

Press release

Devon and Cornwall unite to win over the German Tourism Market

A new initiative aimed at attracting visitors from Germany as well as the German speaking populations of Austria and Switzerland has seen two friendly UK rivals join forces. Visit Devon, the voice of tourism in Devon and Visit Cornwall, the Cornwall Development Company tourism service, are pooling resources to promote the region to German visitors.

The two organisations are drawing on the similarities of their respective counties and proximity to one another to maximise the awareness that already exists for the region as a holiday destination among Germans. Supporting partners of Visit Devon involved in the initiative include: Heart of Devon tourism partnership, Exeter and Heart of Devon Hotels and Restaurants Association and Exeter International Airport.

A Frankfurt based PR agency, BZ.Comm has been appointed to focus PR activity on the consumer and travel trade and both counties will be exhibiting at the forthcoming ITB exhibition, one of the world's largest trade travel shows, taking place in Berlin from 9 – 13 March. A Facebook page is being created to target German visitors and engage their interest in the great diversity for holiday makers offered by this corner of the South West.

Beate Zwermann, Owner and Director at BZ.COMM, comments: "We are really excited to work on behalf of Devon and Cornwall on this public relations campaign directed at the German speaking markets. I strongly believe the two regions are the perfect holiday destinations for German, Swiss and Austrian travellers as we love beautiful landscapes and great outdoor options. Devon and Cornwall offer a whole range of touristic sites which are not yet known enough among our travellers. Promoting them will help to raise the profile of both regions."

Rosie Bates, General Manager Visit Devon, said, "There were over two million visits to the South West in 2009 by inbound/overseas visitors, a significant proportion of which were German, and we want to capitalise on this interest by focusing on this key area together with Visit Cornwall. It makes

perfect sense to do this as a partnership and by pooling our resources we will ensure that we also achieve the best return on investment for our members. “

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 organisation 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 organisations 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 September 2010 www.visitdevon.co.uk .

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