

South West Tourism Growth Fund Communications Guidelines

Key messages:

- As part of a **£5m South West Tourism Growth Fund** announced by Government in March this year, a range of activity will take place to grow tourism; deliver economic growth and boost export earnings in South West England.
- Destination partnerships and organisations from across South West England form part of the ambition to **create an additional £60m in visitor spend and create 1,000 jobs to boost South West England's visitor economy.**
- The programme aims to develop product and business in South West England, promoting the area and its unique product offering; demonstrate the ease of access to South West England; and create a joined up approach by profiling themes in key markets, creating lasting and active partnerships within the region. The key focus will be on challenging perceptions of England's countryside and educating consumers as to the breadth and depth of experiences available in the South West of England.
- **The ambition:** is to profile and promote South West England internationally to grow leisure and business visitors, and put the assets of South West England firmly on the international map, delivering both long term economic impact and a lasting legacy for South West England.
- **South West England is already a successful tourism destination with a total of 166 million visits, generating £9.6 billion in spend last year alone.**

Objectives of the fund:

- To increase out of London travel by international visitors.
- Create the conditions to develop a coherent strategic approach to growing the value of international tourism in South West England.
- Deliver a return on the investment in the form of export earnings and job creation
- Increase awareness and change perceptions of South West England offer in key markets (particularly utilising the power of digital content to inspire and influence potential visitors through digital and social media).
- Develop the product offer of South West England to the needs of the international visitor.
- Create a legacy for the activities and new ways of collaborative working that will continue to facilitate economic growth in the future

Guidance for Press Releases regarding this campaign:

VisitEngland will lead on communications/PR around key stages of the SWTGF with a general press release, after which partner destinations will then have the opportunity to promote their own involvement. Please only send out your own press releases (according to the guidelines, key messaging and sign off process below) after these key stages are announced.

We will communicate timing for this in advance. The aim of this is to ensure that we are taking a coordinated approach to ensure maximum exposure of the programme and its key messages on a national and local level.

Please follow this guidance when putting together press releases related to the SWTGF:

- Please always send any press releases you plan on issuing to kaye.woodhouse@VisitEngland.org.uk at least 48 hours in advance for sign off.

Please make clear in either the first or second paragraph that your destination is '**one of a number of destinations**' to benefit from the South West Tourism Growth Fund, and to credit the origin of the Fund, for example: "*<INSERT ORGANISATION NAME> is one of a number of destinations/organisations working with VisitEngland on a programme of activity to promote South West England. This activity is supported by VisitBritain, and brings together partner destinations from across the region. The £5m South West Tourism Growth Fund is a central government funded programme of activity, supported by match funding by partners in the public and private sectors.*

- **VisitEngland have provided boilerplate information for destinations to add to the end of press releases in relation to the South West Tourism Growth Fund (SWTGF) programme** (It is essential that this boilerplate information is used to ensure our funders are credited correctly, and the guidance below is followed).

The following three boilerplates must be included at the end of each release alongside your organisations boilerplate. You can copy and paste them from this document:

- About South West Tourism Growth Fund boilerplate
- About VisitEngland boilerplate
- About VisitBritain boilerplate

About the South West Tourism Growth Fund

- A £5m South West Tourism Growth Fund for tourism investment was announced by Government on the 5th March 2015. The total programme expenditure will be £7.2 consisting of the core £5m funding from Central Government and £2.2m estimated match funding from

partners in the public and private sectors. Match funding will be both cash funding and in-kind. The programme aims to deliver an additional £60m in international visitor expenditure and create 1,000 jobs.

- VisitEngland is the accountable body, working closely with a programme board made up of representatives from South West England tourism bodies, and with international delivery partner VisitBritain and a number of partner organisations from across the South West of England
- The aim is to profile and promote South West England internationally to grow leisure and business visits, put the assets of the South West firmly on the international map and deliver both long term economic impact and the foundations for a lasting legacy for the visitor economy of the South West.
- The South West for this purpose is defined as the old Government Office regions of Bath, Bristol, Gloucestershire, Wiltshire, Dorset, Somerset, Devon, Cornwall and the Isles of Scilly
- The target markets are:
 - USA
 - Australia/New Zealand
 - Netherlands and Flemish Belgium
 - Germany and German speaking European regions
 - Scandinavia
 - Republic of Ireland

About VisitEngland

- VisitEngland is the country's national tourist board. We work in partnership with the industry to develop the visitor experience across England, plan national tourism strategy, grow the value of tourism in England and provide advocacy for the industry and our visitors. Our work is underpinned by robust research and customer insights.
- England is a unique destination and a real powerhouse in global tourism. It represents 84 per cent of the total UK visitor economy, is worth £106 billion, and supports 2.6 million jobs. For further information and to access the latest in-depth market intelligence and statistics visit www.visitengland.com/biz or www.visitengland.com for consumer information

About VisitBritain

- VisitBritain is the strategic body for inbound tourism, ensuring that international tourism continues to deliver economic growth and jobs across the nations and regions of Britain.
- Our strength is that we understand international customers and markets. Our international network of offices which covers 22 markets is a resource supporting the industry and destinations to grow the value of tourism exports. We are a founding partner of the GREAT campaign working alongside organisations such as the FCO, UKTI and The British Council.
- Locking in private sector funding: In the last three years we have raised £43 million from commercial partners - airlines, operators and global brands such as the English Premier League and Sony - to match-fund international tourism marketing.

Customer Focused: Our strength is our understanding of international markets and customers. We know what motivates overseas customers to travel and how to inspire them to choose Britain