Teignbridge
- Increase the numbers of day visitors and spend for Teignbridge
- Increase shoulder season occupancies for Teignbridge – Focusing on the Group and Travel Trade market to achieve this.
- Encourage the development of new tourism product for Teignbridge tourism businesses for both consumer and group/travel trade.
- Encourage Teignbridge businesses to use the new South West Visitor Economy Hub to ensure we can track data and measure success.

Headline marketing activities:

- To develop cost effective and valued online and offline routes to market that generate quality leads and bookings for businesses and ensures clear promotion of the Teignbridge area and its tourism assets
- Dedicated month on socials to focus on Teignbridge Towns with targeted sponsored posts
- To send out 2 x dedicated e newsletters for Teignbridge towns to showcase the businesses on offer. 30,000 consumer newsletter database
- To update all the Teignbridge town pages on the website and review content – get new images for the towns
- To write dedicated blog posts for the Teignbridge towns.
- Run a membership campaign for a month to encourage Teignbridge businesses to join – offer a discount for a time period to help onboard the businesses.
- Offer all the Teignbridge towns entry into the 2025/26 Group Travel Marketing Campaign
- Continue to include all Teignbridge towns in the 2026 VSD Digital Destination Guide and look at how we can increase reach and download of the guide. We can also create a dedicated digital version for Teignbridge towns only and track views.
- Work more closely with the local chambers in Teignbridge
- Run business support workshops to help Teignbridge businesses develop new tourism product and help them increase visitor numbers and spend.
- Work with South West Visitor Economy Hub and encourage more businesses in Teignbridge to sign up. Communicate the data on the frequent basis to the businesses.