

VISITOR ECONOMY FORUM

2026

TUESDAY 28 APRIL 2026

THE DARTMOUTH YACHT CLUB



Dartmouth & District
Chamber of Commerce

SOUTH WEST DATA HUB



South West
Visitor Economy Hub



Focus on Dartmouth





Email

Password

Remember me

[Forgot your password?](#)

Login



South West
Visitor Economy Hub

Powered by  T-Stats Solutions

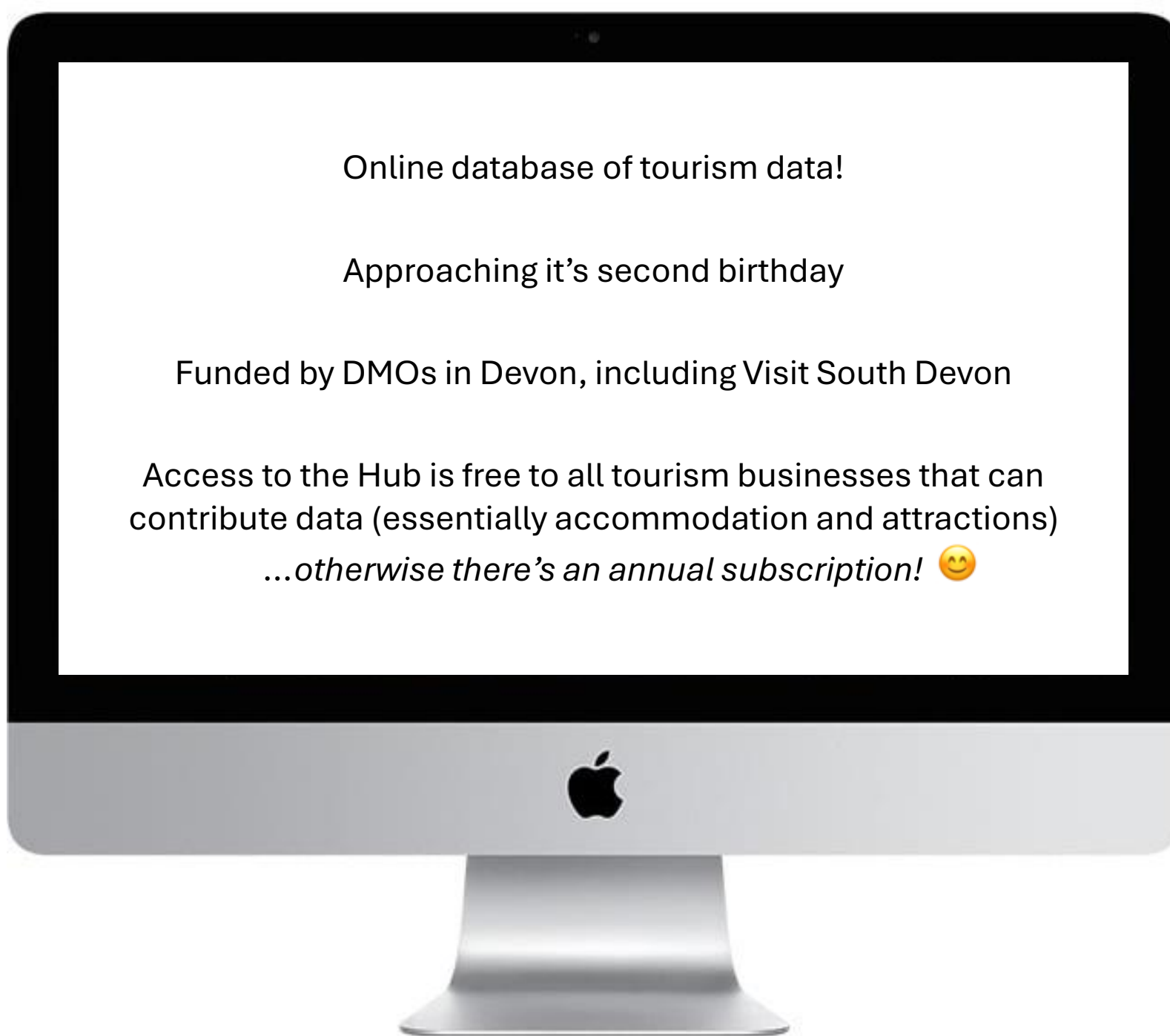
Online database of tourism data!

Approaching it's second birthday

Funded by DMOs in Devon, including Visit South Devon

Access to the Hub is free to all tourism businesses that can contribute data (essentially accommodation and attractions)

...otherwise there's an annual subscription! 😊





It tracks many things...

Accommodation Occupancy

Attraction Visitors

Footfall

Visitor Profile

- *Place of Residence*

- *Age*

- *Gender*

- *Income*

- *Distance Travelled*

Trip Characteristics

- *How Trip was Booked*

- *Travel Group*

- *Mode of Transport*

- *Expenditure*

- *Accessibility*

- *Dogs*

Tourism Information Centre Visitors

Car Parks

Events

Weather

Where are
visitors coming
from?



Footfall in Dartmouth: 2025

Footfall Volumes Analytics ?

[Tracker Metrics](#)

[Input Data](#)



Filter

Apr, 2025 - Oct, 2025 ▼

[Add Comparison](#)

