

Meet English Riviera re-establishes Torbay as a Business Tourism destination

CHALLENGE

Since 2020, Torbay has seen a decline in business event and conference bookings. The pandemic accelerated the popularity of virtual events and coupled with inflation, it has been a perfect storm for the sector. The need to promote Torbay to businesses and event organisers globally was identified as a priority for Torbay's economy.

SOLUTIONS

Meet Devon, a small Torbay business, successfully bid for a portion of Torbay's UK Shared Prosperity Funding in 2023 to deliver Meet English Riviera (a sub-brand of Meet Devon).

The intervention promotes Torbay, the English Riviera, as an international destination for any business, conference or event. The intervention also supports the delivery of the English Riviera Destination Management Plan to attract new business and conference visitors.

Key services include: a venue finding service, negotiating competitive rates for group bookings and room allocation, social partner programmes, arranging venue and destination site visits and group travel including discounted train travel for delegates.

RESULTS

The UK SPF funding has enabled Meet Devon to increase activity in targeting meeting planners and Professional Conference Organiser's from associations, corporate business meetings and incentive travel.

Cost of attendance at key trade events can be prohibitive, but the UK SPF money has allowed Meet Devon to attend key events and provisionally attract almost £4 million worth of business over the next 4 years, which in turn will benefit the overall economic growth of Torbay.

Meet Devon have confirmed over £509,000 worth of business to Torbay so far for 2024/25.

AT A GLANCE

Who

- Meet Devon

What

- Project to promote Torbay as a business tourism destination

Where

- Supporting Torbay

When

- 2023/24

How much

- £27,080



"This funding has certainly accelerated our activity in the marketplace, and assisted us in getting in front of key meeting planners and professional conference organisers to showcase the English Riviera as one of the leading meetings and event destinations in the UK"

Sally Everton

Meet Devon