

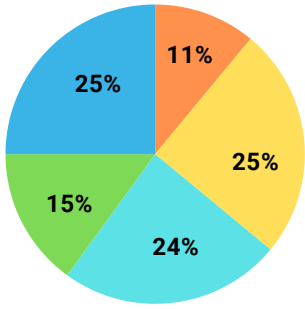


Marketing Budget, Resource Allocation & Outputs

How Visit Tamar Valley has invested funds to support tourism and hospitality businesses in the Tamar Valley area, as part of the Tamara Landscape Partnership Scheme's Come Visit Stay Awhile Project.
2024 compared to 2023 (1st January to 31st December)

AT A GLANCE

Budget Allocation by Channel

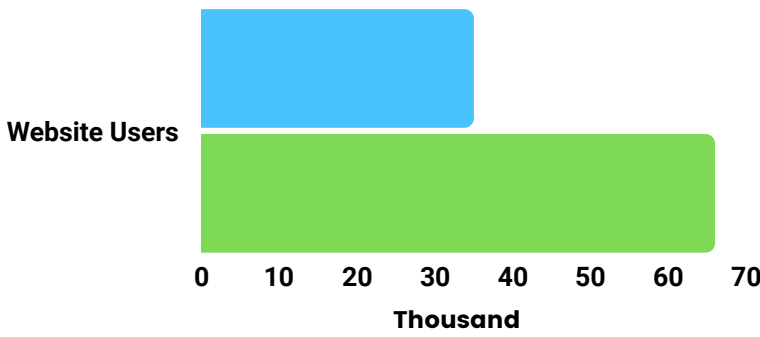


- Paid Advertising
- Content Creation
- Website Developments
- Events and Workshops
- General Marketing

50%

The highest spend during 2024 was on content creation and general marketing, paid advertising and website enhancements were used to support these campaigns.

Website Users - 2023 vs. 2024



+ 89%

New Website Pages

17

of which
New Website Blogs

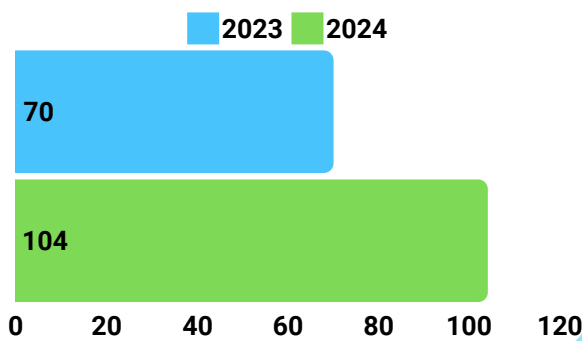
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Website enhancements

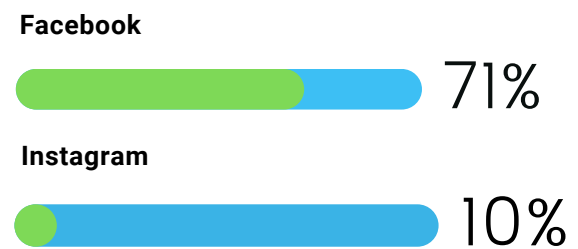
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- Video hosting on listing pages
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- Addition of business resources section

Group Travel website in development

Membership Growth



Social Media Audience growth



Green Tourism Programme

- Sponsors 8 businesses on the Green Acorn Sustainable Tourism Scheme
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Major Event Attendance

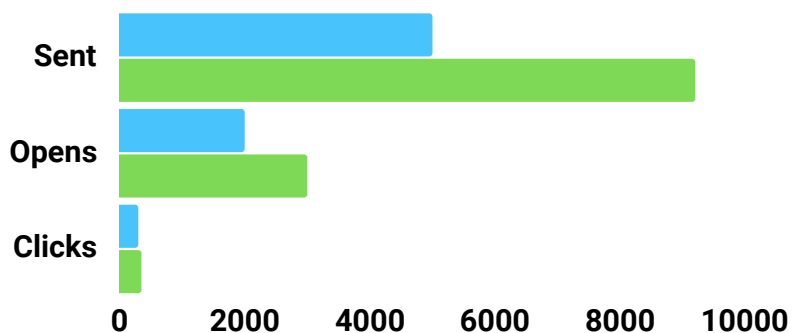
British Travel & Tourism Show 2025

Booked!



