



2004-2005
Promoting Sustainable Tourism

Creating a sustainable tourism marketing niche

We use a variety of communication tools to exploit the green destination marketing niche. Our target audiences are those with disposable income and time to travel for short breaks and activity holidays. We conduct an annual £27,000 advertising campaign using targeted direct mail, media advertising, press, PR and web marketing to appropriate socio-economic groups. These are identified via our research and survey activities and outlined in our tourism Strategy.

The main communication tools are:

- www.somewhere-special.co.uk
- *Green Holiday Guide*
- *South Hams Holiday Guide*
- *Tourism Newsletter to local tourism businesses*
- *Press/PR*
- *Local Tourist Information Centres*

www.somewherespecial.co.uk

The South Hams destination website currently has a visitor and business section. A section features the sustainable tourism scheme and provides an opportunity for visitors to request a Green Holiday Guide. It also gives hints and tips on how to have a 'green' holiday and how to keep the South Hams countryside special, through a more environmentally friendly form of tourism caring for the countryside and protecting it for posterity under the maxim 'leave only footprints, take only memories'.



The current website is to be refurbished this year to go live in November 2004 with a more targeted and searchable site working in partnership with Devon County Council. It will be along the same lines as www.discoverdevon.com

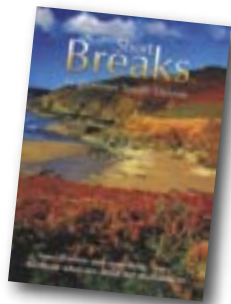


The website links with www.yourvisit.info which promotes businesses involved in the Green Tourism Business Scheme and lists the Scheme as one of the top ten European green tourism brands.

The South Hams Sustainable Tourism Initiative is used as a case study on www.futurefootprints.org.uk which is a partnership initiative of Sustainability South West, promoting sustainable tourism in the region.

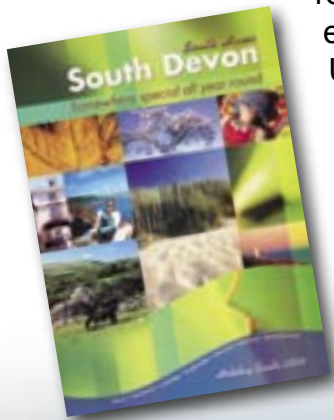
Green Holiday Guide

The Green Holiday Guide promotes the South Hams as a high quality tourism destination to a niche market with high expectations and promotes those businesses who have achieved accreditation through the Green Tourism Business Scheme. Some 15,000 have been mailed to a target audience identified from data provided by South West Tourism. Through this guide we aim to generate 2,500 extra staying visitors and an extra £150,000 tourism spend.



South Hams Holiday Guide

Our long-established holiday guide promotes the distinctive environmental quality of the area. 50,000 are distributed to target audiences, resulting in 20,000 enquiries annually. Ultimately our intention is to merge this with the Green Holiday Guide.



Tourism Newsletter

is a quarterly bulletin circulated to 1,200 South Hams tourism businesses. It features updates on topical tourism and related issues and feedback from action plans, marketing campaigns, regional and national tourism news and the Tourism Forum.



Press/PR

Maximising press opportunities where appropriate – newspapers, magazines, publications radio and TV.

Local Tourist Information Centres

These privately run TICs have a range of brochures supporting and promoting sustainable tourism events.

