

Welcome

A short introduction to



What is Visit Lynton & Lynmouth?

Who is Victoria Hodges?

How is Lynton & Lynmouth promoted?

Who are we working with?

- what are its core aims and objectives?
- > what is my background & experience?
- how will your subscription be spent?
- > who are our tourism partners?



PROFILE:

Victoria Hodges

BACKGROUND:

- 20 years in hotels and hospitality
- 13 years developing websites

understands the importance of supporting local business motivated to succeed and loves cycling around North Devon...

Grew up in hotels



Found a passion for our local area





Moved to Devon in 2006



Set up a web design business in Lynton

...very quickly I realised that Lynton & Lynmouth needed a coherent and recognisable brand.

So much work has already been done to lift the profile of Lynton & Lynmouth.

I want to continue this work by adding value to people's experiences and improve the prosperity of local businesses.



Updated the website branding and logo



Began working at the Tourist Info Centre



Tourist Info Centre at the Town Hall closes September 2019

Launched Visit Lynton & Lynmouth as a business...

10 Commitments



- 1. Promote tourism for Lynton & Lynmouth
- Manage and develop the Visit Lynton & Lynmouth website
- 3. Custodians of the Visit Lynton & Lynmouth brand and communication
- 4. Central social media hub for Facebook, Instagram and Twitter
- 5. Encourage direct bookings & buying local

- 6. Encourage longer and repeat stays
- 7. Work with local businesses to help drive and improve trade
- 8. Work with councils, groups & promoters
- 9. Be the community hub and business directory for the Lyn Valley
- 10. Lead enquiries and bookings for accommodation providers

The Visit Lynton & Lynmouth website is the landing page for our two towns.

It is the 'shop window' through which visitors find the information they need:

- a place to stay
- somewhere to eat
- things to buy
- activities to do



The Website

- LIVE checking of accommodation availability from the homepage
- > NO COMMISSION on bookings
- Improved business listings and focus on your unique selling points
- > More local activities and things to do
- > Improved searching and filters
- > SEO focused to help discovery of the Visit Lynton & Lynmouth website.
- > Seasonal and annual event promotion



The Website

So what's new?

Website performance in 2019:



High volumes of website and search traffic are indicators of the success of the website.

Growing social media:

Facebook is a key tool in our growing social media campaigns.

- Social media posts are the new 'postcard'
- Visitors respond well to inspirational images and are more likely to share and distribute original content
- In the past year, the website and social media activity have increased dramatically
- Including email newsletter subscribers,
 Visit Lynton & Lynmouth reaches over
 24,000 people through social media





Tourist Information Centre

Located at the Lynton Post Office

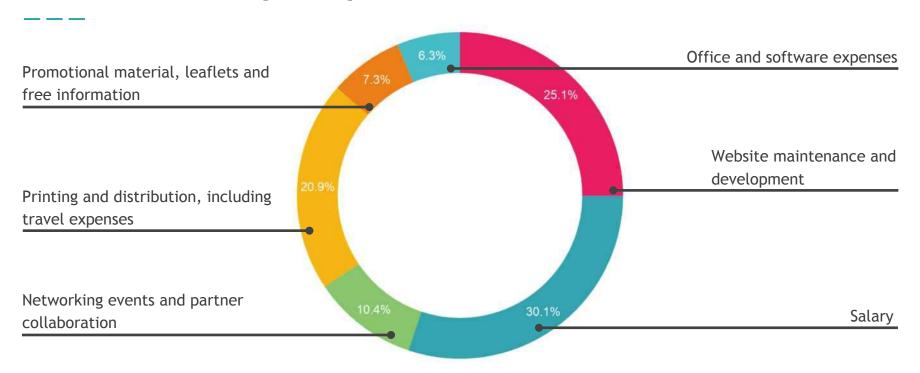
- The <u>new Tourist Information Centre</u> is a standalone business and managed <u>solely</u> by the Lynton Post Office
- Visit Lynton & Lynmouth is a separate business focusing on the marketing and promotion of our two towns

Promotion

What's involved?

VISIT LYNTON & LYNMOUTH IS SOLELY RELIANT ON SUBSCRIPTION INCOME

How is your subscription spent?

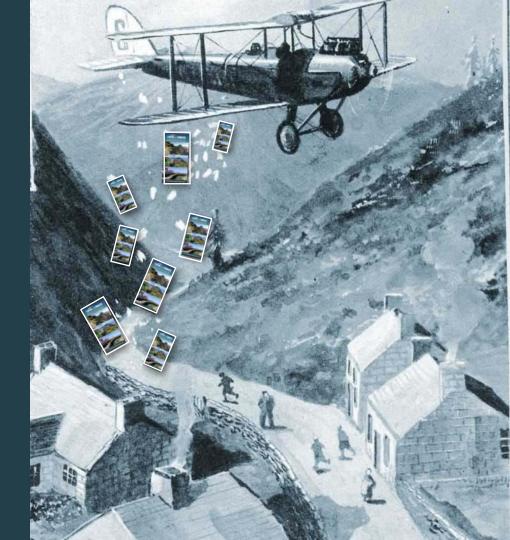


Leaf-lots!

Showing the world that

LYNTON & LYNMOUTH

are awesome!



Spreading the word

If we don't tell people we're here...

Lynton & Lynmouth

Cornwall

Bristol Somerset

Cardiff

How will they find us?

- > 25,000 Leaflets
- Distributed across South West England
- Part-funded by local business donations

Devon Exeter Dorset



Promoting Local

- Make local information easy to access & share
- All business can be an information point
- Help visitors navigate and explore our towns
- > Show off how much we have to offer
- > Encourage spending
- > Take away and share with family and friends





Find the perfect place to stay HEDDON'S GATE HOTEL

- Make local information easy to access & share
- > Encourage revisits and longer stays
- Great for last minute stay-overs and walk-ins
- Take away and share With family and friends

LYNTON & LYNMOUTH



Working with others

Connecting with North Devon & Exmoor













Tourism Partners

Visit Lynton & Lynmouth is working with these organisations to promote our towns









