



*Incredible landscapes.
Extraordinary things to do.
Beautiful places to stay.*

www.hartlandpeninsula.co.uk

Issue No. 1

November 2012



Autumn in Devon

MAKE FULL USE OF THE OFFERS SECTION ON THE WEBSITE

- Booking Trends 2012
- Increase in last minute calls
- Increase in people wanting deals
- More short breaks

New Members 2012

A warm welcome to:

White Hare Gifts
Springfield Pottery
Hartland House Spa
Downe Health Spa & Cottages
Cheristow Lavender Farm & Campsite
Blegberry Bed & Breakfast
Copp's Castle Bed & Breakfast
Tree View Bed & Breakfast
The Shippen

SALES/PRODUCT OFFERS

- Entrance fee discounts
- Special open days / events

“New for 2012/13”

This is the first of what is hopefully a regular newsletter to keep members in touch with developments / work undertaken by the HPA committee of volunteers in promotion of your businesses, community and the Peninsula.

Over 2012 this has included: the fostering of relations with other organisations, constant updating of our fantastic website, expansion of our social media activity, publicising accommodation, attractions, facilities and local events, exploiting the Peninsula's natural attributes eg scenery, coastline, wildlife, flora and fauna and much more.

Future newsletters will also give tips and prompts to ensure those supporting the HPA are making the best use of their membership and so maximising bookings and local/visitor product awareness.

Clearly 2012 trading conditions have been difficult for a number of reasons, and 2013 will present more challenges so with publicity budgets/planning in mind **the HPA confirms now that its membership fees will remain unaltered when payable in March 2013.**

On the point of memberships, we have been delighted not only by the loyalty of existing members but also the number of new members this season - vital to the long term sustainability of the association. In particular, it has been motivating for the committee to receive positive feedback from a number of Hartland's creative outlets who have come on board. We hope others will follow.

Please keep us updated & best wishes for the rest of 2012 & 2013.

Colin Martin (HPA Chairman)

Website

We are very pleased with our site's development and that we continue to be a major player for those seeking information and accommodation in the North West Devon coastal area. Compared to the same period of activity last year, visitor activity is up 20%. Visitor ratings have remained consistent at 75% new visitors and 25% returning. In particular, work on the Things to Do section has almost doubled the traffic and accommodation interest is particularly up relating to pet friendly sites.

For any amendments, updates or info for the website please contact:
elaine.norton@enconsultancy.co.uk

Website events and dates are in full swing in conjunction with full social networking, however please keep us up to date by sending in details. We would rather hear twice about the same event than not at all.

HARTLAND PENINSULA ASSOCIATION



The Secretary
c/o West Titchberry Farm
Hartland
Devon
Email: hartlandpeninsula@gmail.com

Tell visitors about the site

The HPA website is full of useful information to help visitors decide to visit the area and get the most out of their stay:

- Walks, trails, audios & videowalks including family heritage trails
- Places to go
- Ideas for things to do
- Events
- Offers
- Wildlife information
- Landscape details

ARE YOU MISSING OUT...?

Using the HPA website to its fullest gives you the best exposure and makes a fuller, richer site that captures more search engine and social interest, ultimately leading to more visitors.

Did you know you can...

Update your entry as often as you like and have up to four photos (more if space is available).

Display special offers and late availability on the website & in the blogs

Send us reviews, press coverage or guest book entries to post in the reviews section of the website and on the blogs etc

Be listed in the "Accessible", "Suitable for large groups and celebrations", "Pet friendly", and "Walkers welcome" pages of the site if you have suitable facilities

Tell us about changes and innovations to your business or service and we'll write a feature on them.



Early hours

A focus on the blog and social media

We are very lucky to have Dawn Robinson-Walsh managing our blog and social media.

With the many challenges to tourism that we all face, catching as much attention as possible is a key part of ensuring that continued business for us all.

Over the last 18 months, Dawn has grown "HP Source" to over 21,000 views, kept Facebook fans informed and up to date and tweeted tirelessly to our Twitter followers.

Dawn's words and pictures inspire potential customers, inform and entertain repeat ones and, most importantly, raise awareness of the area and capture traffic, social media users and search engine interest.

If you haven't read HP Source

take a look now and follow us on FB and Twitter.

But most importantly, please keep Dawn informed.

She will blog, FB and Twitter about your business, event, offer or any great reviews, visitor stories or PR. She also needs local interest stories and great photos from you and your visitors.

Continually generating new and interesting copy is challenging, so the more material you pass on the better and richer we can make the promotion of the Peninsula.

Recent blogs:

- An autumn walk to Blackchurch Rock
- