



FEBRUARY 2024

Marketing Presentation

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MISSION & VISION

To promote the Tamar Valley as a not to be missed destination, provide a comprehensive resource of visitor information, and act as a robust support hub for tourism and hospitality businesses in the area.

To be the definitive resource of information for visitors, and tourism and hospitality business in the area.



OVERVIEW

1. Whats been happening
2. Objectives for 2024
3. Marketing Mix
4. Industry insights
5. Top Tips



Website Insights, 2022 vs 2023

www.visittamarvalley.co.uk



Website Insights, 1st September 2023 – 16th February 2024

TOP PAGES	TOP PAGES (MEMBERS)	AQUISITION	AQUISITION SOURCE	USER LOCATION (UK ONLY)	TOP REFERRING PAGES (MEMBERS)
Shop	The Horn of Plenty	Organic Search	Google	London	visitplymouth.co.uk
Home	Plymouth Boat Trips	Direct	Direct	Plymouth	tamarvalley.org.uk
Places to Stay B&B	Louis Tea Rooms	Organic social	Facebook m.l.lm	Callington	visitdartmoor.co.uk
Stay	Barn Restaurant Cotehele	Referral	bing	Birmingham	tamaralandscapepartnership.org.uk
Things To Do C2C Way	Railholiday	Email	visitplymouth.co.uk	Wolverhampton	coastandcountryparks.co.uk
Things To Do Local Walks	Tavistock Pannier Market		yahoo.com	Exeter	tavistock.gov.uk
The Horn of Plenty	Cotehele		tamarvalley.org.uk	Milton Keynes	visitlaunceston.co.uk
Map of the Tamar Valley	Roadford Lake		duckduckgo	Launceston	liftonhall.co.uk
Special Offers	Hotel Endsleigh		ecosia.org	Cardiff	pentillie.co.uk
Whats On			visitdartmoor.co.uk	Norwich	

Website, 1st January 2024 - now

Users

12,000

Conversions

68,000

Event Count

112,000

Social Media, 2023

	Q1 2023	Q2 2023	Q3 2023	Q4 2023		Q1 2023	Q2 2023	Q3 2023	Q4 2023
Facebook					Instagram				
Reach	17,700	85,200	132,600	138,000	Reach	830	1,700	6,800	1,800

Organic Reach in 2023

320,800

Paid Reach in 2023

200,640

Organic Reach in 2022

197,000

Paid Reach in 2022

150,600

Social Media, 1st January 2024 - now

Facebook

Jan 2024

Feb so far...

Instagram

Jan 2024

Feb so far...

Reach

73,000

35,500

Reach

830

350

Paid Reach

6,700

14,000

Organic Reach so far

108,500

Paid Reach so far

20,700

ACHIEVEMENTS

★ First full year of Come Visit Stay Awhile completed

★ Trained some 50 businesses

★ Gained a Green Tourism Bronze Award

★ Sustained website traffic growth since 2021 > 30% year on year

★ Fab social media growth during 2023 > 40%

★ Collaborated with Visit Dartmoor & Visit Plymouth

★ Added some 35 new website pages

★ Added a website shop

VTV's KEY OBJECTIVES

To continue to grow the visibility and appeal of the Tamar Valley region as a not to be missed destination in the Southwest for the short stay visitor market.

- 01** To build on momentum & double website traffic by the end of 2024.
- 02** To grow social media audience by 50% by the end of 2024.
- 03** To increase visibility of the Tamar Valley during shoulder seasons.
- 04** To increase membership revenue by 50% by the end of 2024.

