



# South West Visitor Economy Hub

# Newsletter

6th March 2024



## The Steering Group

### Meet the team of representatives from across Devon and Somerset keeping the project on track

The team of Visitor Economy experts from across the region are responsible for keeping the strategic direction of the project on track and within budget. Their knowledge of their destinations and regions across the two counties as well as the businesses working within them, is invaluable for making the hub work for all stakeholders.

The main objectives for developing a data hub for Devon and Somerset include giving businesses access to real-time data on indicators such as visitor arrivals, visitor demographics, hotel and transport capacity and forward bookings. It also aims to help businesses spot the gap between actual performance and market potential, allowing them to make informed decisions.

### Data Suppliers

The South West Visitor Economy Hub will include data from a variety of sources. Over the course of the coming weeks we'll be focusing on the providers of these data and explaining how the Hub tracking system can help you better understand how your business or organisation operates within your destination.

### Business Engagement

Over the coming weeks the team from the Hub will be attending destination networking sessions across the two counties to meet with businesses and answer questions. Please keep an eye on our social media channels and do let your destination lead know if you'd like us to come along to your next event.

### Communications

Not only will the Hub be a go-to source for real-time visitor economy data and analytics, it will also act as a notifications tool between the organisations in the region and the members and partners they support. This exciting development will streamline communications and ensure important messages can get to those they matter to.

Follow us on our social media channels to keep up to date with all developments

