

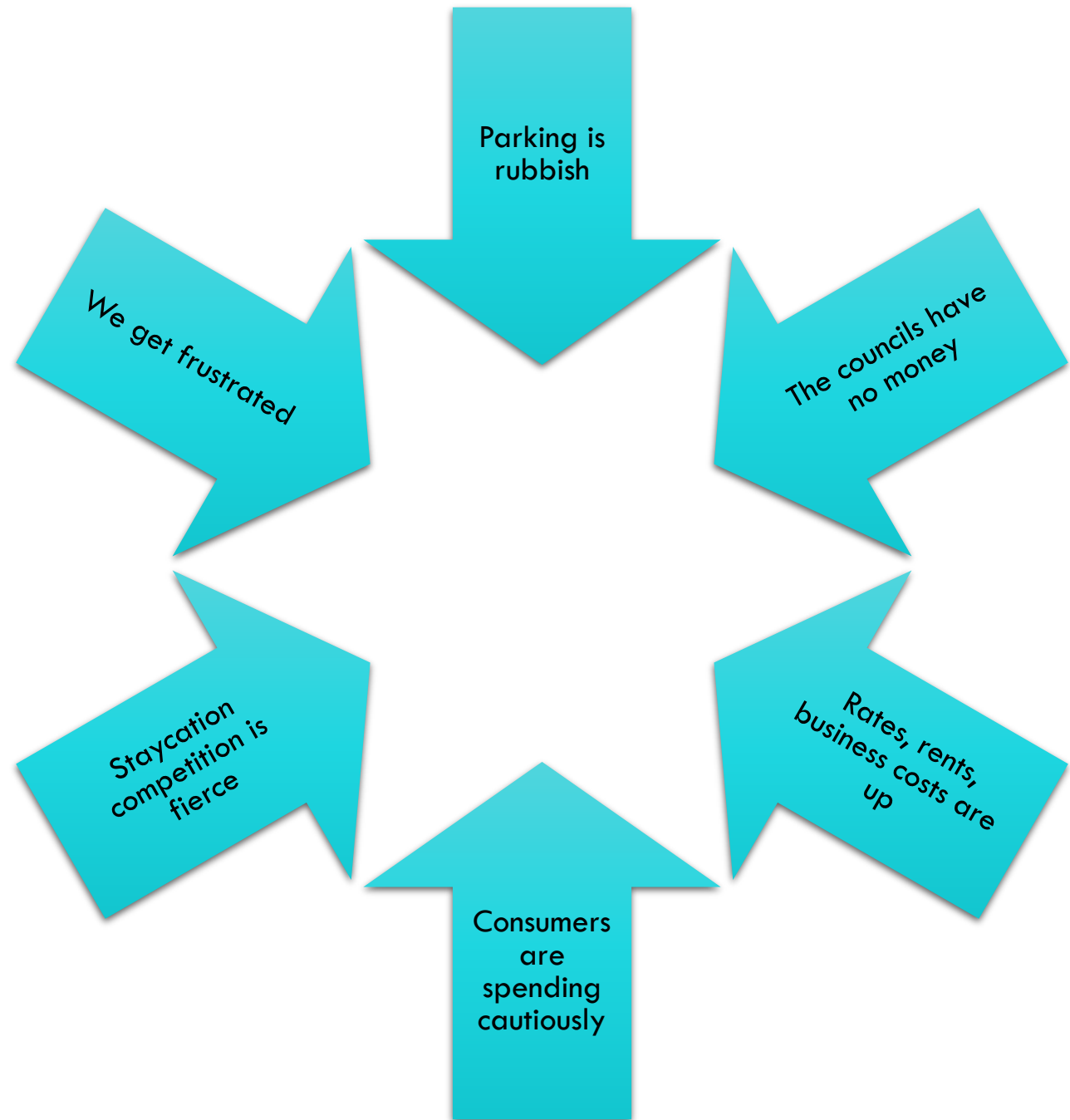


Dartmouth & District Chamber of Commerce

LOOKING TO THE FUTURE

BUSINESS FORUM
OCTOBER 2026

WHAT WE KNOW:THE BAD



WHAT WE KNOW: THE GOOD



SUMMER SURVEY KEY TAKEOUTS

- **17% of businesses surveyed felt the Summer had been much better than 2025**
 - 11% more than in 2025
- **Most businesses noted cautious customer spending**
- **Other customer behaviour patterns were less consistent**
 - 48% had some of their **busiest** days vs 26% reporting **really quiet** days
 - 41% felt weather was an **incredible boost** vs 14% **weren't seeing the patterns** typical with good weather

**WE CAN'T CHANGE THE THINGS
WE CAN'T CONTROL**

**LET'S FOCUS ON CHANGING
WHAT WE CAN CONTROL**

THIS IS ABOUT LOOKING FORWARD

- The 'bad' are factors we can't change
- The 'good' are factors that make Dartmouth resilient
- And there are more layers we can add to the 'good'
 - Paul: The River opportunities
 - Victoria: Putting nature properly at the heart of our 'offer'
 - Jonathan: Creating a safe/welcoming place for all
 - Abi: Building a standout seasonal offer
 - Shoppercentric: Adapting to changing consumer behaviours

PAUL BRITTON

- Harbour Master



Dart Harbour

River of Opportunities





Dart Harbour

Who is on the river?

