

An initiative by

Visit Tamar Valley

I support sustainable
tourism & shop local

The
Tamar Valley Value
CARD

VALID

VISIT TAMAR VALLEY
BRIDGING DEVON AND CORNWALL



FREE
VISITOR
CARD

DESIGNED TO



- Attract More Customers
- Boost Local Spend
- Support Sustainable Tourism



VISIT TAMAR VALLEY
BRIDGING DEVON AND CORNWALL



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About the Scheme

The Tamar Valley Value Card is launching in late summer 2026 and is designed to encourage visitors to explore more of the Tamar Valley and increase spend at local businesses during their stay.

We're inviting local businesses of all types - shops, cafés, restaurants, attractions, producers and services - to take part by offering a simple discount or added-value deal to visitors holding a valid card.

How the Scheme Works

- Visitors receive the Value Card from sustainable Visit Tamar Valley member businesses when they stay in the area.
- The card is FREE and valid for the duration of their stay.
- Cardholders can redeem exclusive discounts or offers at participating local businesses.

Why Take Part?

- Attract new customers who are incentivised to explore and spend locally.
- Increase visibility among visitors seeking out local, independent businesses.
- Support sustainable tourism by being part of a destination-wide green initiative.
- Low effort, high impact - you choose the offer that works for your business.

Website Promotion

- All participating offer-providers will be featured on the Visit Tamar Valley website.
- Non-members will receive a simple two-line directory-style listing highlighting their discount or offer.
- Visit Tamar Valley members will benefit from additional exposure, including a full business listing, enhanced content, and inclusion in wider destination marketing.
- Businesses offering a discount do not need to be green-accredited to take part.

Want More Exposure?

By joining Visit Tamar Valley, your business can:

- Gain a full listing on the website.
- Be promoted through visitor and sustainability-focused communications.
- Become part of a collaborative network supporting the local visitor economy.
- Membership is optional – but offers added visibility and long-term marketing benefits.

Get Involved

We are gathering interest now ahead of the scheme launch. Whether you want to:

- Offer a discount or deal.
- Join Visit Tamar Valley for greater exposure.
- Or simply find out more.

We'd love to hear from you. Together, we can encourage visitors to stay longer, spend locally, and support a greener Tamar Valley.

Scan the QR to register your interest

