

Green Tourism Programme

Marketing campaign September 2024 - September 2026

To highlight the vital contributions of our ambassador businesses during the two-year programme, Visit Tamar Valley has crafted the below marketing campaign focused on promoting sustainable tourism. This campaign is designed to showcase participants through regular communications across our platforms, emphasizing their commitment to sustainable practices. By distributing this content across multiple customer touchpoints, we aim to not only give these businesses significant exposure to the short-stay visitor market but also highlight the critical importance of sustainability in tourism for both providers and visitors.

- Social media programme updates (quarterly) - Visit Tamar Valley will publish programme updates.
- Social media ambassador updates (quarterly) - Visit Tamar Valley will publish content supplied by each ambassador business.
- Presentation in visitor newsletter features (quarterly) - a section in our regular newsletter will be reserved for updates and news about the programme, with backlinks to ambassador businesses.
- Presentation in trade newsletters - Visit Tamar Valley will include programme updates in our trade newsletter as appropriate.
- Permanent tile on the website home page - Visit Tamar Valley will create a section on the Visit Tamar Valley website home page, featuring participating businesses.
- Participating businesses will be featured on the Visit Tamar Valley's website campaign page.
- Presentation in PR (x 3) - at launch, at the end of year one, and at the publishing of Visit Tamar Valley's Green Tourism Charter.