Bar ▼

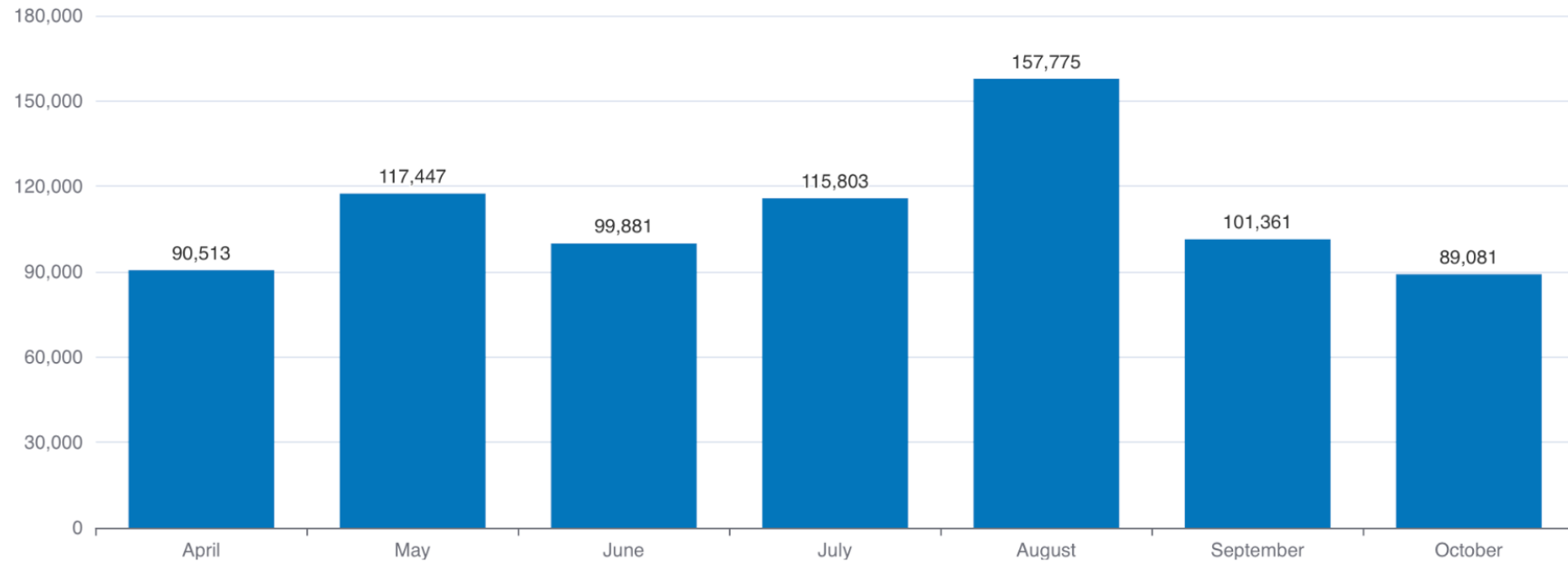
Years

Months

Days



Visitor Footfall: Dartmouth - Apr 01, 2025 - Oct 31, 2025



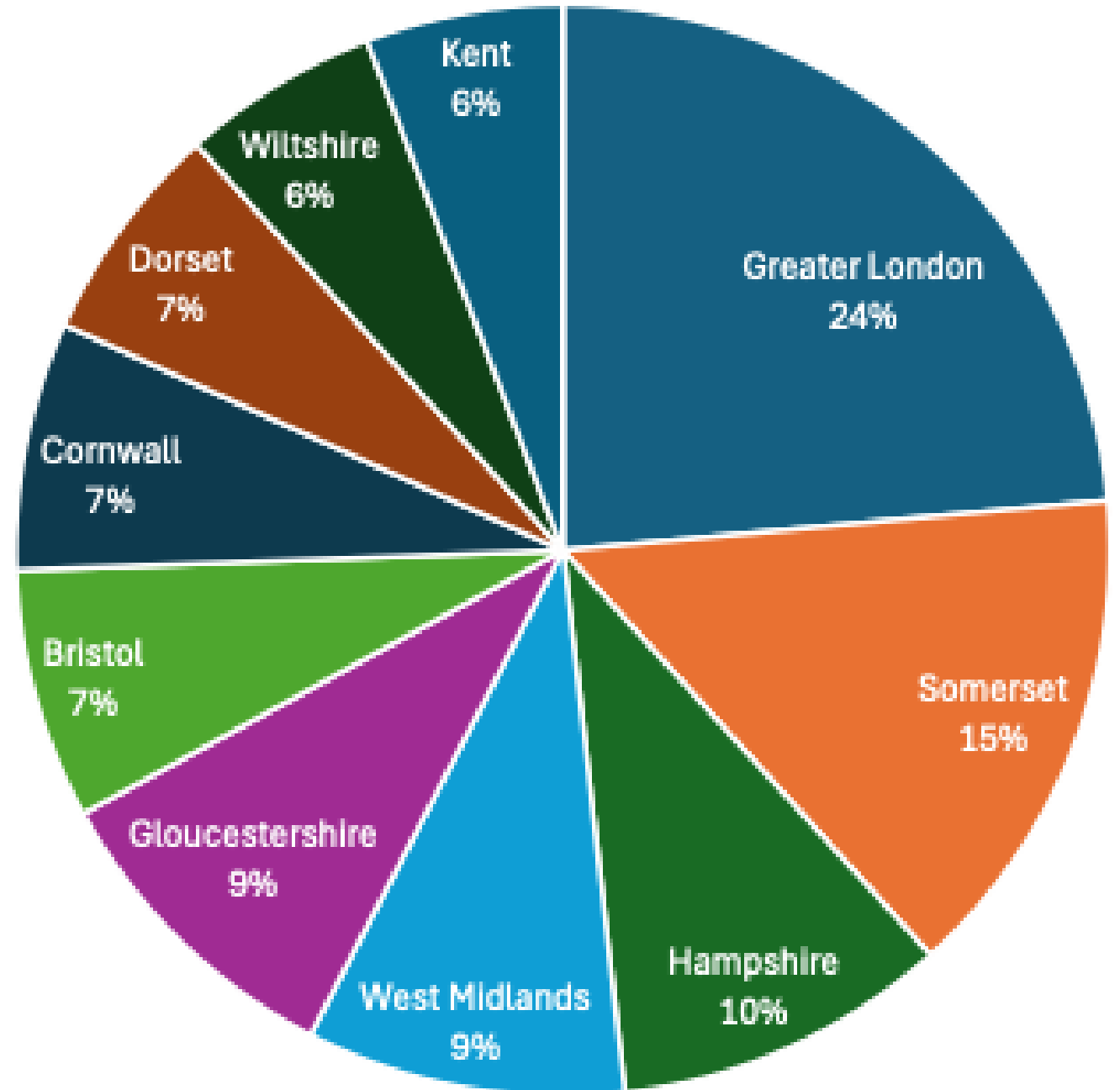
Top 10 Origin Counties

(visitors from > 50 miles)

