



News Release Sept 2nd 2020

Visit South West

Enjoy Summer Safely in South West England – Welcome Back!

The leading tourism bodies in the South West have been successful with their bid to be part of the **Enjoy Summer Safely** campaign backed by the Government targeting pre-school families, couples and empty nesters. This is a £300,000 marketing campaign aimed at extending the tourism season into the Autumn for the four counties of South West England has commenced and will run during September.

The organisations involved are Visit Cornwall, Visit Devon, Visit Somerset and Visit Dorset, the English Riviera BID Company, Destination Plymouth, Visit Exmoor, Bournemouth Christchurch & Poole.

A short-term intense media programme with a series of advertisements promoting the South West region within a 3-hour drive time radius, will appear across provincial newspapers, poster sites and on social media including Facebook, Instagram and Snapchat. A series of radio advertisements will run on commercial radio for the duration of the campaign. Each county and unitary has produced an image led advertisement which is unique to themselves and is aligned with the Government campaign.

The objective is to stimulate footfall and consumer spending across the region into the Autumn and beyond, and encourage people, visitors and local residents, to go back to the activities they have missed whilst ensuring that they follow the COVID-19 safety guidance. This includes a return to retail, tourism, leisure and hospitality. A national campaign has already been successfully running, promoting places to visit, shop and eat out.

Sally Everton, Director of Visit Devon, who coordinated the project said “Coming together and working collaboratively as the South West, gives us a stronger voice to promote the region to a wider audience. The diversity of choice across the four counties gives a unique and special visitor experience, and encourages visitors, including the local community to explore what is on their doorstep.”

The website promoting the partners and details on where to go is in place.

www.visitsouthwest.co.uk

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Notes to Editors:

The visitor economy across the 4 counties on an average year is worth

Cornwall £2.1bn

Devon £2.4bn

Somerset £900m

Dorset £1.7bn

Total £7.1bn