15,000 visitor boat nights so far in 2026

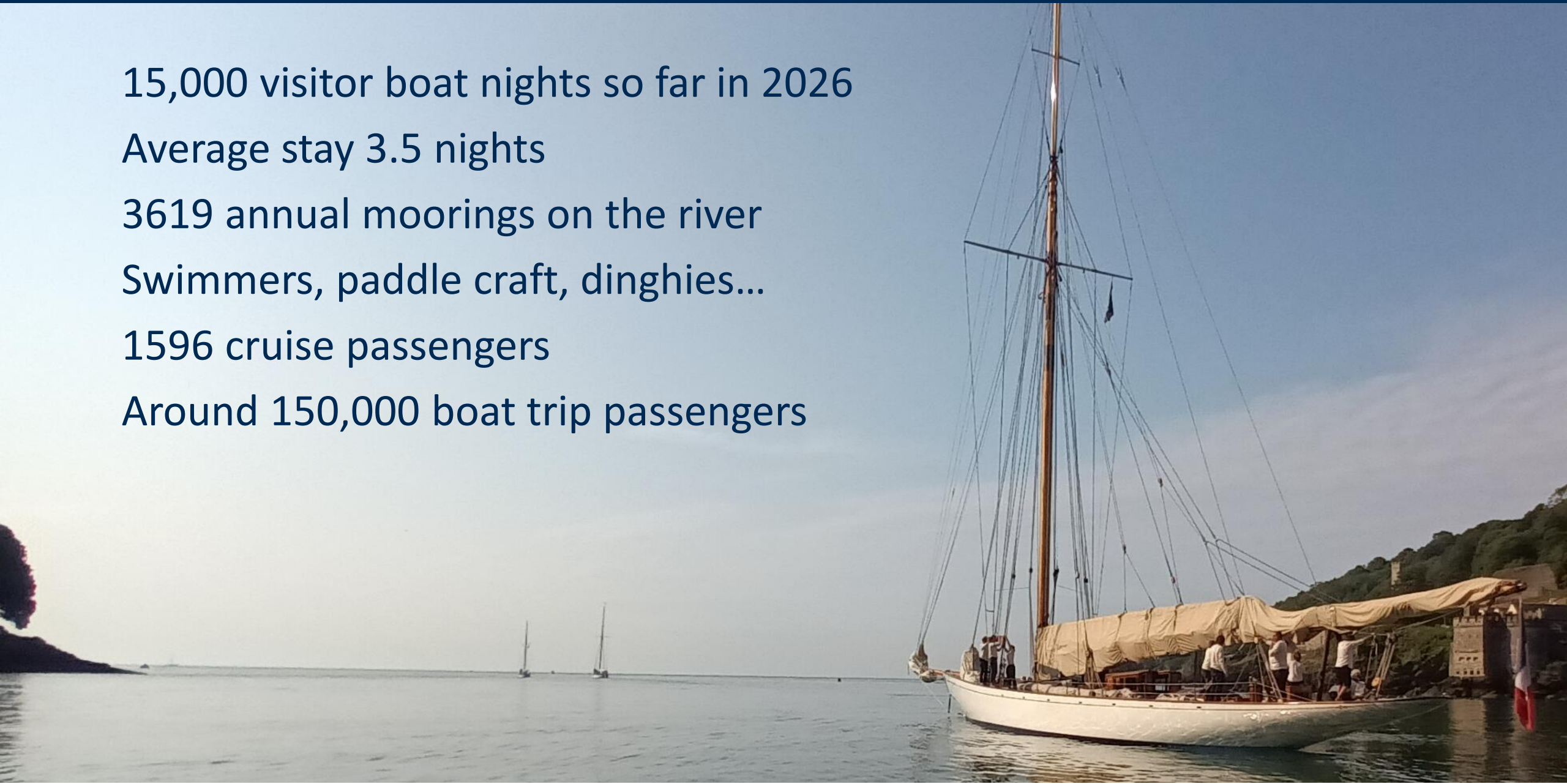
Average stay 3.5 nights

3619 annual moorings on the river

Swimmers, paddle craft, dinghies...