Top 10 counties by visitor residence

These account for about 47% of all visitors

London is the largest generating market, followed by Somerset and Hampshire

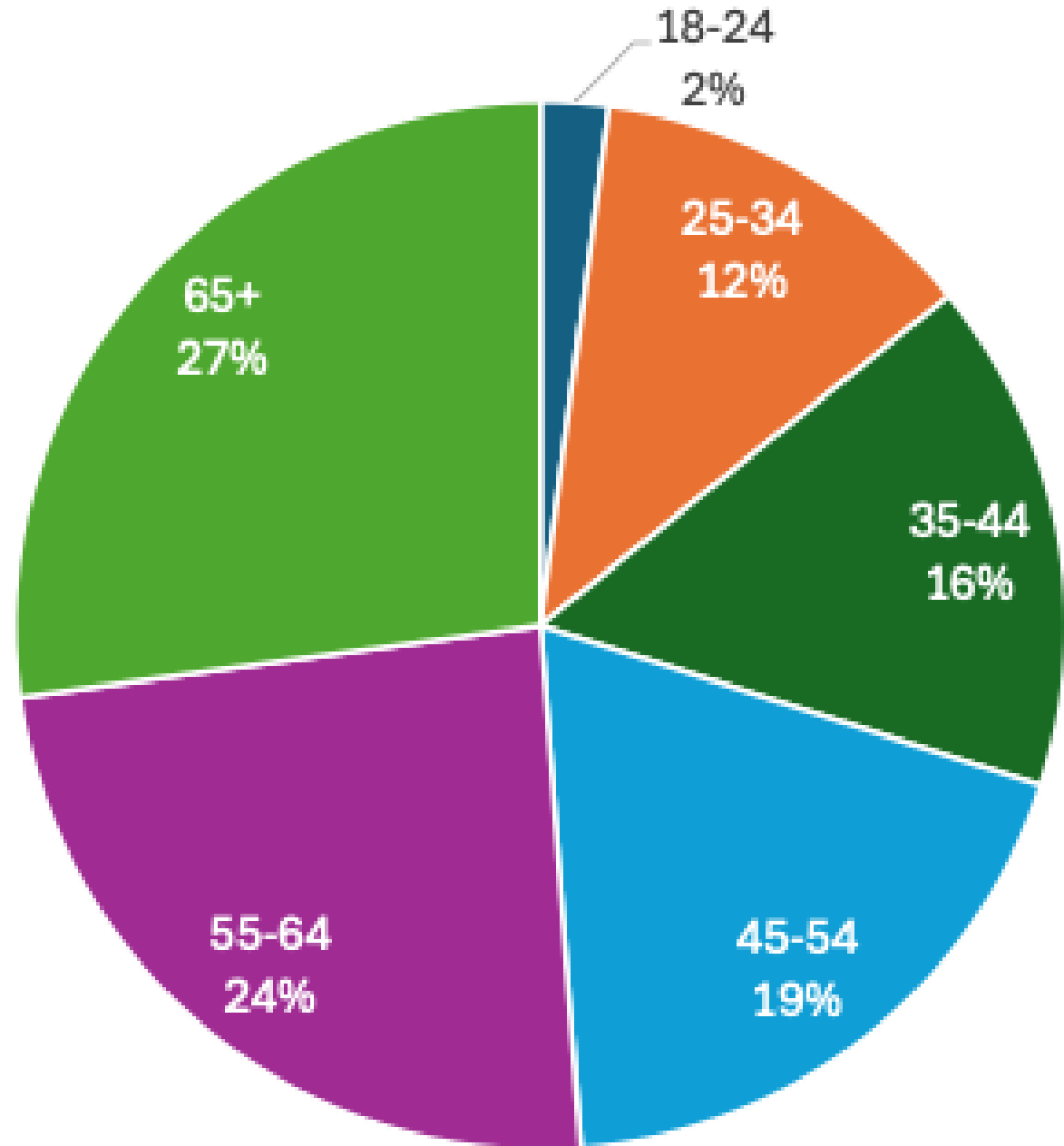


Age of Visitors

(visitors from > 50 miles)

51% over 55 years

Very few young adults
(14% under 34 years)



What do their
trips look like?





WE'D LOVE TO HEAR WHAT YOU THINK ABOUT DARTMOUTH!

Complete our short survey below to enter our free draw, and be in with a chance of winning a luxury two-night stay in award-winning accommodation in Devon.

[Click here to complete our survey](#)

Trips to Dartmouth

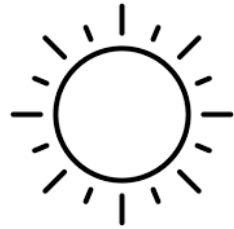
Average Length of Stay

Overnight Visitors



6.2 nights

Day Visitors



5.2 hours

Accommodation Booking



47% - Direct
32% - OTA



8% - VFR



117
days in advance

Transport

Own Transport



84%

Public Transport



10%

Satisfaction

-100 ↔ +100

73

Visitor Profile

Accessibility



7.9%

Spend

Per Person/Night



£123

A warm and inviting interior space featuring a rustic stone fireplace wall on the left, a wooden dining table in the foreground set with croissants, orange juice, and jam, and a kitchen counter with a wooden top on the right. The room is lit with soft, warm light, creating a comfortable atmosphere.

**Using the data to
shape your business!**



Dartmouth draws a strongly mature visitor market

Recommendations for businesses:

- Prioritise **comfort, ease and reassurance** in the offer: clearer parking and arrival information, good seating, accessible toilets, simpler booking and easy-to-read itineraries.
- Promote **soft adventure and relaxed discovery**: scenic walks, gardens, heritage, wildlife, boat trips, rail experiences and food-led days out.
- Tailor messaging around **quality, scenery, relaxation and service**, not just adrenaline, nightlife or high-energy activity.
- **Review accessibility across websites, venues and accommodation**, including ground-floor rooms, mobility detail and low-friction pre-arrival information.



Dartmouth attracts affluent visitors

Recommendations for businesses:

- Offer **premium value**: standout food and drink, characterful stays, high-quality guided experiences and thoughtful extras rather than discount-led messages.
- Create **higher-spend packages** such as coastal breaks, foodie weekends, sailing-and-stay, walking holidays, spa or wellness stays and shoulder-season escapes.
- Use photography and copy that feel **polished, aspirational and authentic**, with emphasis on views, craftsmanship and local produce.
- **Upsell through add-ons** such as premium rooms, late checkout, tasting menus, parking bundles, private tours or local welcome hampers.



Dartmouth is a planned drive-break destination

Recommendations for businesses:

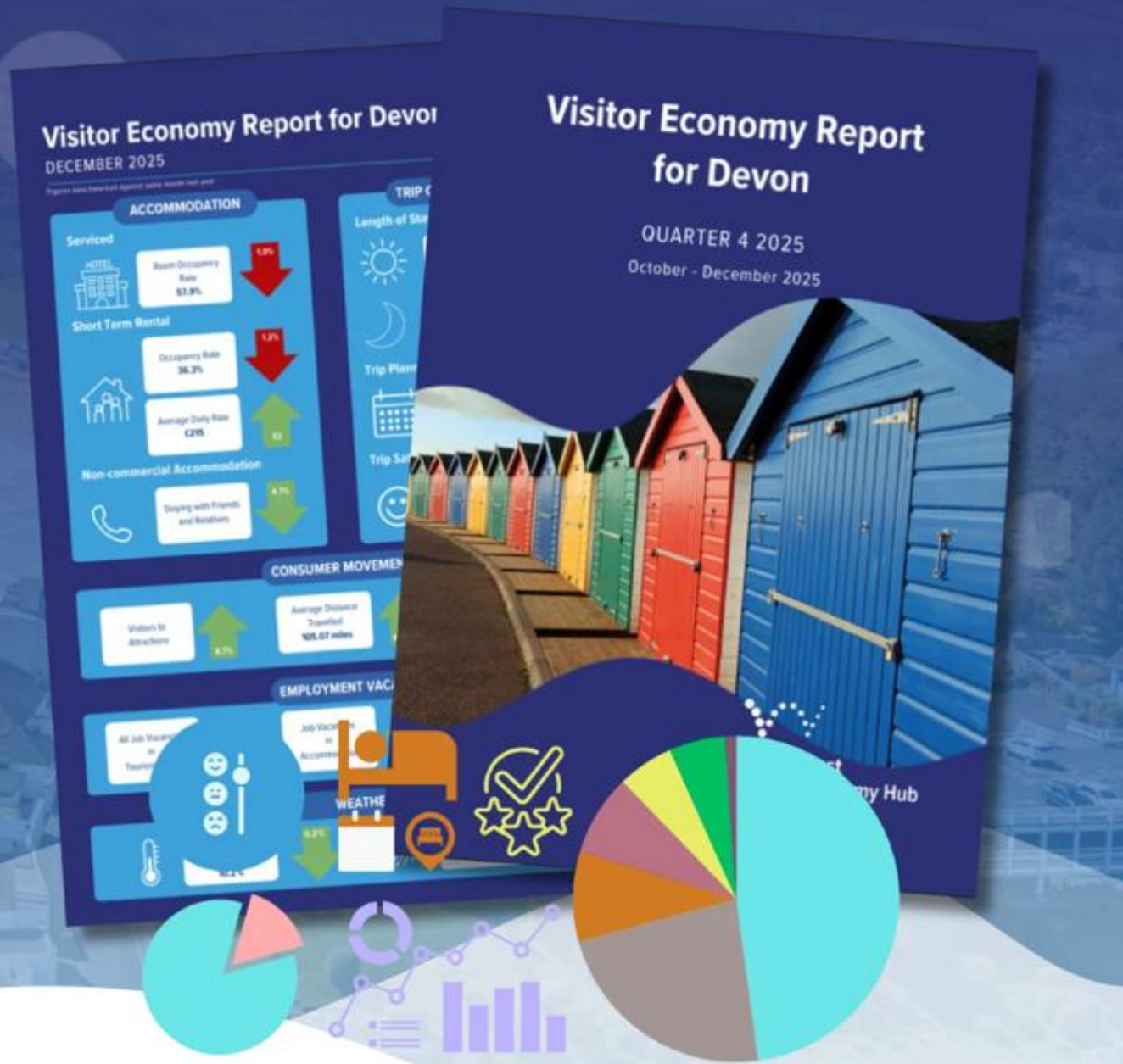
- **Plan for visitors arriving from further away:** inspire longer stays, itineraries and bookable experiences rather than day-trip messaging alone.
- **Make pre-arrival information exceptionally clear:** travel times, parking, EV charging, luggage, wet-weather options and “what to do nearby” suggestions.
- Bundle experiences into **2–4 night breaks:** coast-and-country combinations, rainy-day alternatives and seasonal reasons to stay another night.
- **Use remarketing and email to convert planners early,** because this audience is more likely to research and book ahead.



Dartmouth draws strongly from London and the southern counties

Recommendations for businesses:

- Target paid and partnership marketing more heavily into **Greater London, Hampshire, Somerset, Gloucestershire, Bristol, Dorset and Wiltshire.**
- **Use messaging tailored to each market:** premium coastal escape for London and the Home Counties; easy-access short breaks for the South West fringe; coast-and-harbour variety for southern counties.
- **Build links with media, clubs, special-interest groups and trade partners** in these catchments rather than spreading effort too thinly.
- **Test postcode-targeted campaigns** and compare response by market so spend can be shifted towards the strongest origins.



www.swvehub.co.uk/reports

Devon and Somerset

TOURISM TRENDS

REGIONAL ANALYSIS



Annual Tourism Trends 2025 Report

£149.00

ADD TO BASKET



www.swvehub.co.uk/reports

Getting involved!

If you own or operate an accommodation, attraction or food/beverage provider...



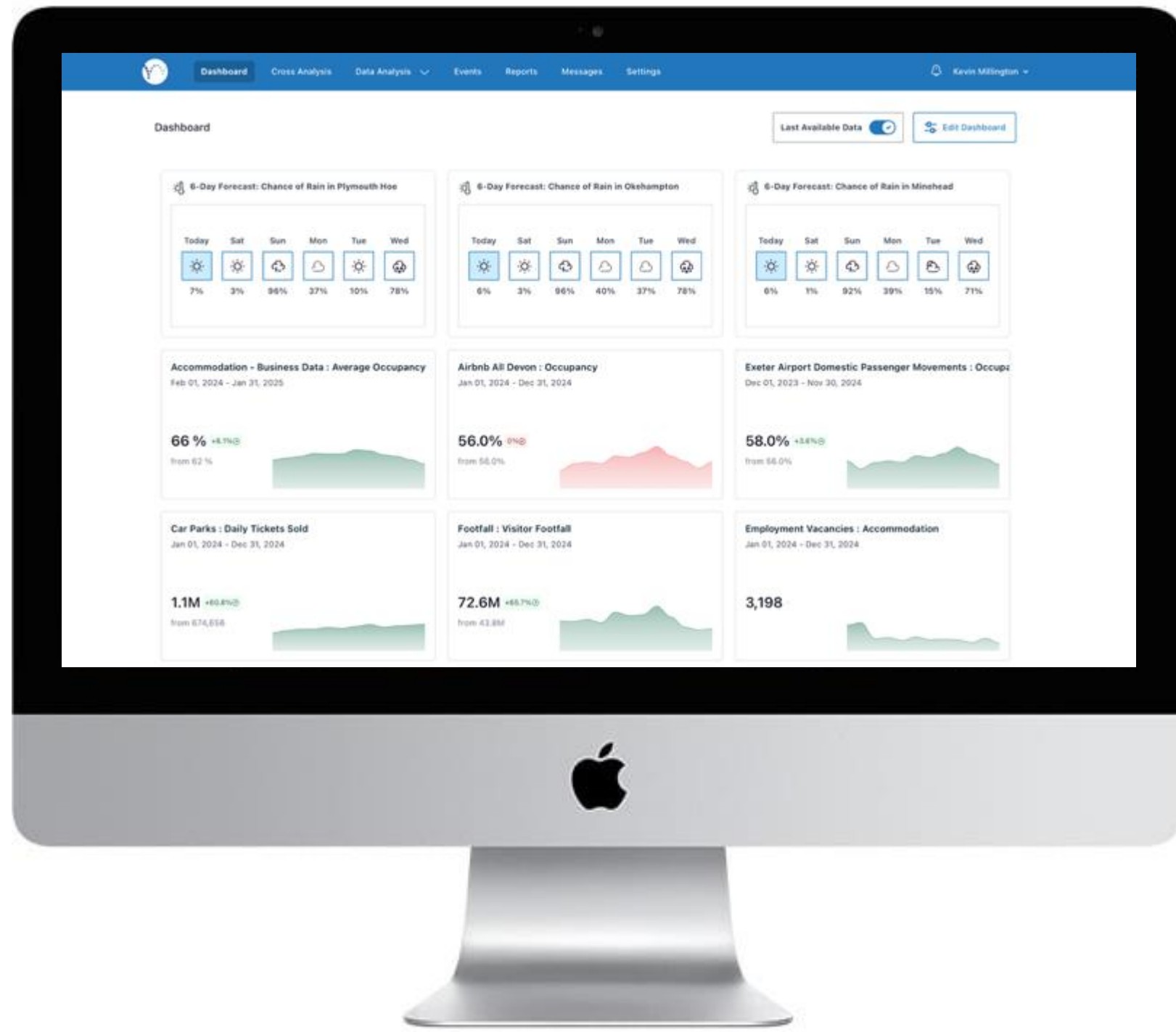
Each business is a thread...



...and combining the threads allows us to see and understand our sector

Annual Subscription

sign-up@swvehub.co.uk



VISIT SOUTH DEVON

Visit South Devon

www.visitsouthdevon.co.uk



WHO WE ARE

- Visit South Devon is the Official Destination Marketing Organisation for the region.
- We are a not-for-profit Community Interest Company (CIC)
- Over 280 members
- Visit South Devon covers the whole southern half of Devon

OUR VISION

To promote South Devon as a world-class, year-round destination and grow the visitor economy.



Visit South Devon

www.visitsouthdevon.co.uk

STATS

WEBSITE

2.1 million pageviews

1.3 million sessions

1 million users

E-NEWSLETTER

38,000 subscribers

SOCIAL MEDIA

92,000 followers



Visit South Devon

www.visitsouthdevon.co.uk

OUR SERVICES

- Visit South Devon Website – www.visitsouthdevon.co.uk
- Discover Dartmouth Website – www.discoverdartmouth.co.uk
- Discover Dawlish and Dawlish Warren
- Tourism partner for Teignbridge District Council
- Social Media profiles & blog posts for both Visit South Devon, Discover Dartmouth and Discover Dawlish & Dawlish Warren
- Discover Bovey Tracey – created a campaign buy in for businesses in the town.
- PR activity which includes press visits and press releases



Visit South Devon

www.visitsouthdevon.co.uk



OUR SERVICES

- **Official South Devon Visitor Guide - 160 pages, A5 size, 8000 – 10, 000 downloads a year**
- **Image & Video library covering all areas in South Devon**
- **Group Travel & Travel Trade Marketing**
- **Commercial Services for Towns and Districts - Visit Exmouth**
- **Managing Consumer marketing campaigns**
- **Member events - 280 members**
- **Business Support Workshops**
- **Consumer Events – CCS, Devon County Show, Local food festivals and events.**
- **We have a seat on the Devon LVEP Advisory Board**

Visit South Devon

www.visitsouthdevon.co.uk



Group Travel Campaign for South Devon Towns

- Develop a bespoke town itinerary targeting the UK groups market and assist you in pushing this out to market.
- An enhanced town page on the new group travel section focusing on your coach parking, group travel offers and visitor information.
- Representation of your town within our Group Travel Display adverts we will be taking out in the group travel publications through 2026
- Representation at the 2026/27 Group Travel Shows including BTTS in March 2027 and we are currently looking at exhibiting at Group Leisure Show in October 26
- Entry in our new group travel newsletters – sent out quarterly to a database of just over 1300 buyers
- Opportunity to host a Group Travel operator or the Group Travel media on a FAM trip.
- Representation in press releases sent out to the group travel media with a focus on your town
- We will host a business workshop in the town to help businesses work with the Travel Trade and Group market.

Visit South Devon

www.visitsouthdevon.co.uk



Group Travel Campaign for South Devon Towns

- New itinerary for Kingsbridge has been created
- Working on a “Brunel Coast” itinerary connecting up Dawlish, Teignmouth, Newton Abbot and Plymouth
- Vineyards, distilleries and breweries of South Devon ready for launch. Press release to Group Travel Media
- Working on a foodie itinerary now – Taste of South Devon
- We have been nominated for Best Group Destination with Group Travel World magazine.

Visit South Devon

www.visitsouthdevon.co.uk



Days Out on Your Doorstep/ Devon Days Out

Campaign Objectives

- Drive footfall and increase revenue for our tourism businesses in the shoulder season from September through to February.
- Ensure our members see value for money from our memberships services and to keep this campaign free for members -to support them during these challenging times.
- Target the local market to showcase what great days out are available on their doorstep
- To support local residents with cost effective days out as a result of the COL

Campaign Successes

- 42 offers from members and these offers are better from the first year.
- Local PR coverage from ITV/Spotlight and ongoing local press coverage from local publications
- Nearly 3000 downloads to date –new database of local contacts for targeted marketing.
- Members are seeing an increase in redemptions this year.

Phase 2 – Devon Days Out



PREMIER MARINA



PREMIER
MARINAS



PREMIER MARINAS

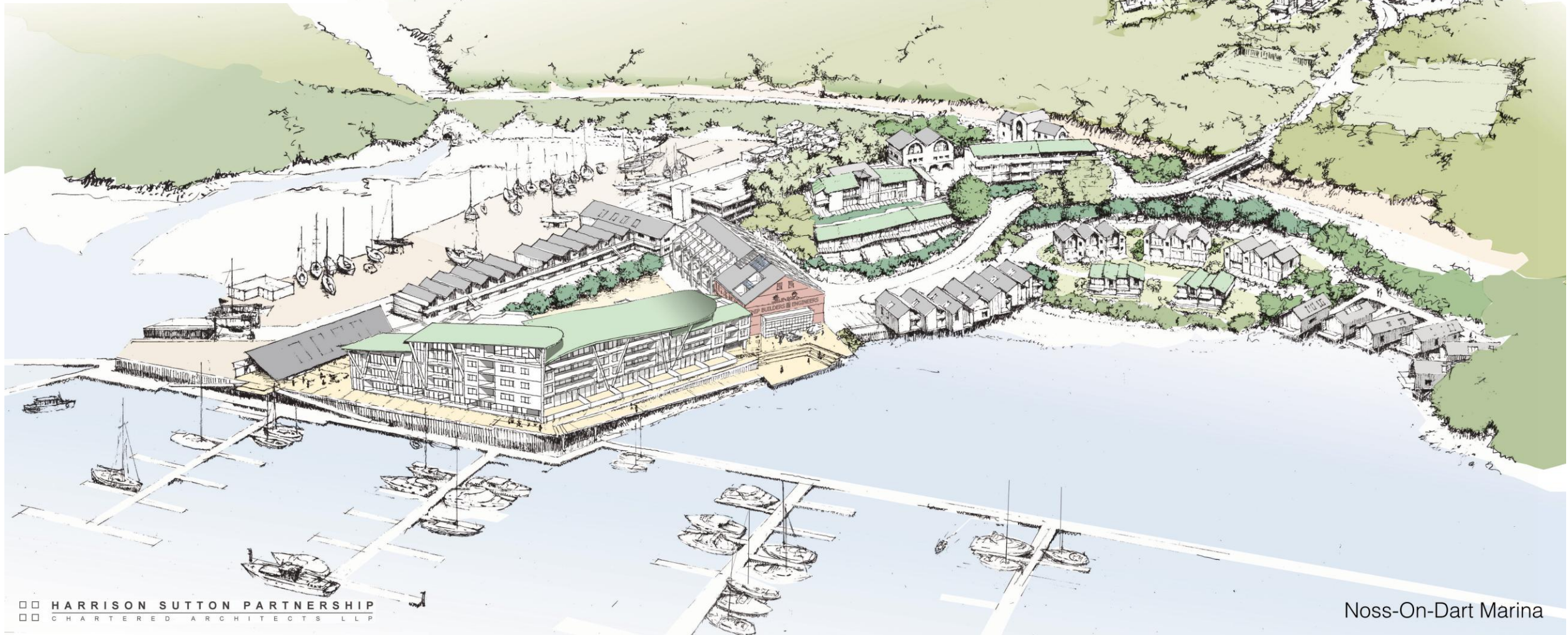


- 1 Falmouth
- 2 Noss on Dart
- 3 Portland
- 4 Weymouth
- 5 Deacons
- 6 Swanwick
- 7 Universal
- 8 East Cowes
- 9 Haslar
- 10 Gosport
- 11 Trafalgar Wharf
- 12 Port Solent
- 13 Southsea
- 14 Chichester
- 15 Brighton
- 16 Sovereign Harbour

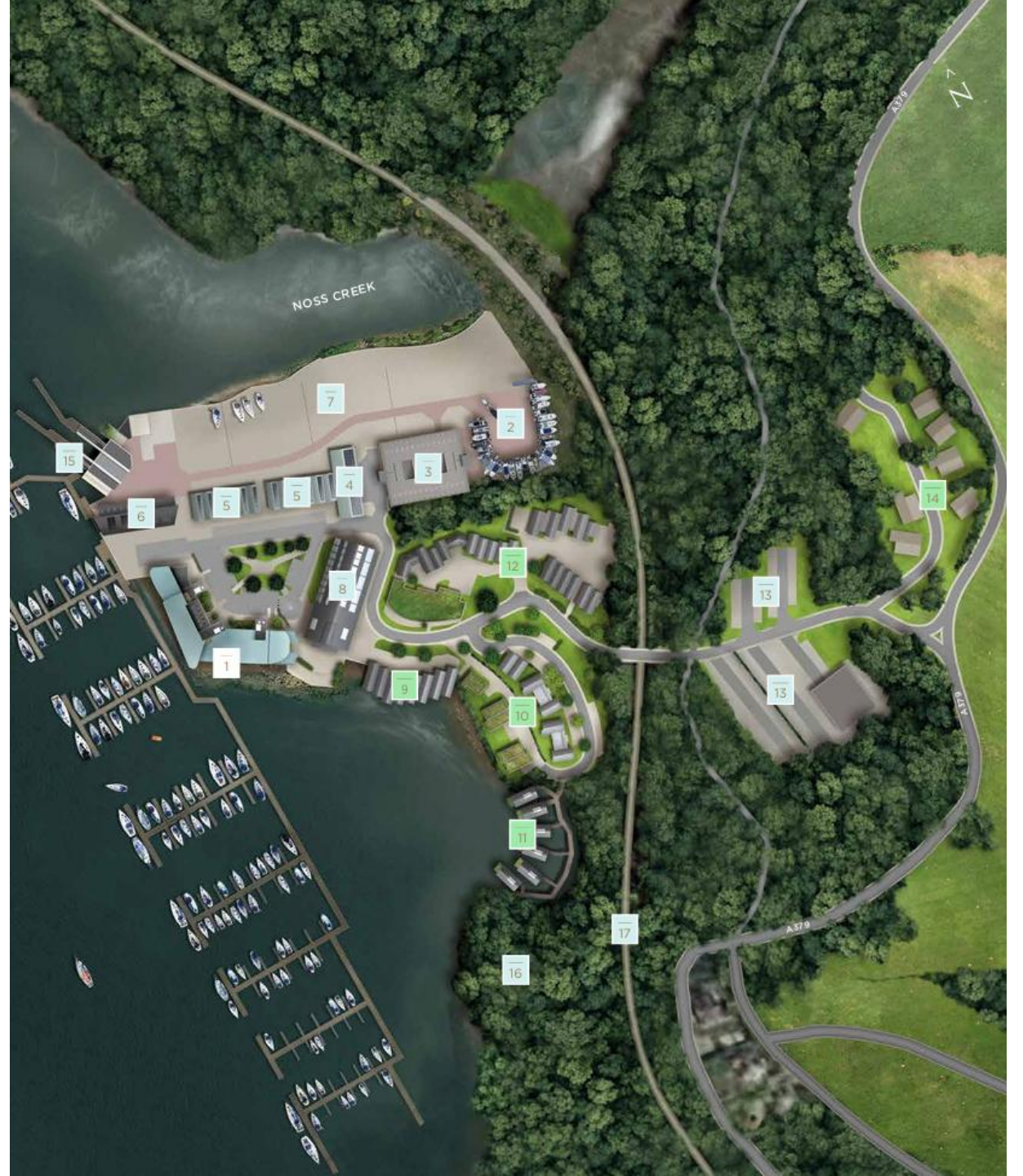


NOSS

ON DART




NOSS
ON DART





NOSS

ON DART



NOSS ON DART HOTEL



NOSS ON DART HOTEL



NOSS ON DART HOTEL



NOSS ON DART HOTEL



NOSS ON DART HOTEL



DART MARINA



DART MARINA



DART MARINA



DART MARINA





PREMIER
MARINAS

EXPLORE DARTMOUTH

EXPLORE DARTMOUTH

Danni Pinnington
Director / Marketing

Explore
DARTMOUTH



Marketing support that would be beneficial

Marketing Dartmouth as a destination is the crux of what businesses are looking for when they ask for 'marketing support'.



WHAT YOU WANT
Business Sentiment Survey 2026

OUR KEY OBJECTIVES



The Dartmouth Visitor Journey



MORE VISITORS YEAR ROUND SPENDING MORE TIME / MONEY VISITING MORE OFTEN

- Explore Dartmouth
 - Social Media
 - Website
 - App
 - Blogs
- Festivals / Events
- Explore Dartmouth
 - Visitor Centre
 - Visitor Guide
 - App
 - Blogs
- Businesses
- Heritage Attractions
- Festivals / Events

OUR KEY TOOLS



Visitor Centre

c.45,000 visitors a year

OUR KEY TOOLS

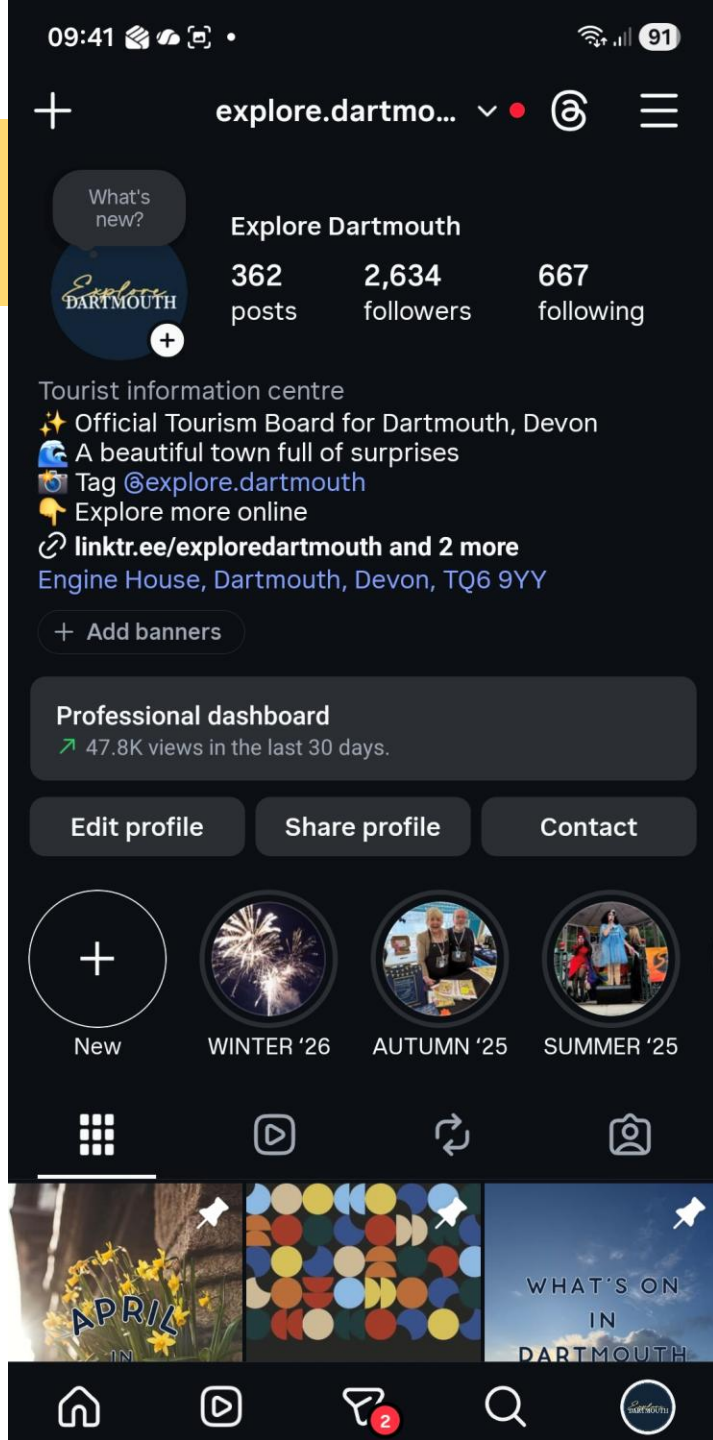
Explore
DARTMOUTH

[Home](#) [Explore](#) [Whats On](#) [Contact](#)

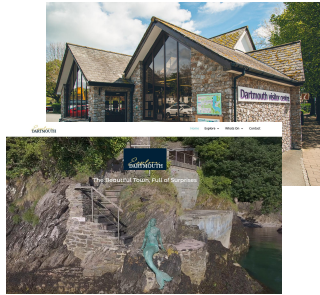


[Exploredartmouth.co.uk](https://exploredartmouth.co.uk)

163,000 impressions a month



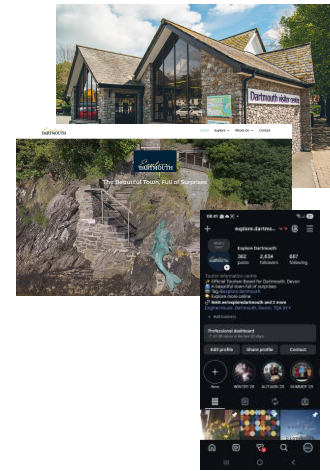
OUR KEY TOOLS



Socials

c.50,000 views a month

OUR KEY TOOLS



Visitor App

c.5,500 views to date

OUR KEY TOOLS

Only in Dartmouth



1

The Station with no trains!

The station was built as a railway platform – but the line never crossed the Dart.

2

The world's first working atmospheric steam engine

Thomas Newcomen, born in Dartmouth, designed and built the first working steam engine, see an original Newcomen Engine in motion at The Engine House.

3

The UK's only remaining coal fired paddle steamer

The Kingswear Castle offers unique river cruise trips from Dartmouth to Totnes.

4

Christopher Robin's bookshop

A.A. Milne's son, Christopher Robin ran the Harbour bookshop in Dartmouth for over 30 years.

5

Home of the Gurgling Fish Jugs

The Dartmouth Pottery in Warfleet gave gurgling jugs their memorable fish shape.

6

The first coastal artillery fort in Britain

Dartmouth Castle's gun tower was the first purpose-built coastal artillery fort.

7

The "Tree of Jesse" Elizabethan ceiling

The Jesse Room in Dartmouth Museum has a unique plaster relief ceiling displaying the 'Tree of Jesse'.

8

The last working Tug & Platform Ferry

The Dartmouth Lower Ferry is the last Tug & Platform Ferry active in the UK.

A few hours in Dartmouth

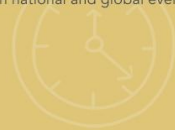
Short on time but eager to explore Dartmouth's rich history? **The Dartmouth Heritage Trails** are your perfect guide!

The Town Trail takes you around the historic streets where you can absorb the rich heritage of Dartmouth, whilst also taking in independent shops and galleries, and choosing the perfect refreshment stop.

The Castle Trail is a 20-minute walk along the harbour out to **Dartmouth Castle**, where you can hear tales of the town's centuries-old defences.

The views are spectacular, and for those who want a short river experience, the **Castle Ferry** is a great way to head back to the centre of Town.

Another option is to head to **Dartmouth Museum** - the perfect place to learn how this beautiful town has evolved over many centuries, literally shaped by trade, and played a role in national and global events.



24 hours in Dartmouth

Start your day in Dartmouth's historic centre from the Butterwalk and The Old Market to St Saviour's Church and Smith Street, taking in the medieval streets lined with pastel-coloured houses and quirky shops. From there, take the 20-minute walk out to the centuries-old Dartmouth Castle, enjoying panoramic views of the town and harbour.

Catch the Castle Ferry back view the beauty of Dartmouth, from the river.

Coffee time Pause for artisan coffee and pastries from a local café - choose among the town's thriving café scene, from riverside spots to tucked-away courtyards. Each offer the perfect setting for people-watching or planning the day's adventures.

Next, stroll along the Embankment for classic river scenes, spotting ferries and heritage steam trains across the water.

Lunchtime Dartmouth boasts a wide variety of food options with award-winning restaurants, stylish bistros, and cosy pubs. Sample freshly caught seafood - the town's crab sandwiches are legendary - or tuck into Devonshire specialities such as homemade pies and farm cheeses.

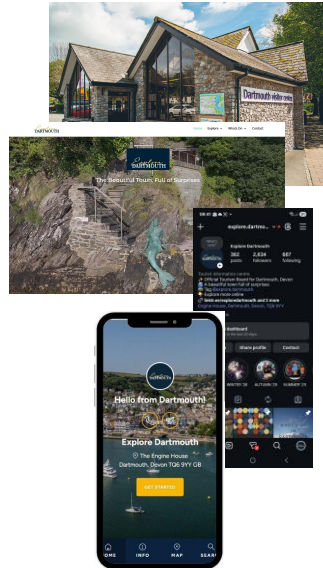
After lunch, you could enjoy a relaxing river boat trip towards Totnes, passing lush woods and elegant estates, or hop aboard the heritage Steam Train for further exploration.