Deliverable 01

Focus on Group Travel
Build a dedicated GT website

Deliverable 02

Focus on Sustainable Tourism and a
Charter for the Tamar Valley

Deliverable 03

Further website developments &
enhancements

Deliverable 04

Train a further 25 tourism & hospitality
businesses



*'COME VISIT STAY
AWHILE'*

**KEY DELIVERABLES
FOR 2024**

CONTENT PLAN



**January &
February**

Walking & Coast
to Coast
First 2024 Short
Break



**March &
April**

Focus on Group
Travel &
Sustainable
Tourism



May & June

Easter & Fun for
Kids
80th D-Day
Anniversary



**July &
August**

Unique Stays
Camping, Glamping
& Touring
Great Attractions



**September &
October**

Winter Breaks
Field to Fork
Local Produce &
Dining



**November &
December**

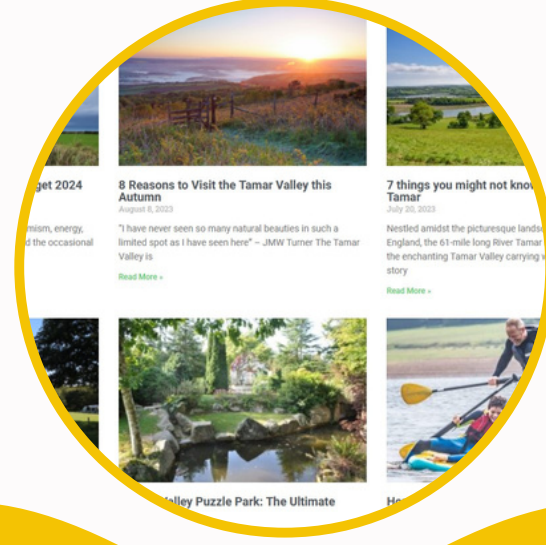
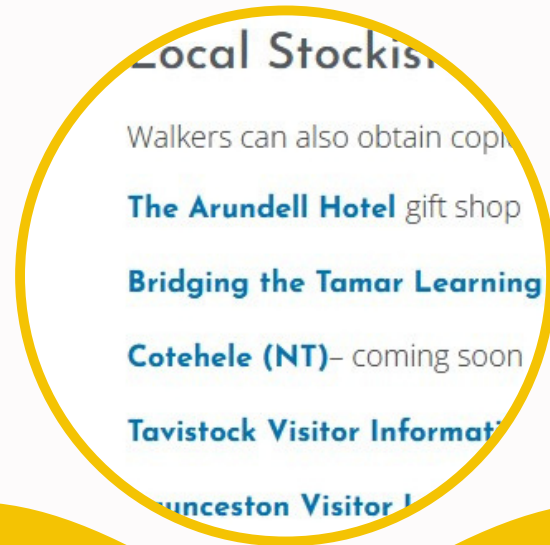
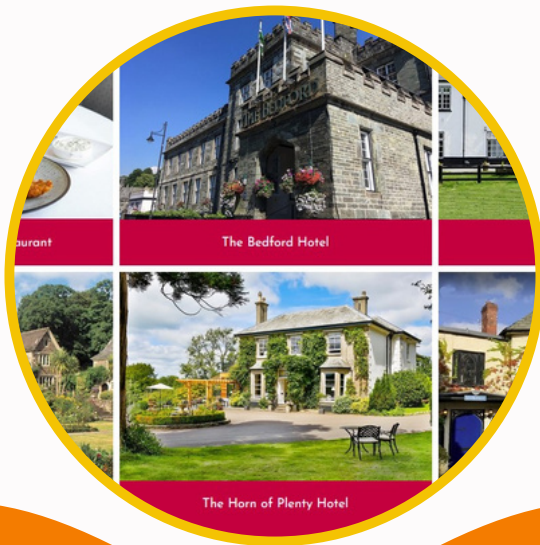
Christmas in the
Tamar Valley
Town Festivities

WHAT'S IN OUR TOOLBOX?

- 01 Themed marketing campaigns
- 02 New website content
- 03 Email marketing
- 04 Social media
- 05 Advertising campaigns
- 06 Collaborations
- 07 Events
- 08 Entertainment channels
- 09 PR
- 10 **You.....**



YOUR MEMBERSHIP?



Your Listing

- Up to date?
- Relevant info?
- Quality images?
- Video?
- Awards?
- Contact details?
- Special offers?



Links

- Website
- Things To Do
- Travel info
- Sustainable info
- Car free travel
- EV charging
- Whats On



Social Media

- Comment
- Share
- 'Like' and Tag
- @visittamarvalley
- Lets start conversations



Articles

- Publish your blogs



Campaigns

- Competitions
- Special offers
- Your ideas



Events

- Workshops
- Drop in sessions

INSIGHTS



TOURISM TRENDS CONFERENCE - FEBRUARY 2024

Booking patterns haven't yet settled down and returned to what would be considered as normal pre-Covid.

It is likely that there will be more later bookings than usual.

18% of visitors will be on a budget for the whole of their visit – those with children & under 55 years old without children likely to feel the strain the most.

There'll be a need to show relevance in a competitive market.

Seasonality data currently suggests that there will be increased trip volumes outside of the peak season in September and October.

Potentially up to a quarter of visitors won't change their type of accommodation but will look for cheaper alternatives within the accommodation type.

Peak season overcrowding is likely to remain an issue – potentially driving off peak bookings.

In 2024 supply is likely to remain high, demand is likely to be slightly lower than last year and the cost of living crisis will shake confidence. It'll be a more difficult year.

Thank you



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