

# We Love The Tamar Valley



## Summary of the new Destination Marketing Plan

### Visit the Tamar Valley - Bridging Devon and Cornwall

#### **Background**

The Tamar Valley Tourism Association (TAVATA) has been in operation for 18 years. TAVATA operates as an Association and not a limited company or CIC. The membership is currently 211 and has increased and decreased over the years. TAVATA is not funded by any Local Authorities and receives small contributions from four Town Councils and membership fees from member businesses. TAVATA operates as a committee with around 8 Committee members who are voted in and they meet once a month. TAVATA's main focus has been to offer networking sessions and business support for the members and limited marketing of the area through web and social media and printed visitor maps and guides. There is a desire now from TAVATA members to rebrand and become "Visit The Tamar Valley" and to increase significantly the marketing of the Tamar Valley as a tourism destination with a fit for purpose destination marketing plan to showcase the Tamar Valley as a key visitor destination in the South West.

#### **New Vision**

To support tourism businesses and local partners in the Tamar Valley area and help increase visitor numbers and tourism spend to this wonderful protected landscape which "Bridges Devon and Cornwall."

#### **Objectives**

- To develop a new destination website to replace the existing website [www.welovethetamarvalley.co.uk](http://www.welovethetamarvalley.co.uk) to showcase the area as a top visitor destination in the South West Region – new website [www.visittamarvalley.co.uk](http://www.visittamarvalley.co.uk)
- Develop thematic marketing campaigns to showcase the landscape and tourism products available in the area and to help increase short break visitors to help boost the local economy. Targeting both consumer and group travel.
- Build a comprehensive events calendar on the website to help encourage more visitors and longer stays. This will help shape future marketing activity.
- Work in partnership with local stakeholders and Town Councils and key tourism organisations in the Tamar Valley area to help increase awareness of the Tamar Valley brand as a key destination to visit.
- To develop a new visual identity – "Visit the Tamar Valley" with a strapline "Bridging Devon and Cornwall".
- To continue to offer business support to our members and to ensure they are a key priority on our new journey.