If you are after something more active, then try your hand at kayaking with a guided trip from the harbour to the Castle and beyond. Or meander around Dartmouth's galleries and independent shops.

Tea Time A visit to Dartmouth is not complete without indulging in a classic Devon cream tea (cream first!).

Evening Dartmouth shows off yet another side of its character as the sun sets. Enjoy cocktails or local cider at a lively bar, before dining in one of the varied options available, delicious food and a warm welcome guaranteed.

After Dark Round off with a stroll beneath twinkling lights along the Embankment and Royal Avenue Gardens.



Visitor Guide

OUR EFFORT IN 2025



There is no government funding for local tourism

We rely on Partners to fund our work – **thank you** to the 60+ who do

WITH MORE FUNDING...

5 Towns Wellness Campaign - discussing with SHDC

South Hams: Your Space to Breathe. Any Time.

The city never stops, but it can drain you dry. The South Hams offers a different kind of energy - one that doesn't fade when the leaves fall or the crowds depart. This is a landscape for all seasons, where nature's 'reset' button is always within reach.

Moor to Shore. January to December. Your reset is waiting.

Putting Dartmouth where potential visitors are

Advertising Opportunities



Exeter Airport

Digital Network

3 x Departures / 3 x Arrivals

The network offers a good dwell audience for both departures and arrivals

Location: 3 x departure lounge, 2 x international baggage reclaim and 1 x domestic baggage reclaim

Format: 46" Landscape Digital Screen

Dimension: 1920 x 1080

Considerations: 10 second ad, 2 minute loop

Monthly Rate: £500

Offer for 6 months - £400 per month

Offer for 1 year - £325 per month

*Prices subject to VAT



WORKING TOGETHER IS FREE!



- **Social media posts**
 - Share, Like, Tag, Collaborate
- **52 blogs a year / WhatsOn page**
 - Link via your website
 - Use in email campaigns
- **Visitor App**
 - Link to your confirmation emails



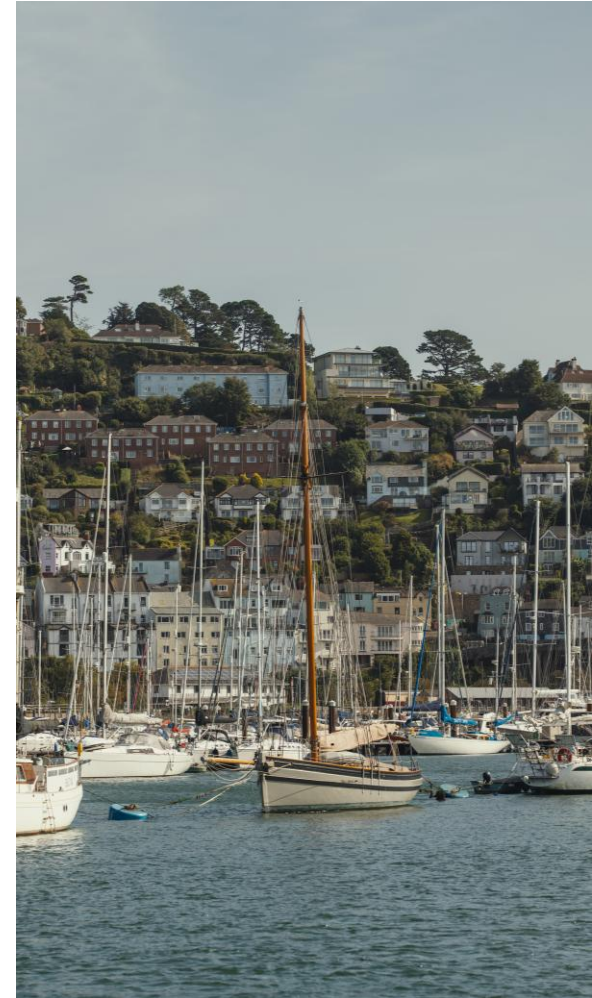
THANK YOU

Danni Pinnington

marketing@exploredartmouth.co.uk

www.exploredartmouth.co.uk

[@explore.dartmouth](https://www.instagram.com/explore.dartmouth)



TOWN OF CULTURE BID



Dartmouth's cultural story and opportunity

Expression of interest submission for the UK Town of Culture 2028 Competition

31 March 2026



The Competition in a nutshell

- Run by Government Dept of Culture, Media and Sport (DCMS)
- £3m top prize, 2 x £250,000 runners up prizes
- Towns of all sizes – categorised
- £60,000 awarded to shortlisted towns to develop their bids
- 31 March was the first deadline for Expressions of interest
- Shortlisters awarded later this year
- Winner announced later in 2027 for 2028 cultural programme delivery

Our heritage culture tells our inspirational story

Dartmouth changed the world – how will you change the world?

We create

the home of ingenuity, invention and enterprise with a feeling of anything is possible

Stories

*Newcomen
Shipbuilding then and now
Dartmouth Pottery
Agatha Christie
and more*

We explore

the launch point for adventure, discovery and exchange in the wider world

Stories

*Crusades
Mayflower
Merchant trading/Packet trading
and more*

We nurture

the unchanged beauty of an extraordinary river based, coastal and rural location

Stories

*Queen Victoria
Turner
Championing biodiversity
and more*

We muster

the welcoming community with a huge voluntary effort where everyone feels they belong

Stories

*D-Day
Naval College
Festivals and volunteer effort
and more*

The River Dart – the bedrock of our heritage culture

OVERVIEW OF OPPORTUNITIES

With an overarching goal of celebrating and raising the profile of Dartmouth as a leading example of coastal cultural innovation, we will drive economic and social renewal to *strengthen community wellbeing, cohesion and resilience, support the local economy and protect the natural environment*

Stories under your feet

Accessible heritage on every street
- wonder as you wander
Guided Tours
Trails
Experiences

Immersive experiences

Bringing heritage to life through AR & VR
Digital curation
Living curation
Digital access to collections
Untold chapters
Unseen heritage

Showcasing Arts & Artisans

Development of the Artisan Quarter
inc Foss St, The Market and The Flavel's outside area
Interactive events and exhibitions

Festivals & Spectacles

Developing a calendar of events
Supporting existing festivals
Creating new festivals and events
Celebrating our heritage
Increasing accessibility

Securing long term prosperity

Influencing tourism
Diversifying the economy
Attracting 20-40 yr olds
Encouraging entrepreneurs - Creatives/Crea-Tech/Tech
Teaching employability skills to young people

Inspiring the next generation

Science, Technology, Engineering, Arts & Mathematics (STEAM) programme
Out of school and holiday club provision
Protecting our environment

Fostering Community Wellbeing

Interest led clubs and activities for young people, families, socially isolated
Inspired by our four cultural themes

Empowering Voluntary, Community & Social Enterprise (VCSE)

design and deliver services take on services others cannot sustain to meet the needs of the community

restoring a sense of pride in place and hope for the future