

VISIT DEVON - PRESS TRIP POLICY

Who are we?

Visit Devon (formally Destination Devon) is the newly formed destination management organisation responsible for promoting Devon to the world. The new organisation acts as a voice of tourism for Devon and our aim is simple - to increase the number of visitors to Devon by promoting the county as a year round quality visitor destination. The organisation will bring together, add value and enhance the work and activities undertaken by the six Area Tourism Partnerships across the county. We are committed to growing the tourism sector sustainably, increasing the skills within the industry and raising the quality of our visitor experience.

What is our press trip policy?

We are delighted to welcome media to our region and with the help of our members we will work to facilitate as many worthwhile media visits as we are able to support. As a general rule we will assess requests on the following criteria:

- Is the journalist from / representing a high-circulating, quality publication?
- If it is a freelancer, do they have commission for a particular feature?
- Is their request realistic i.e. will our members be happy to support the length of their proposed stay, activities, number of people in group?
- Is the proposed visit going to occur during a particularly busy period e.g. Easter, half-term or summer holidays?

In most cases we will be able to help, so please do run any opportunities by us. PR consultancy contact details are given below.

What can we arrange for visiting media?

We have over 1000 members across the region, including accommodation providers, attractions, activities, shops, restaurants, café's and bars. Through our network we are happy to arrange individual one-off visits or full itineraries.

Do we have any particular focus?

Devon is an incredibly diverse region and there really is something for everyone, it is one of the most popular counties in the UK. We are keen to attract individuals, groups, couples, families and business travellers. Devon is particularly strong in the areas of nature, adventure, food & drink, culture and sustainability.

Are there any particular overseas visitors we are keen to attract?

Traditionally a large proportion of our overseas visitors have come from Germany, Holland and the US, so they are of particular importance to us. However, we are always interested in promoting to other markets.

PR Enquiries:

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