

## Somerset and Exmoor Coast - Campaign 2023/24

### Background

Visit Exmoor and Visit Somerset are excited to bring you a new campaign, which will run throughout 2023 and into 2024 with a focus on promoting the Somerset and Exmoor Coast. The Somerset and Exmoor Coast campaign area runs along the coastline from Porlock Weir to Brean and includes catchment a few miles inland.

### Campaign Aims

The campaign aims are:

- to highlight our visitor economy businesses along the Somerset and Exmoor Coast from Porlock Weir to Brean.
- to promote the towns/villages, things to do and itineraries.
- showcase the incredible and varied scenery found along the Somerset and Exmoor Coast.
- to promote the Somerset and Exmoor Coast as an all-year-round destination for everyone to enjoy, coinciding with our **#HereAllYear** activity.

### Website Links

Visit Exmoor and Visit Somerset have dedicated campaign pages on their respective websites showcasing the Somerset and Exmoor Coast and focusing on the towns and villages located here:

Visit Exmoor (Porlock Weir to Kilve): [www.visit-exmoor.co.uk/somerset-coast](http://www.visit-exmoor.co.uk/somerset-coast)

Visit Somerset (Kilve to Brean): <https://www.visitsomerset.co.uk/somerset-coast>

### Social Media Activity

The campaign will be supported by ongoing social media promotions on the Visit Exmoor and Visit Somerset channels including Facebook, Instagram, Twitter, and LinkedIn. We will have guest blogs with inspirational content being added over the coming weeks, the aim being to engage with new audiences who may not have visited the Somerset and Exmoor Coast before.

We will also be promoting events along the coast and supporting them as part of this campaign.

## Get involved!

***Are you a tourist information centre or visitor information point?*** If you have any additional information, you'd think visitors would benefit from, which isn't currently shown on your towns/village page, please let us know. We can update these pages as often as required with seasonal content and useful information for visitors.

***Are you a local business along the Somerset and Exmoor Coast?*** Please do use content from the Visit Exmoor and Visit Somerset website pages, there are lots of suggestions for things to do, visitor attractions and activities to be enjoyed along the coastal stretch.

***Share the blogs and news articles!*** We have a dedicated Somerset and Exmoor Coast blog and news feed. If you have any press releases, offers or visitor information you'd like to share on this, please get in touch on [website@visit-exmoor.co.uk](mailto:website@visit-exmoor.co.uk) to get these added.

***Are you active on social media?*** Share posts and join in with the campaign hashtags!

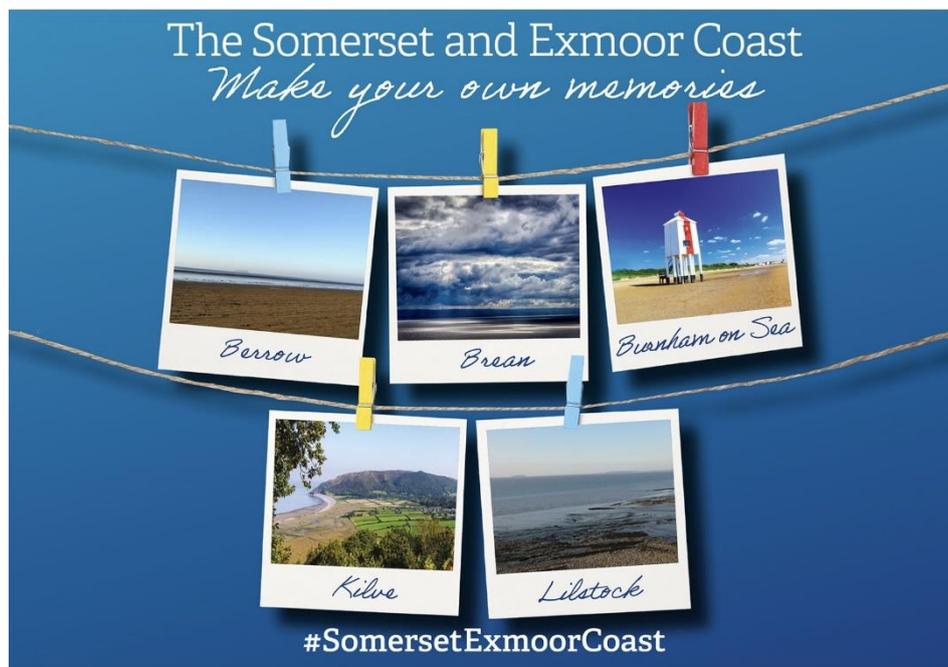
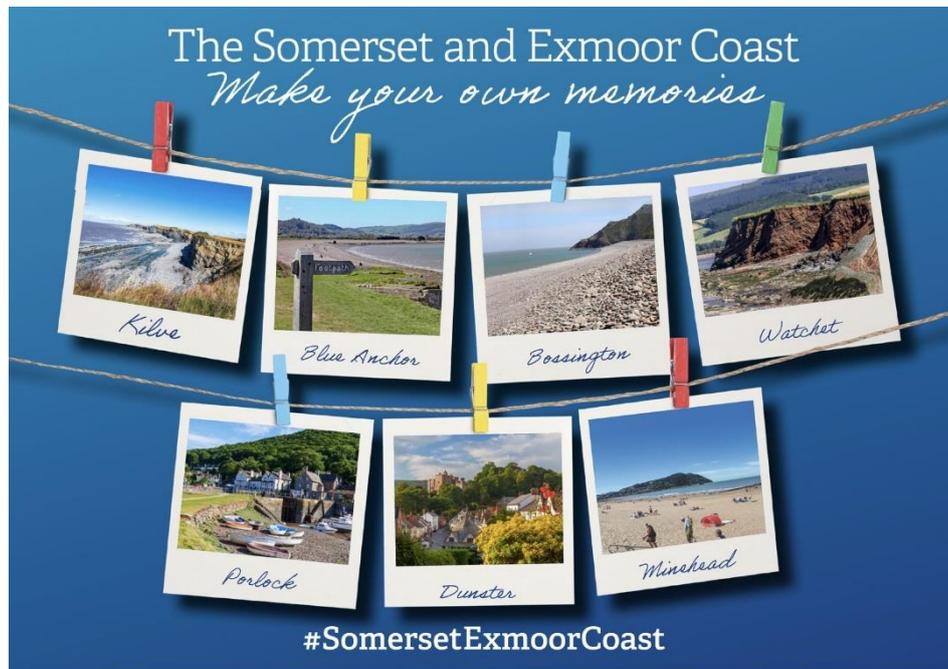
**#SomersetExmoorCoast #HereAllYear #MakeYourOwnMemories**

