

16 September 2020

discover  
**Dartmouth**

## PRESS RELEASE



### **Discover Dartmouth launches new website**

Discover Dartmouth are delighted to announce to launch of their new website [www.discoverdartmouth.com](http://www.discoverdartmouth.com)

The new website has a fresher look and is more image led which we are hoping will help increase digital engagement with our visitors and showcase Dartmouth as a key destination to visit in South Devon. The website is also a key platform for businesses in the town to promote their own business messages and to encourage footfall to the town.

In line with the new website launch Discover Dartmouth has also developed a new membership scheme which is more cost effective and has increased added value. The membership scheme also offers a FREE basic listing to all tourism businesses in Dartmouth to ensure the website reflects the great quality of attractions, accommodation, shops and restaurants in the town.

As well as the free listings, Discover Dartmouth is offering a 25% discount for all businesses taking an upgraded membership before the 31st December 2020. Together these offers are designed to help support the tourism sector as the industry rebounds.

Despite the current difficulties, over the summer page views on the Discover Dartmouth website were up by 19% and sessions were up by 8% compared to last year.

Stuart Longrigg Chair of Discover Dartmouth and Visit South Devon “We are delighted with the new look and feel of the Discover Dartmouth website, within the first few days the website launched we saw a 10% increase on users compared to this time last year. We are also pleased to be able to offer free listings for all the tourism businesses in Dartmouth with this new website and we hope all businesses get involved with us”

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Discover Dartmouth will also be supporting two tourism businesses this financial year by giving a donation from the website listings sales. The tourism business they are supporting this year are The Flavel and Dartmouth Visitor Centre.

The Discover Dartmouth team are also working on developing new video footage which will help showcase Dartmouth to visitors for the Autumn season and this is thanks to funding from both Dartmouth Town Council and Devon County Council. The new video will be hosted on the website once ready.

To get involved with Discover Dartmouth and take advantage of your FREE or discounted upgraded membership please email [web@discoverdartmouth.com](mailto:web@discoverdartmouth.com)

### Notes to Editors

Discover Dartmouth is managed by Visit South Devon CIC – [www.visitsouthdevon.co.uk](http://www.visitsouthdevon.co.uk)

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