

Press Release

Visit Devon welcomes £100 million boost for British tourism

Visit Devon has welcomed Government plans for a £100 million marketing programme to promote Britain as a major international tourism destination.

The Prime Minister David Cameron has announced that the Government is forming a partnership with VisitBritain as well as businesses in the tourism and travel sector to launch a global marketing campaign which could bring thousands of new visitors and major investment to Britain.

£100 million will be spent on a four-year campaign, with match funding being shared between the Government, VisitBritain and tourism businesses in the private sector.

The General Manager of Visit Devon, Rosie Bates says that she is delighted that the Prime Minister is backing the tourism industry during these difficult economic times: "Tourism in Devon is worth £2 billion pounds to the local economy and the industry also employs an estimated 33,000 people in the county so new funding is vital to the future of a vibrant economy for Devon. Visit Devon will be actively working with its partners in the county to maximize any new opportunities which will create new investment and jobs for the area."

Visit Britain is hoping that the new international marketing campaign will capitalise on events which are being hosted in Britain such as the Royal Wedding, the Diamond Jubilee and the 2012 Olympic and Paralympics games. The campaign could potentially deliver four million extra visitors to Britain, creating £2 billion of new investment and fifty thousand new jobs.

Apart from Government funding the private sector is expected to play a large role in supporting the project, companies such as British Airways and P & O have already joined the marketing partnership. VisitBritain is also seeking partners from businesses nationwide.

Rosie Bates says there will also be opportunities for Devon businesses to get involved in the marketing programme: “There will be opportunities for local businesses to play a part in the campaign, so anyone interested should contact Visit Devon and we can put them in touch with the relevant parties.”

For more information about Visit Devon, contact Rosie Bates, General Manager, T/: 01392 332828 or M/: 07854 952 352 or E/: rosie@visitdevon.co.uk or go to www.visitdevon.co.uk .

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About Visit Devon

Visit Devon is the destination management organisation responsible for promoting Devon to the world. The organisation acts as a voice for tourism in Devon and its aim is simple - to increase the number of visitors to Devon by promoting the county as a year-round destination for business or leisure. The organization brings together, adds value to and enhances the work and activities undertaken by the six Area Tourism Partnerships across the county. Visit Devon is committed to growing the tourism sector sustainably, increasing the skills within the industry, and raising the quality of the visitor experience.

Visit Devon is a public-private partnership limited by guarantee. The not for profit company comprises nine member organizations including the six Area Tourism Partnerships (The Heart of Devon, Visit Plymouth, North Devon+, The Dartmoor Partnership, The English Riviera Tourist Board, and Visit South Devon, Devon County Council, The Devon Association of Tourist attractions (Data), and Devon Farms. Visit Devon is the trading name of Destination Devon Ltd

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