1596 cruise passengers

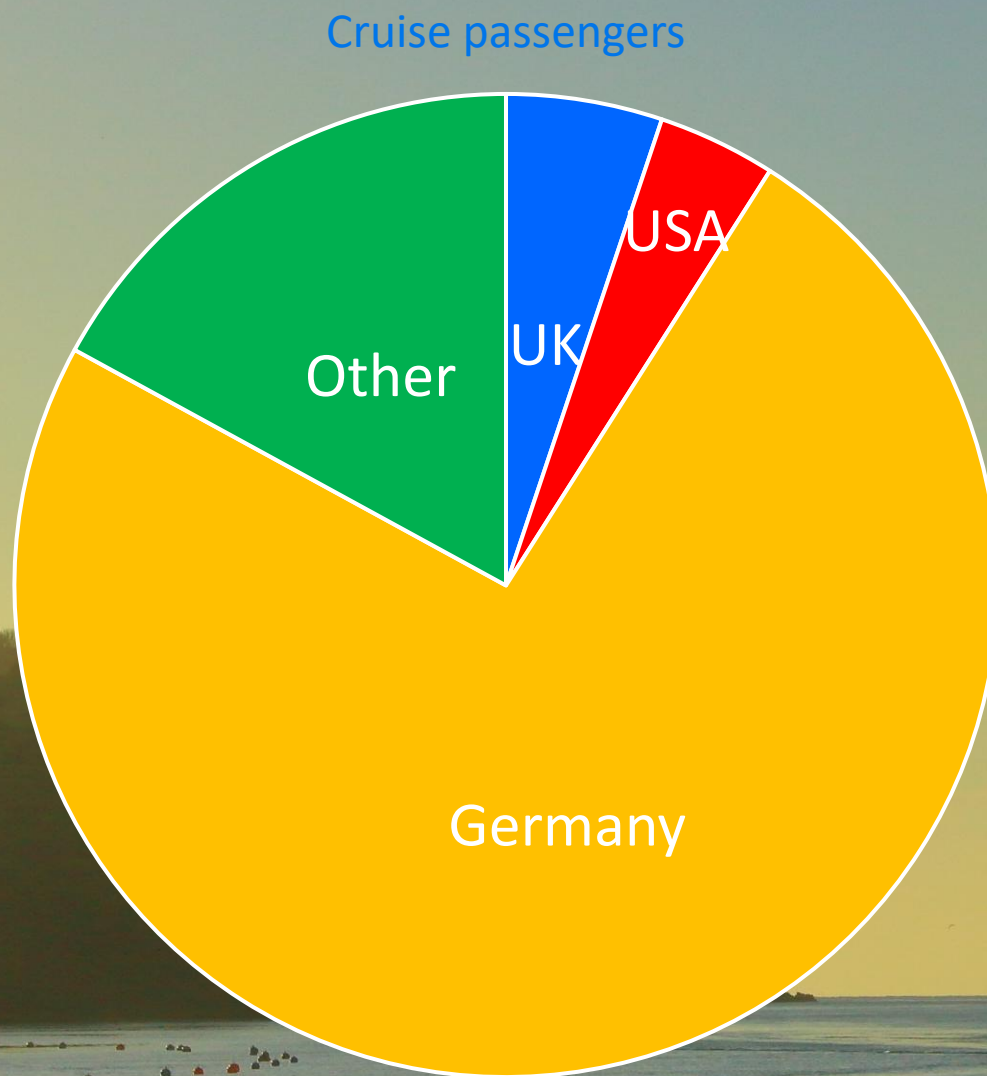
Around 150,000 boat trip passengers





Dart Harbour

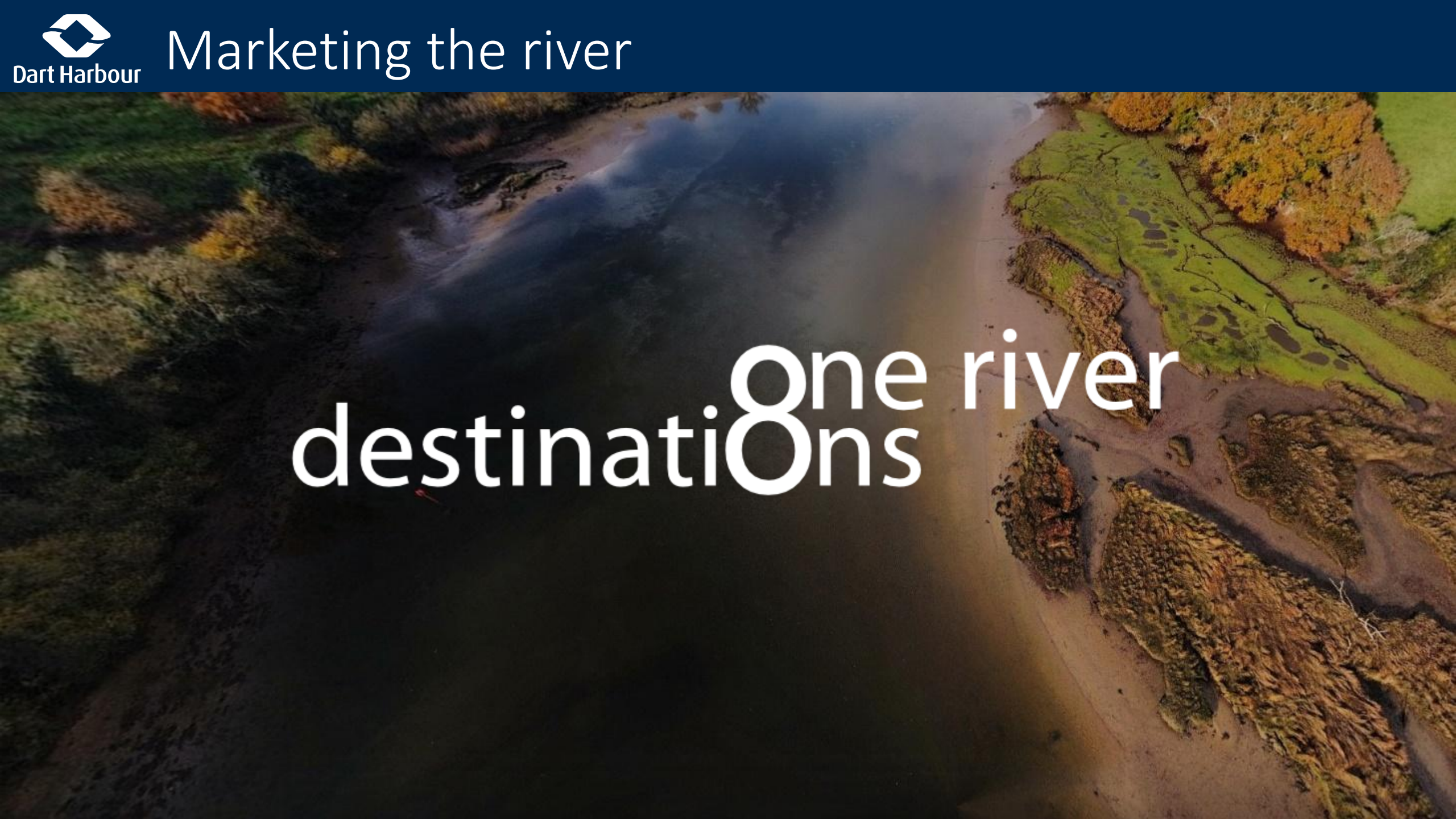
Cruise passengers





Dart Harbour

Marketing the river

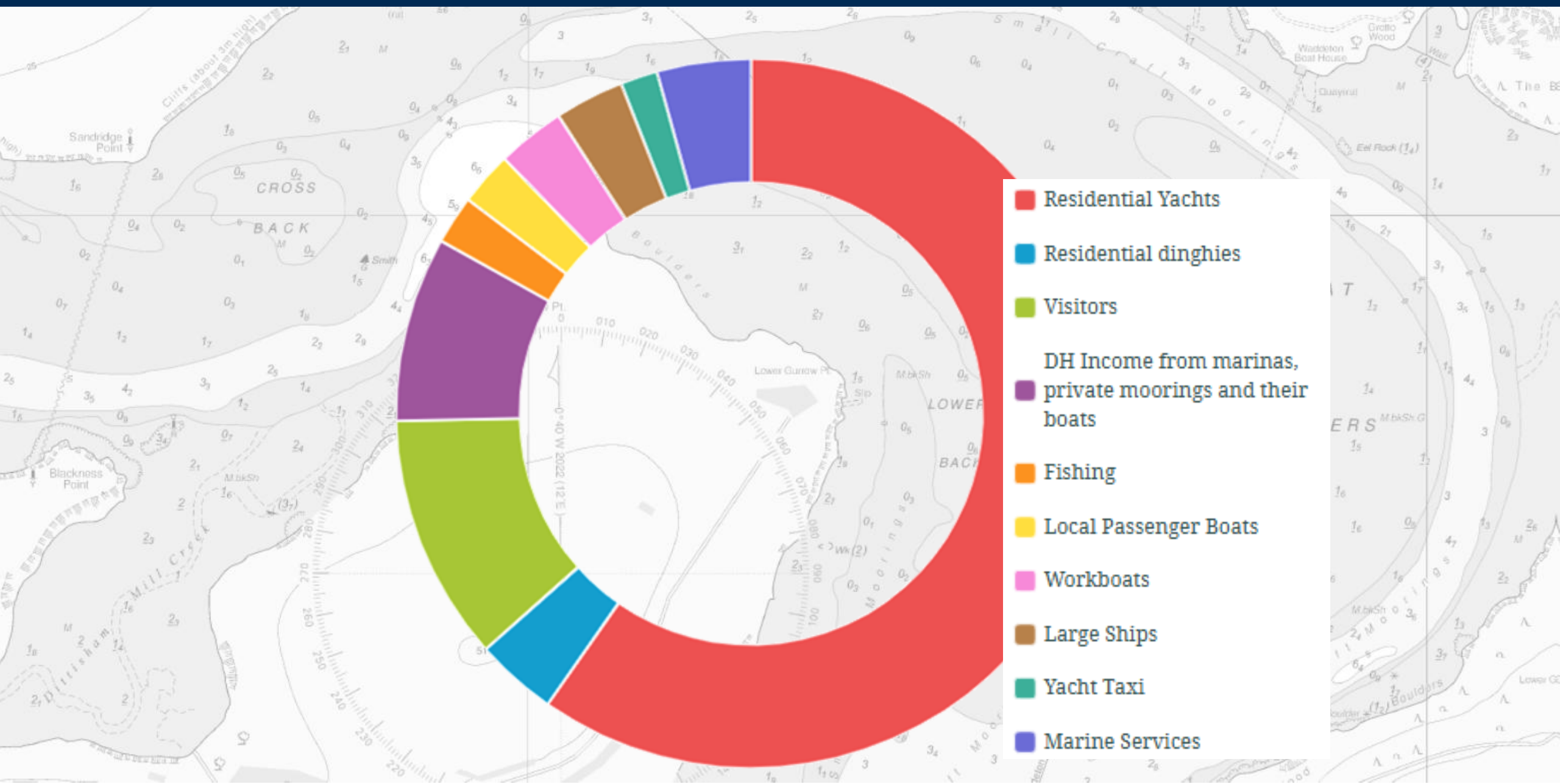


one river
destinatiOns



Dart Harbour

Our revenue





Dart Harbour

A hub of marine employment & innovation



**MARINE
PLANT HIRE**
An Ancora Group Company



**DARTHAVEN
MARINA**



**PREMIER
MARINAS**



**South Devon College
MARINE ACADEMY**

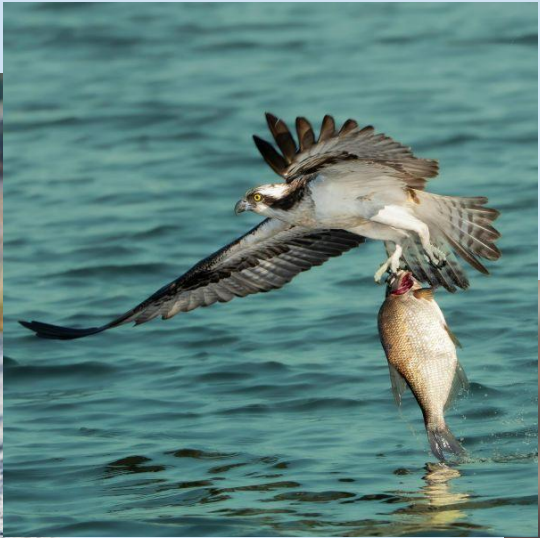


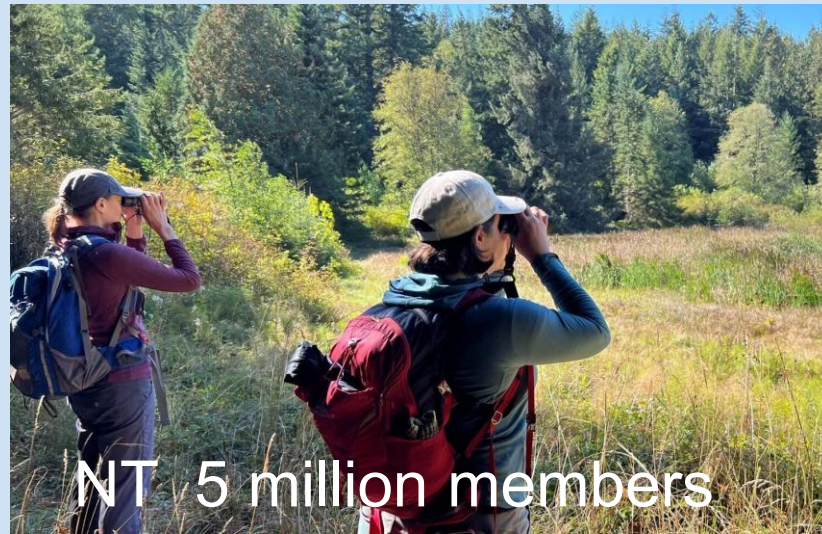
VICTORIA BENNS

- Founder, Be Wild



Be  Wild



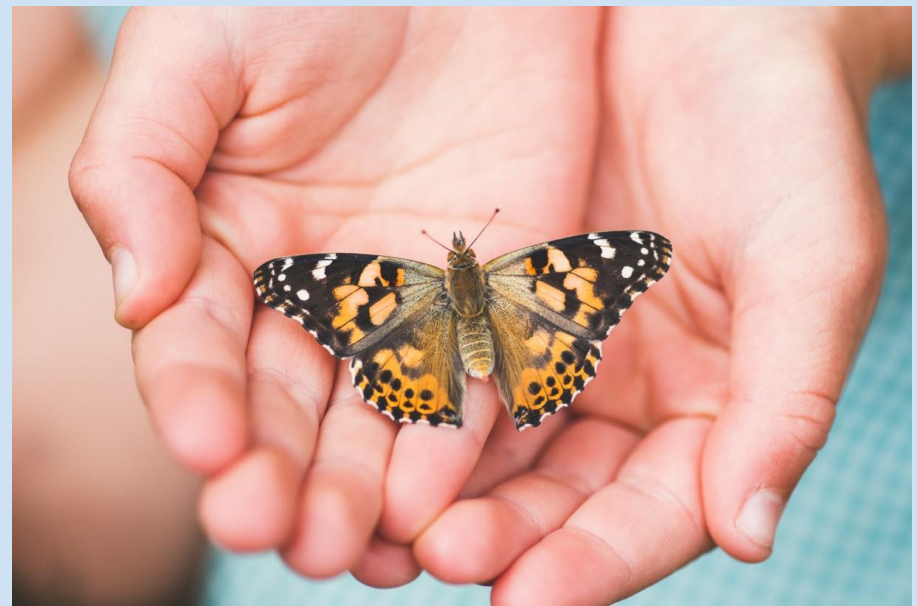




Be  Wild









2026 Dartmouth Business for nature

Welcome to BeWild Dartmouth - a town where the community is stepping up for nature.

Each business on the Dartmouth map is part of a shared commitment to protect and celebrate local biodiversity, in ways that are thoughtful, practical and proudly visible.

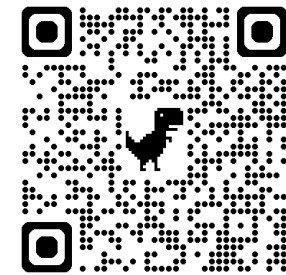
A Wild Business Map of Dartmouth

Be Wild
bewild.uk



www.bewild.uk

Be  Wild



JONATHAN GILLAND

- Director, Dartmouth Pride



AN INCLUSIVE DARTMOUTH

CREATING A WELCOMING PLACE FOR ALL

Inclusion isn't about changing Dartmouth

It's about making sure more people feel able to enjoy everything Dartmouth has to offer

- What is Dartmouth Pride?
- A Different Perspective in Feeling Safe & Welcomed
- What Can Your Business Actually Do?
- A Real Opportunity