Email Marketing

2023 vs 2024





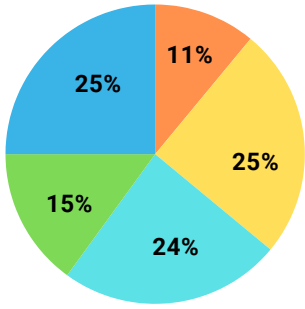
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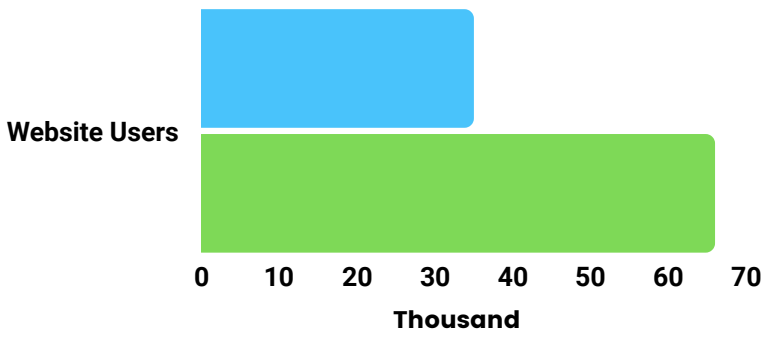


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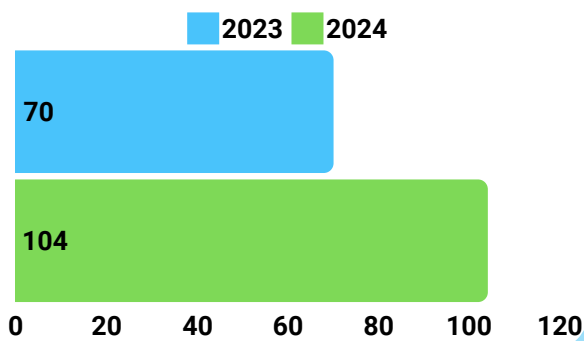
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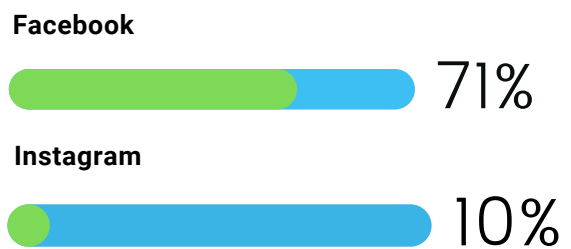
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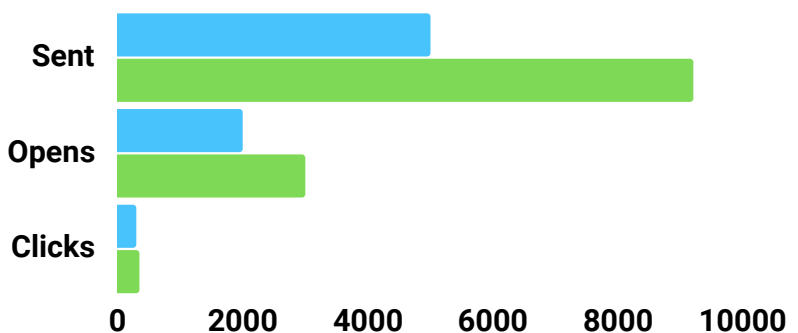
British Travel & Tourism Show 2025

Next year booked!



Email Marketing

2023 vs 2024





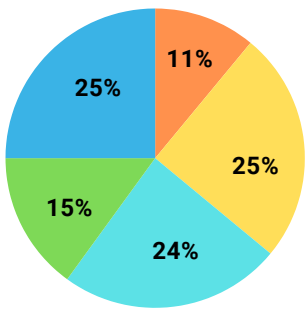
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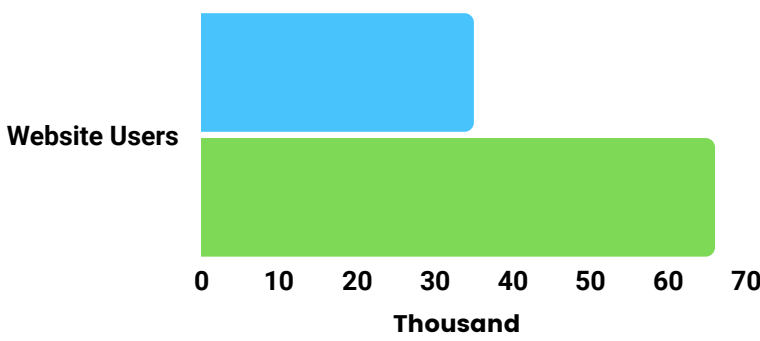


