



scheme benefits

As a member of the Dartmoor Partnership scheme, you will benefit from a whole host of new opportunities that will help you to promote your business, reach your target audiences and as a result, gain more custom.

In return for an annual fee, your business enjoys the following benefits:

membership benefits

website

- Individual page entry on website - through our Dartmoor websites we have received 500,000 unique visits in 2009/10. Includes up to seven images, full address, supporting text, phone, fax, email, website and rate details, and the opportunity to update your information regularly. Additional business website listings in other categories within the same sector on www.dartmoor.co.uk
- Opportunity to advertise special offers and late deals on the website
- Opportunity to advertise events and news stories on the website
- Opportunity to sell your vacant rooms and tickets for events online through eviivo Frontdesk at a discounted rate of £100 +VAT
- Use of www.dartmoor.co.uk events/news pages on your own website. Ensures that you have up-to-date, live information for your guests and those visiting your site
- Opportunity to have a full page entry on the www.visitdevon.co.uk website at £40+ vat
- Up to 50% discount on Virtual Tours

business assistance

- Dartmoor Partnership local inspection - a scheme that has been running for many years; a local version of the national quality schemes
- Dartmoor First award scheme a chance to show your commitment to the environment around you
- Dartmoor Partnership marketing and website advice. We can meet face-to-face, over the phone or on email, and discuss what we can do to help
- Free online booking service at Okehampton & Tavistock Tourist Information Centres
- Free online booking service at all Dartmoor National Park Visitor Centres
- Save hundreds of pounds when setting up credit card facilities, exclusive to Dartmoor Partnership with RBS Streamline
- Discounted rates for processing credit and debit cards, exclusive to Dartmoor Partnership with RBS Streamline
- 50% discount on trade membership
- 10% discount on Food & Drink Devon membership
- 10% on South Devon Area Tourism Partnership membership
- Free marketing, business and financial advice for members, offering solutions to your questions and issues courtesy of Business Link
- Free advice on fuel supplies from Total Energy Solutions which could give you lower energy bills





membership benefits (continued)

marketing & communications

- Access to online research and statistics
- The opportunity to reach a wider targeted audience through our consumer e-newsletter
- Use of photographer at discounted rate
- Free access to images for use in your own marketing
- Opportunity to participate in media visits, PR campaigns and benefit from regular press coverage
- Exclusive use of logo/branding material for marketing your business
- Networking business-to-business with other members & the opportunity to offer discounts
- Member e-newsletter, signposting and regular update emails
- Access to national and international marketing campaigns and exhibitions organized by Visit Devon and Visit Britain

training & events

- Opportunity to attend & be involved in workshops / presentations / courses / events organized by Dartmoor Partnership
- Opportunity to benefit from a programme of training and skills support through Devon County Council and the Devon Tourism Skills Network.
- Receive training in how to upload your products on the website

marketing material

- Opportunity to advertise within the Dartmoor Visitor's Guide, distributed to Tourist Information Centres throughout the UK and promoted at events (not open to non-members)
- Free advert in one of our free Dartmoor directories and maps which are distributed to Tourist and Visitor Information Centres and all local businesses across the moor
- A Dartmoor Oak, hand crafted plaque to help you stand out from the crowd, whilst being part of something special
- Car/window sticker, open/closed signage, stickers and badges for your promotional use and for us to distribute at shows etc to spread the word about Dartmoor
- Certificate





our publications

dartmoor partnership

Dartmoor Guide (*for all businesses*) - distributed to all Tourist Information Centres throughout the UK on an on-going basis and at events. Circulation of 30,000

Dartmoor Food, Drink & Shopping Directory (*free to all food, drink, catering and shopping members*) - distributed to all relevant businesses throughout Dartmoor as well as Tourist and Visitor Information Centres. Also available for members to distribute. Circulation of 15,000.

Dartmoor Attractions & Activities map (*free to all attractions & activities members*) - distributed to all relevant businesses throughout Dartmoor as well as Tourist and Visitor Information Centres. Also available for members to distribute. Circulation of 50,000.



dartmoor.co.uk





Visit Devon

Visit Devon is the county's official tourism organization responsible for promoting Devon to the world. Its aim is to increase the volume and value of tourism in the county through working collaboratively with Devon's six Area Tourism Partnerships (of which Dartmoor Partnership is one).



Visitdevon.co.uk is Devon's official tourism website and provides the visitor with information on all types of accommodation, attractions, activities and food and drink as well as special offers and events listings. Tourism businesses and places to visit can be found by searching on location, type of business, grading, availability and keyword as well as accessibility and sustainability information. In fact, a business listing is viewed on average 978 times throughout the year - that's 978 potential customers! There is continuous professional search engine optimisation work carried out on the Visitdevon.co.uk website, which continues to rank very highly in key searches and during 2009 saw over half a million visits.

If you would like to advertise your business on the Visit Devon website, the good news is you can do it through us at the same time as joining the Partnership. Cost for a full page entry on the Visit Devon website is just £40 +VAT. If you would like to speak to someone further about this, please telephone 01837 52200 or email info@discoverdartmoor.com

We appreciate that you may wish to talk to someone about your options before going any further; you may also feel that you need some additional help to fill in your forms, or that you just want some advice. Whatever the reason, please give us a call on **01837 52200** and we would be happy to help.



dartmoor.co.uk

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the Dartmoor Partnership is a not for profit organization