Jonathan Gilland, Director of Dartmouth Pride

Instagram & Facebook: @dartmouthprideuk

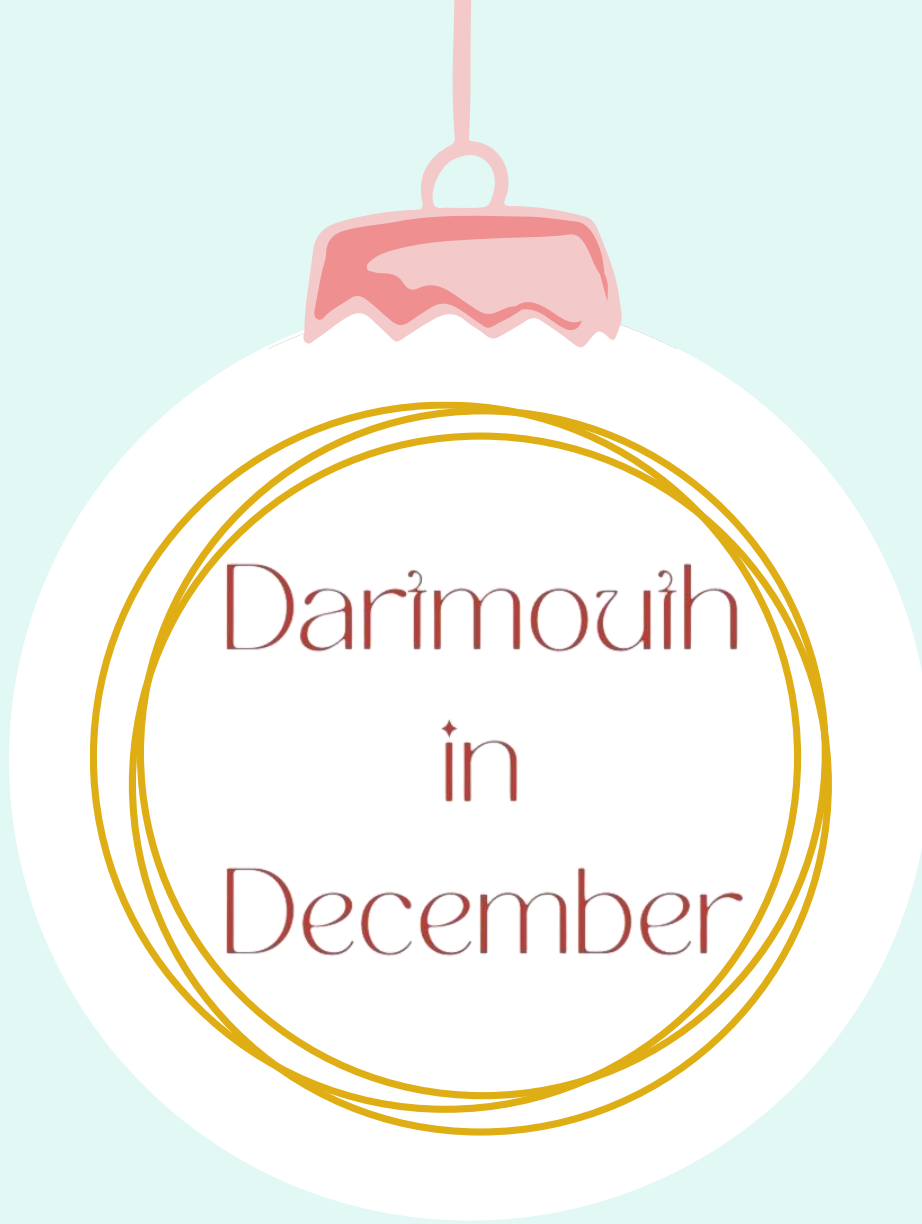


ABI CHAPMAN

- Social Media, Chamber & Explore Dartmouth
- Co-ordinator Dartmouth in December



Dartmouth & District
Chamber of Commerce



Dartmouth
in
December

Making December a destination month

(for visitors, for our community,
and for your business)



Dartmouth & District
Chamber of Commerce

One town. One festive destination.

A collaborative initiative to promote all December events across Dartmouth as one destination experience, using Explore Dartmouth to amplify local events and drive footfall across the town.



Dartmouth & District
Chamber of Commerce

December doesn't have to be quiet

8+ events across December

More visitors in town means more room bookings, restaurant covers, shop sales, and footfall for every business.

When we promote together, we all benefit!

A month long celebration

27th Nov-30th Dec: **Christmas Train of Lights**

27th-28th Nov: **Candlelit Dartmouth**

5th Dec: **Santa Con**

12th Dec: **Crab Pots Christmas Tree Light Switch On**

18th Dec: **A Broadway Christmas with Jonathan Walker Gilland at 1620**

24th Dec: **Carols on the Cove**

31st Dec: **New Year's Eve Fireworks**

1st Jan: **DYC Dip**



Dartmouth & District
Chamber of Commerce

How to capitalise on December footfall... give visitors a reason to choose you

Create a December Special

- Limited Christmas menu, a gift package, a seasonal experience
- Tie it to a specific event: Carols night, Santa Con, NYE

Share Your Festive Look

Decorate. Show it on social. Tag Explore Dartmouth. Every post builds the town's collective destination image.

Cross Promote with Neighbours

A visitor who comes for the fireworks might book a table, shop locally, or stay overnight. Connect with neighbouring businesses.

Confirm Your Opening Hours

We're compiling a full guide to Christmas and New Year opening hours across Dartmouth. Watch your emails and submit yours (visitors plan ahead)



Dartmouth & District
Chamber of Commerce

The Chamber's role

- 01** Events are amplified across Explore Dartmouth
- 02** December is marketed as one destination
- 03** NYE Fireworks anchors the season
- 04** Businesses benefit from the whole picture



Dartmouth & District
Chamber of Commerce

New Year's Eve: 31st December

Dartmouth NYE Fireworks Presented by Dartmouth & District Chamber of Commerce

Now in its third year, and growing. The finale of the entire Dartmouth in December campaign, bringing the whole community together on the water to welcome the New Year

3rd year running



Dartmouth & District
Chamber of Commerce

BECOME A NYE FIREWORKS SPONSOR

ROCKET (£500):

BUSINESS SPONSOR

ROCKET Sponsor Window
Poster
Individual Social Media Post

BIG BANG (£1000):

BUSINESS SPONSOR

Logo on the NYE firework banner
Big Bang Sponsor Window Poster
Individual Social Media Post

Catherine Wheel (£250):

BUSINESS SPONSOR

CATHERINE WHEEL Sponsor
Window Poster
Group Social Media Post

SPARKLER (£50): COMMUNITY SPONSOR

Name on Chamber website as Sparkler Sponsor



Dartmouth & District
Chamber of Commerce

Beyond sponsorship: be a marshal

We're looking for 25+ volunteers to help manage crowds, guide attendees, and keep the night running safely. You'll wear a branded bib on NYE, no financial commitment required.

Your time and energy make the difference.



Dartmouth & District
Chamber of Commerce

Dartmouth in December 2026

Whether you sponsor the fireworks, create a seasonal offer, cross promote with neighbours, or volunteer on the night, you're part of making Dartmouth a destination.

Interested in sponsoring?