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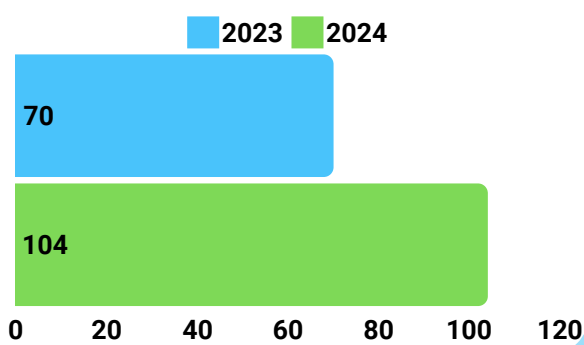
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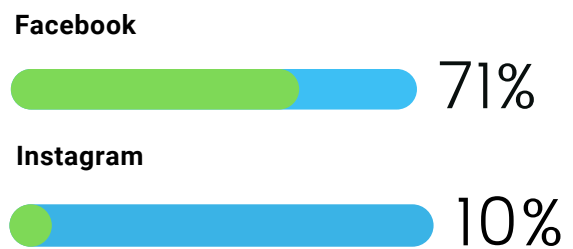
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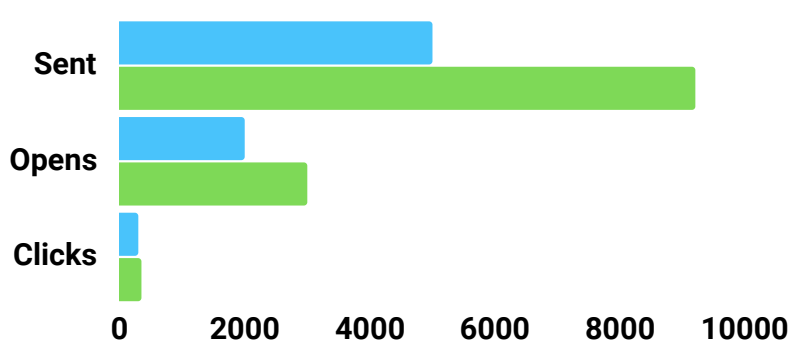
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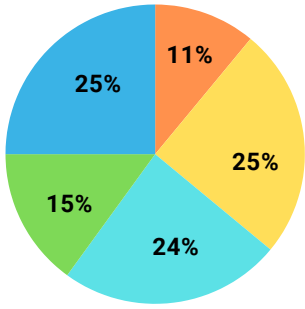


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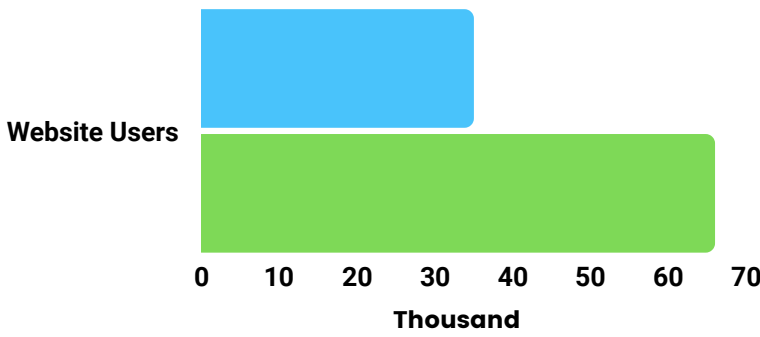


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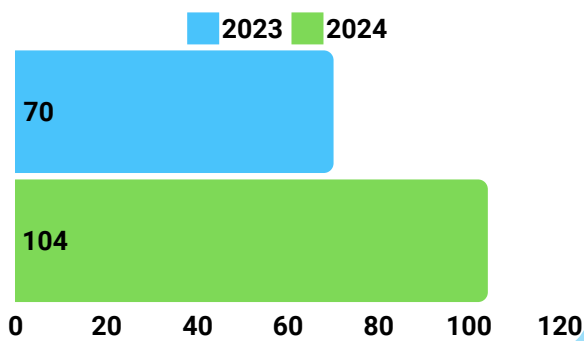
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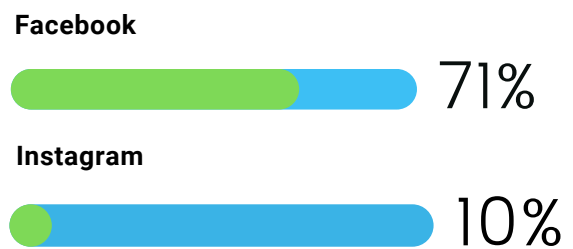
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