

Visit Tamar Valley

As a Destination Marketing Organisation our primary focus is on promoting the Tamar Valley as a not to be missed destination in the southwest to the short-stay visitor market. The Tamar Valley has a unique appeal that we strive to differentiate from the big counties of Devon and Cornwall. We're very aware that too many people coming to the southwest don't know what the area has to offer and it gets overlooked. We're working to change that!

Our operation and marketing activity is entirely dependent on membership revenue. Our town membership costs £300 per year and includes all of the following benefits:

- a 12-month image and video focussed listing on our Destination website www.visittamarvalley.co.uk As an example, please see: Plymouth
- participation in targeted marketing campaigns throughout the year
- features on social media and in visitor newsletters
- dedicated articles in our blog
- participation in collaborative marketing campaigns with neighbouring Destination Marketing Organisations
- access to quality business and marketing resources and expertise
- access to member events and networking

What's more, our work is being underpinned at the moment by some fantastic resources. Visit Tamar Valley works closely with the Tamar Valley National Landscape (formerly the AONB) to deliver the Come Visit Stay Awhile project, one of ten that make up the Tamara Landscape Partnership Scheme. The project, with its focus on stimulating an increase in visitor numbers and opportunities for local businesses, amounts to one of the most exciting opportunities for tourism businesses in the Tamar Valley for many decades. The scope of the project includes:

- o Further developing the Visit Tamar Valley website
- o marketing the Tamar Valley as a place to visit
- o Promoting hospitality and tourism businesses in the area
- o Creating opportunities for local people to become involved in the industry
- o Upskilling local business through workshops and training
- o Creating a dedicated B2B support hub for local business owners

In sharp focus during 2024/25 and beyond are group travel and sustainable tourism. Visit Tamar Valley is currently creating a group travel section for the website, together with itinerary information. We will also be exhibiting at the British Travel & Tourism Show at Birmingham NEC on 20th and 21st March.

We're working with the SECTA's Green Acorn scheme this year and next to support businesses that wish to develop their sustainable processes and practices further. The project will support a portfolio of tourism businesses to become 'green ambassadors' feeding in to a sustainable tourism charter for the Tamar Valley next year.

Whilst town membership includes all the aforementioned benefits, in practice, it works as partnerships with Visit Tamar Valley where we can become the voice of tourism for the town. With a town's tourism objectives leading the way, we work with Town Councils to help develop a marketing plan that includes much more effective use of the town's page on the Visit Tamar Valley website, publishes dedicated newsletters about the town in question, hosts bespoke competitions through our channels, writes dedicated blogs about a town, and ensures the town is featured on all our channels throughout the year'

Visit Tamar Valley would like to ask members to consider reinstating their membership to Visit Tamar Valley.

Attached to this report is an abridged version of a recent conference presentation delivered by Visit Tamar Valley together with explanatory notes.

End of Report

Visit Tamar Valley



FEBRUARY 2024

Marketing Presentation

SARAH BARTLETT MCIM




MISSION & VISION

To promote the Tamar Valley as a not to be missed destination, provide a comprehensive resource of visitor information, and act as a robust support hub for tourism and hospitality businesses in the area.

and

To be the definitive resource of information for visitors, and tourism and hospitality business in the area.




As a membership association, we depend entirely on membership revenue. The more members we have, the more we can promote the Tamar Valley as a 'not to be missed' destination to the short-stay visitor market.

Included in the scope of these two statements are our towns and villages.

Launceston, Tavistock, Callington, and until last year Saltash have always supported our work and in doing so, helps to support the tourism and hospitality sector in the area as a whole.

Website Insights, 2022 vs 2023 www.visittamarvalley.co.uk

	Q1 2022	Q1 2023	% CHANGE	Q2 2022	Q2 2023	% CHANGE	Q3 2022	Q3 2023	% CHANGE	Q4 2022	Q4 2023	% CHANGE
Users	4K	5K	25%	6.25K	6.7K	7.2%	11K	16K	45.5%	5.3K	7.8K	47%
Sessions / Events	5.5K	6K	9%	7.25K	8.2K	13.1%	13K	117K		6.5K	64K	
Pageviews	13.4K	14.4K	7.5%	17.8K	19.5	9.5%	22.7K	46K	102%	12.5K	26K	108%
Session duration	01:57	01:52	-3.1%	02:69	02:18	-19%	01:09	01:04	-4.5%	01:94	01:09	-44%

*Website users have roughly doubled with growth gathering momentum during 2023 especially during Q3 and Q4.
Users during 2023 = 35.5K

*Sessions (old version of GA) and Events (new version GA4) cant be compared like for like. So the figures shown in Q3 and Q4 2023 include things like Page Views and many other actions taken on the site by users, hence the huge percentage change. The key metric to note therefore is Users at line 1 which gives some accurate context for the growth in website performance.

*Duration / engagement has dropped a little, but that often indicates that the site is easier to navigate and people are finding the info they search for more quickly.

Website, 1st January 2024 - now

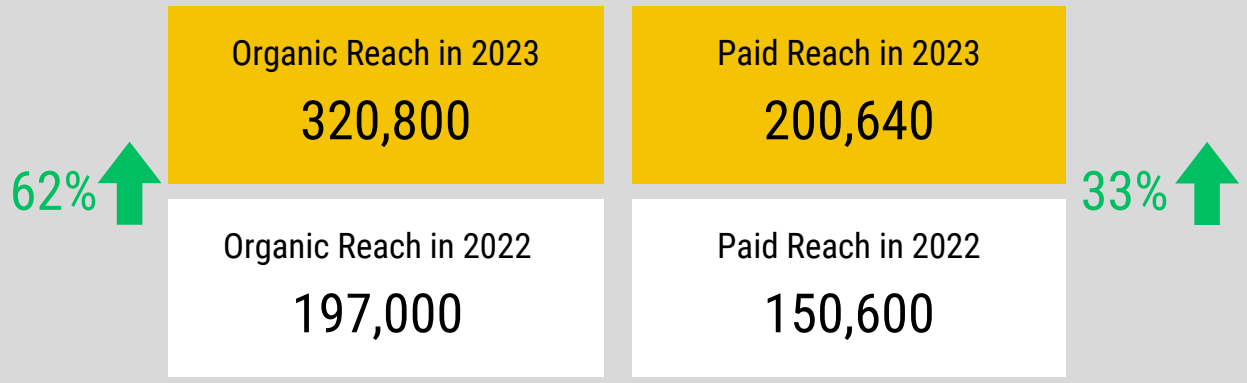
Users	12,000
Conversions	68,000
Event Count	112,000

Snapshot of this year so far.

The most recent week (12th to 19th February) saw 1,500 users which if we kept up momentum would put us on track for 78,000 users this year.

Social Media, 2023

Facebook	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Instagram	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Reach	17,700	85,200	132,600	138,000	Reach	830	1,700	6,800	1,800



Social Media, 1st January 2024 - now

Facebook	Jan 2024	Feb so far...	Instagram	Jan 2024	Feb so far...
Reach	73,000	35,500	Reach	830	350
Paid Reach	6,700	14,000			

Organic Reach so far
108,500

Paid Reach so far
20,700

ACHIEVEMENTS

- ★ First full year of Come Visit Stay Awhile completed
 - ★ Trained some 50 businesses
 - ★ Gained a Green Tourism Bronze Award
- ★ Sustained website traffic growth since 2021 > 30% year on year
 - ★ Fab social media growth during 2023 > 40%
 - ★ Collaborated with Visit Dartmoor & Visit Plymouth
 - ★ Added some 35 new website pages
 - ★ Added a website shop

* workshops delivered across a variety of both digital and business orientated disciplines

* more collaborations are scheduled 2024, including exhibiting at British Travel & Tourism Show at the NEC later this month alongside Visit Plymouth.

* Visit Tamar Valley has exclusive rights to sell the Tamara Coast to Coast Way guidebook via our website. We also distribute copies to members and National Trust properties for their gift shops.

VTV's KEY OBJECTIVES

To continue to grow the visibility and appeal of the Tamar Valley region as a not to be missed destination in the Southwest for the short stay visitor market.

- 01** To build on momentum & double website traffic by the end of 2024.
- 02** To grow social media audience by 50% by the end of 2024.
- 03** To increase visibility of the Tamar Valley during shoulder seasons.
- 04** To increase membership revenue by 50% by the end of 2024.



Deliverable 01

Focus on Group Travel
Build a dedicated GT website

Deliverable 02

Focus on Sustainable Tourism and a
Charter for the Tamar Valley

Deliverable 03

Further website developments &
enhancements

Deliverable 04

Train a further 25 tourism & hospitality
businesses



*'COME VISIT STAY
AWHILE'*

KEY DELIVERABLES FOR 2024

If Saltash is a town that wishes to raise its visibility as a destination for groups and/or increase group travel to the town, re-joining Visit Tamar Valley will mean it can get involved in our group travel campaigns as Launceston and Tavistock have done in readiness for our forthcoming show at the NEC.

CONTENT PLAN



January & February

Walking & Coast to Coast
First 2024 Short Break



March & April

Focus on Group Travel & Sustainable Tourism



May & June

Easter & Fun for Kids
80th D-Day Anniversary



July & August

Unique Stays
Camping, Glamping & Touring
Great Attractions



September & October

Winter Breaks
Field to Fork
Local Produce & Dining



November & December

Christmas in the Tamar Valley
Town Festivities

This slide shows our content marketing plan for 2024.

INSIGHTS

TOURISM TRENDS CONFERENCE - FEBRUARY 2024



Booking patterns haven't yet settled down and returned to what would be considered as normal pre-Covid.

It is likely that there will be more later bookings than usual.

18% of visitors will be on a budget for the whole of their visit - those with children & under 55 years old without children likely to feel the strain the most.

There'll be a need to show relevance in a competitive market.

Seasonality data currently suggests that there will be increased trip volumes outside of the peak season in September and October.

Potentially up to a quarter of visitors won't change their type of accommodation but will look for cheaper alternatives within the accommodation type.

Peak season overcrowding is likely to remain an issue - potentially driving off peak bookings.


In 2024 supply is likely to remain high, demand is likely to be slightly lower than last year and the cost of living crisis will shake confidence. It'll be a more difficult year.

Finally here are some tourism insights from the recent Tourism Trends Conference hosted by Visit Cornwall, Visit Devon and PASC.


Thank you



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