Contact: marketing@dartmouthchamber.co.uk

DANNI PINNINGTON

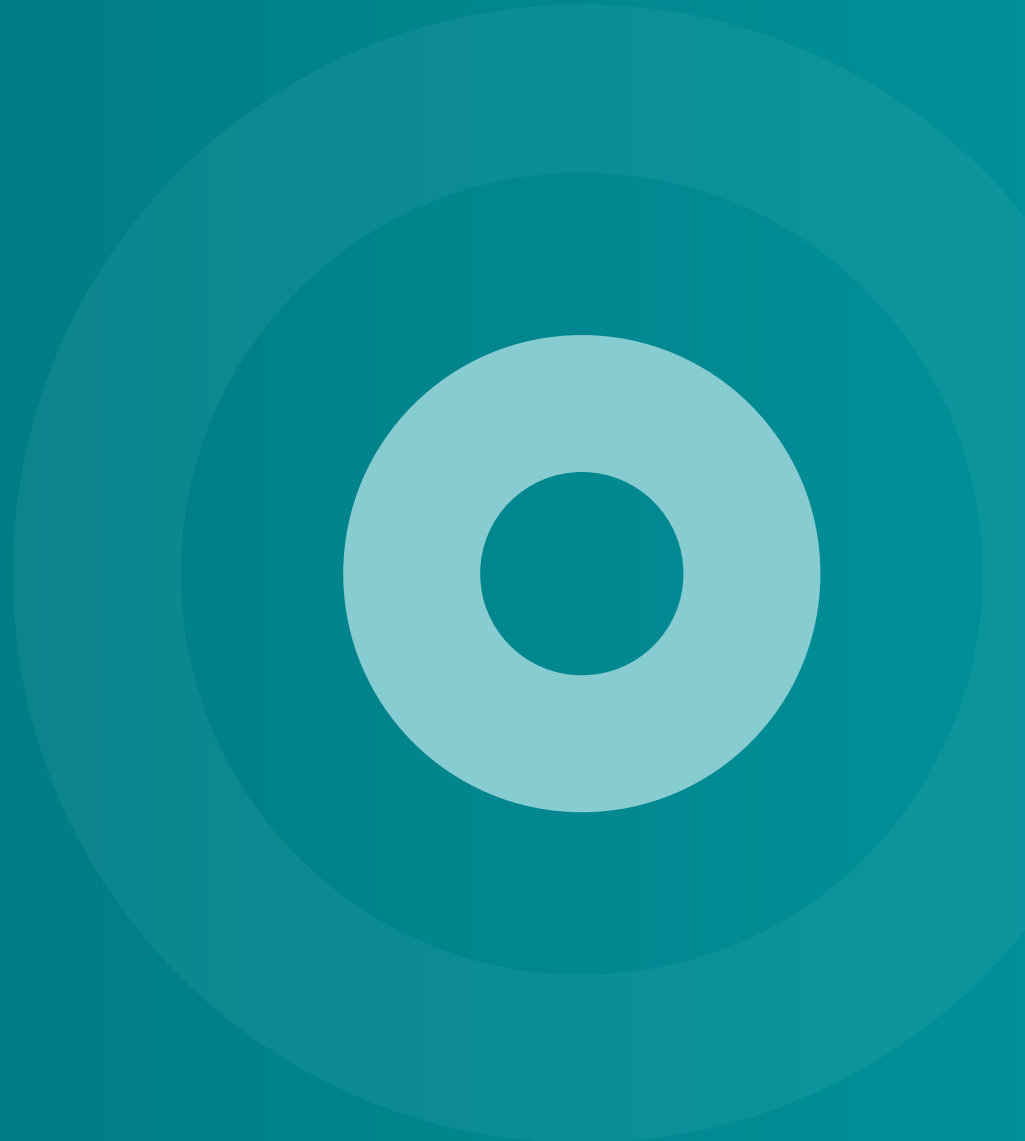
- Founder, Shoppercentric Ltd
- Volunteer Director, Explore Dartmouth



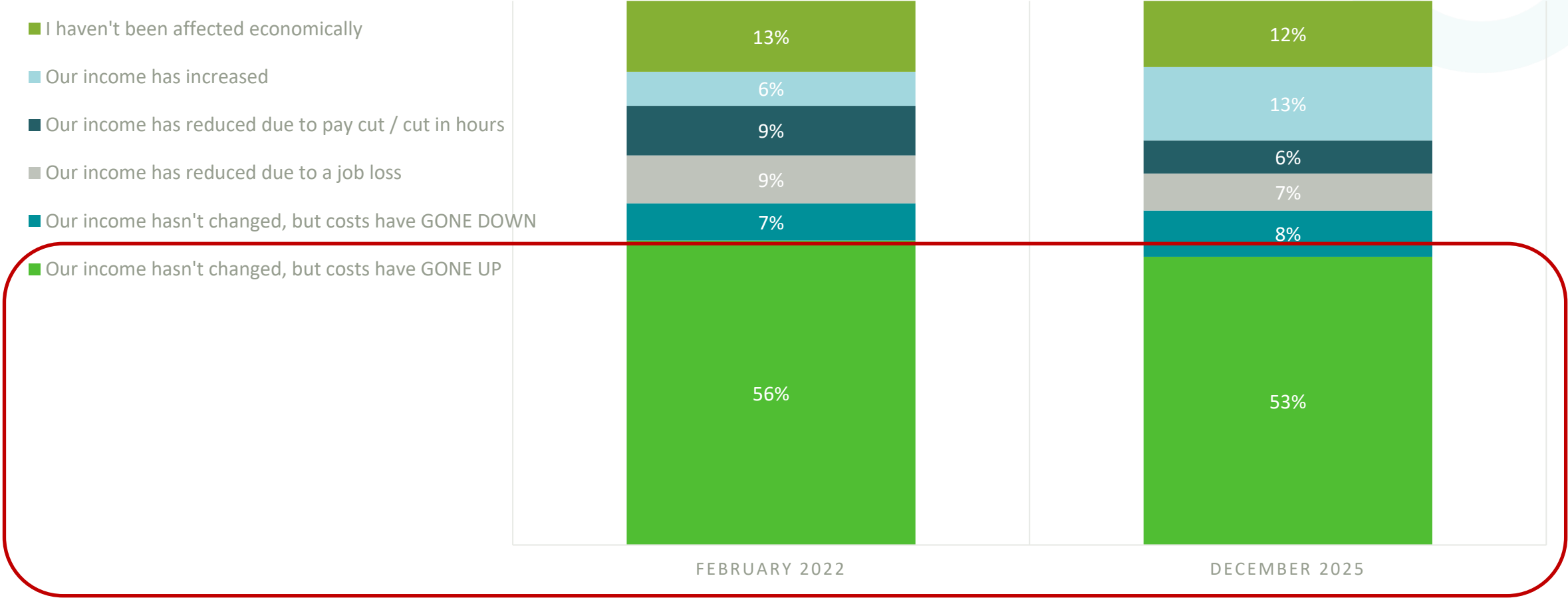
Shopper Behaviour Trends

Prepared for
Dartmouth Chamber of
Commerce

- **UK Shopper Trends**
- **Update on Devon Tourism**



The majority of UK shoppers have been impacted by the cost of living for over 3 years now, although there are some slight signs of improvement