**#VisitExmoor #VisitSomerset #Coast2023**

## The Somerset Exmoor Coast - Campaign Graphics

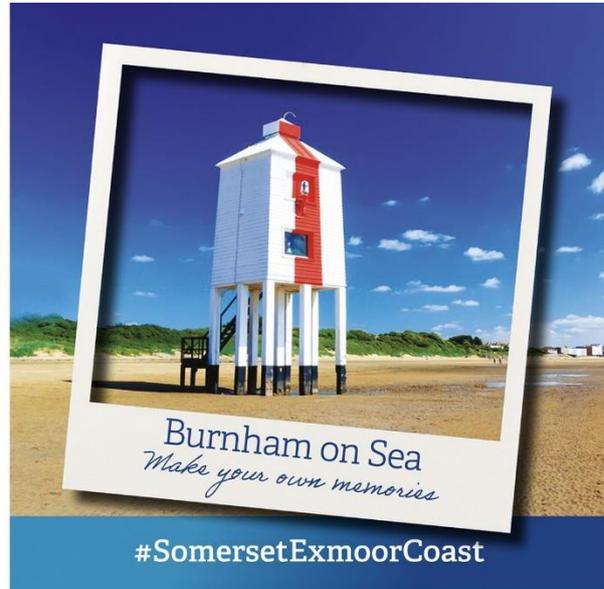
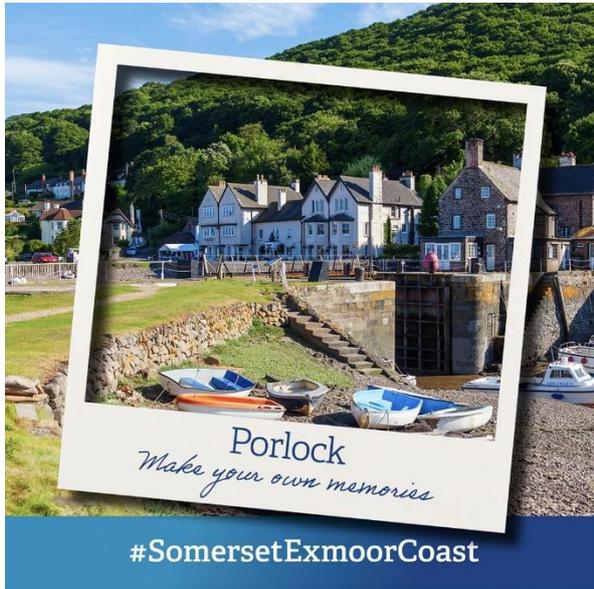
There are a series of campaign graphics available to use. Please contact [website@visit-exmoor.co.uk](mailto:website@visit-exmoor.co.uk) if you would like to have access to the full library of graphics available.

These are the coastal overview graphics:



For each location there is an individual campaign graphic, which includes the hashtag **#SomersetExmoorCoast** and the strapline *'Make your own memories'*.

Please see a sample below:



*This project is funded by EDF, commissioned by Somerset West and Taunton Council on behalf of the Hinkley Tourism Action Partnership.*

## Example Social Media Post Examples

Below are some suggested posts. Please feel free to copy and paste these. They are all general themes to promote the coast. You could make them more specific to your location or create new copy using the images provided.

### Social Media 1 (Facebook and Instagram)

#### **Discover sweeping sandy beaches and fascinating geology – found right here along the #SomersetExmoorCoast**

The Somerset coastline is spectacular all year round and particularly suited to those looking to embrace the great outdoors – there's plenty to see and do along the way.

Visit the sweeping sandy beach of Minehead and explore the fascinating geology at Kilve beach, a Site of Special Scientific Interest (SSSI) - there is something for everyone to enjoy!

### Social Media 2 (Facebook and Instagram)

#### **Hop on and hop off along the #SomersetExmoorCoast**

Explore the towns and villages dotted along the Somerset coastline from Porlock to Watchet, all connected by the Exmoor Coaster, one of the UK's most picturesque open-top-bus rides. This route is perfect for any walkers who want to hop off and on along the way!

### Social Media 3 (Facebook and Instagram)

#### **A walker's paradise #SomersetExmoorCoast**

Get active and enjoy coastal walks in this beautiful part of the world. Explore sections of The England Coast Path in Somerset. This 58-mile route starts in Brean Down and follows the coast to Minehead.

From Minehead pick up the South West Coastal Path (SWCP) the official start/end point for this challenging but incredibly rewarding National Trail.