

## Discover Dartmouth Press Release

### Discover Dartmouth shows a great increase in web traffic at the start of the tourism season.

Discover Dartmouth has seen a fantastic increase through March and April in website traffic to [www.discoverdartmouth.com](http://www.discoverdartmouth.com) March stats show an increase of 17% in users and April had a 20% increase in users and sessions. This highlights a fantastic start to the main tourism season as the industry rebounds.

Top pages visited on the site are attractions, things to do and events, with self catering information and beaches ranking highly. 2022 Events in Dartmouth are drawing in increased numbers of visitors to the website and the team are working hard to ensure this area of the website is updated frequently to showcase the great events on offer in the town.

The Discover Dartmouth website is on target to exceed 150, 000 users and 200, 000 sessions this year. We believe the website is becoming one of the fastest growing tourism websites in Dartmouth in terms of increase in users and sessions.

Stuart Longrigg Chair of Discover Dartmouth and Visit South Devon “We are delighted with the ongoing increased performance of the Discover Dartmouth website and how it continues to grow and develop since launching in September 2020 “.

**Discover Dartmouth** are proud to be partnered with **England’s Coast** throughout 2022 which is showing great results in website exposure for the Discover Dartmouth website. England’s Coast is an exciting new tourism initiative offering a wealth of holiday experiences. Enabling visitors to create their ideal itinerary and book direct with the tourism business.

Engagement in the **England’s Coast** (EC) campaign for **Discover Dartmouth** includes inclusion in at least one travel blog published on the EC website, promoted across social media channels, converted to media releases as well as distributed to London and European VisitBritain offices. Plus ongoing international travel trade engagement, Inclusion in Year of Coast national and international campaign 2023 and Inclusion in England’s Coast Ambassador training course.

The England's Coast Facebook page is constantly growing, as of March 2022 they have just under 30,000 total page likes. Alongside these near daily posts, they also run seasonal partner specific campaigns, namely the Autumn and Spring iterations of The Coast is Calling. During the period of June 2021 till March 2022 England's Coast shared 14 posts about Dartmouth specific content on the English Facebook page.

**Reach 92,732**

**Engagements 5,538**

**Shares 211**

### Note to Editors

Discover Dartmouth is owned and managed by Visit South Devon CIC. Visit South Devon is a Community Interest Company that exists solely for the benefit of the local tourism and hospitality

community, helping raise the profile of the area as a destination for both national and international visitors. Covering the whole southern half of Devon, including, the South Hams, West Devon, Teignbridge, East Devon and Mid Devon, our main aim is to increase the number of day visits, short breaks, longer holidays and business trips to South Devon for the benefit of the local tourism economy.

### **Press Contacts**

For all press enquires and image requests please contact

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For more information on Discover Dartmouth, please visit [www.discoverdartmouth.com](http://www.discoverdartmouth.com)