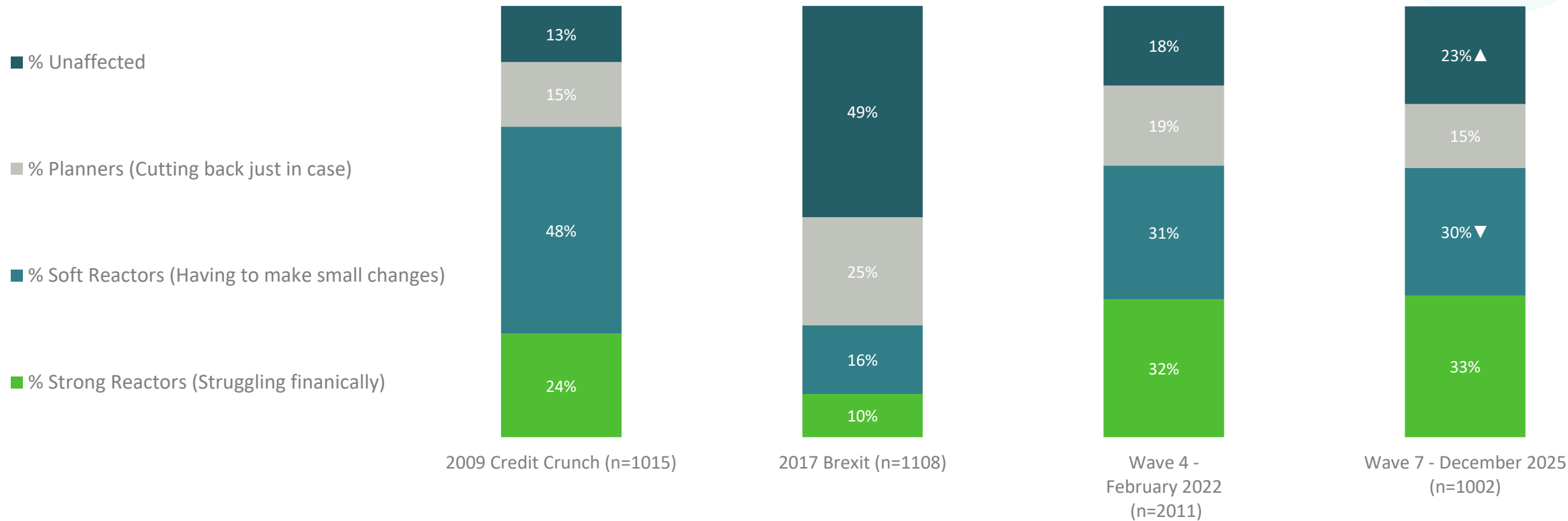


So what? Businesses need to work harder than before to encourage spending!

Q29a. Which of these phrases best describes the degree to which your household has been affected economically over the past 12-18 months?
Base: All respondents February 2022=2011, December 2025=1002

Cost of living is having more impact on shoppers than the 2009 Credit Crunch

ECONOMIC IMPACT ON BEHAVIOUR - %



So What? Businesses needs to flex – models that worked pre-pandemic won't work now

Q29b. Which of these phrases best describes the changes your household has had to make in the last 12 months?
Base = All Respondents.

When spending confidence is low businesses need to use more emotional hooks – a real opportunity for independent businesses

Challenging the negative impact of confidence on shopper behaviour



So What? Flex the range/proposition to target the behaviours that can work for your business

Reframe spending e.g. buying a memory, buying into a story

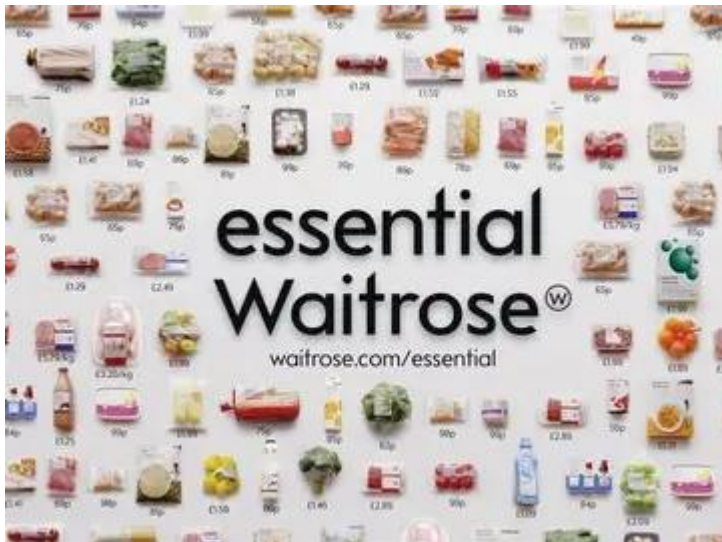
81% of shoppers trust independent businesses

- **Invest in your story before reducing price:** who you are; why you do this; what makes your business worth visiting
- **Collaborate with your neighbours:** joint campaigns; joint recommendations; joint socials posts
- **Be you - every point of contact is an opportunity:** your social content; your shopper/customer experience; your service

So What? Make it personal – that is what shoppers want from independents, that is why they will buy

2009 – Two impactful approaches to the Credit Crunch

Flexing existing elements



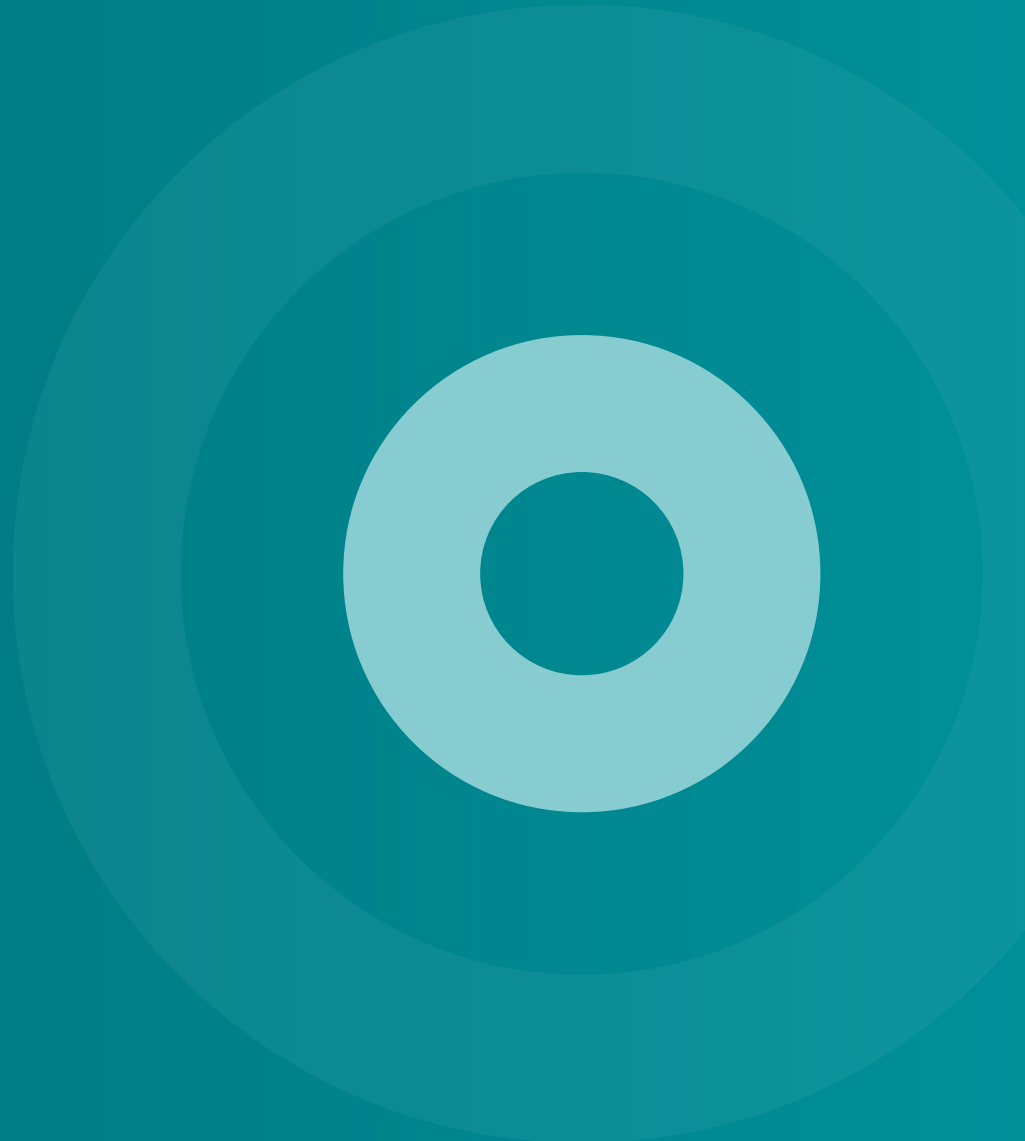
Rebranding to draw attention



Creating an offer that taps into a trend

So What? Independent by name and by nature – you know your market, so flex your offer to fit your shopper needs

- UK Shopper Trends
- **Update on Devon Tourism**



Visitor Economy Report for Devon

AUGUST 2026

Figures benchmarked against same month last year

ACCOMMODATION

Serviced



Room Occupancy Rate
85.8%



Short Term Rental



Occupancy Rate
63.4%



Average Daily Rate
£210



Arrangements Made Before Travel
64 days



TRIP CHARACTERISTICS

Length of Stay



Day Trips
6.4 hours



Overnight Trips
5.3 nights



Non-commercial Accommodation



Staying with Friends and Relatives



Trip Satisfaction



Net Promoter Score (scale: -100 to +100)
64.5

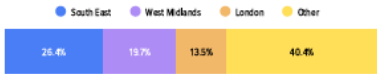


CONSUMER MOVEMENTS

Attractions



Origin of Visitors from outside the South West

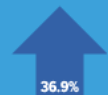


EMPLOYMENT VACANCIES

All Job Vacancies in Tourism Sector



Job Vacancies in Accommodation



Job Vacancies in Food and Beverage



WEATHER



Average Maximum Temperature
23.6°C



Average Daily Rainfall
1.4 mm



South Hams Visitor Economy Report



- **Key trends:**

- Shorter booking windows
- Reduced length of stay
- Great price sensitivity

- **Recruitment / retention challenges**

- **Cautious optimism**

- High-quality environment
- Well established offer
- Sustained visitor demand

- **Success = well managed tourism**

- Effective business support
- Positive contribution to local communities
- Sustainability

EXPLORE DARTMOUTH

Danni Pinnington
Director / Marketing

The logo features the word "Explore" in a gold-colored script font, with the word "DARTMOUTH" in a white, all-caps serif font positioned directly below it. The text is set against a dark navy blue rectangular background. To the left of this rectangle is a vertical gold bar, and the entire composition is on a white background.

Explore
DARTMOUTH

The Dartmouth Visitor Journey



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



- Social Media
- Website
- App
- Blogs
- Businesses sharing content



- Visitor Centre
- Visitor Guide
- App
- Itineraries / Walks
- Businesses
- Heritage Attractions
- The Flavel

The Dartmouth Visitor Journey



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



- Social Media – 340K views pm
- Website – 160K impressions pm
- App – 800 views pm in summer
- Blogs – 52+ per year
- Visitor Centre - 45,000 visitors pa
- Visitor Guide – 15,000 distributed
- Articles in DevonLife

4,000+
volunteer hours
– equivalent to
11 hours a day
EVERY DAY

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

DRIVING COLLABORATION WITH OUR NEIGHBOURS

FROM THE MOOR TO THE SHORE

FEEL GOOD, ALL YEAR ROUND

FIVE TOWNS. FOUR SEASONS.
INFINITE WAYS TO FEEL ALIVE.
SCAN TO PLAN YOUR ESCAPE. →



IVYBRIDGE — TOTNES — KINGSBRIDGE — DARTMOUTH — SALCOMBE

Step into the shifting seasons and find your natural rhythm - whether you come to slow down, reset, or feel truly alive.

NATURAL THERAPY
Sea, river, forest, moor.

VITALITY
Hiking, walking, saunas and cold water swimming.

HUMAN CONNECTION
Locals, stories, independent makers.

SEASONAL RESET
Travel with purpose, return home invigorated.

DARTMOUTH
Energy & vitality by the water.

SALCOMBE
Sea air, coastline and salt-water reset.

Our app is everything you need to reset, town by town.

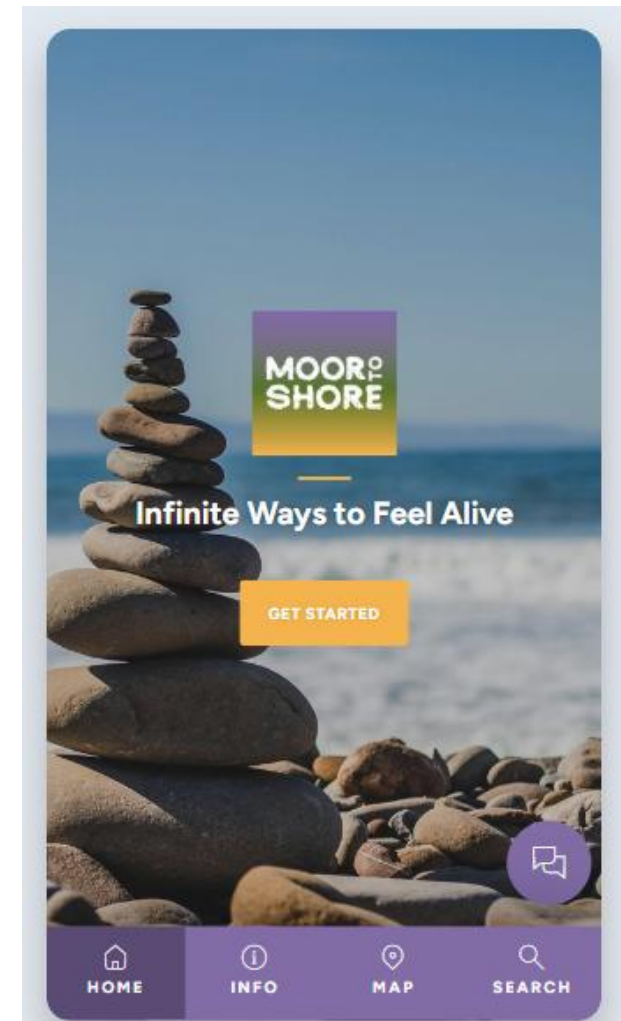
IVYBRIDGE
Dartmoor's gateway - space to breathe

TOTNES
Where wellbeing is a way of life.

KINGSBRIDGE
Estuary rhythms and market-town charm.

SCAN TO DOWNLOAD OUR APP
FULL OF ESCAPE OPTIONS





**WE CAN'T CHANGE THE THINGS
WE CAN'T CONTROL**

**LET'S FOCUS ON CHANGING
WHAT WE CAN CONTROL**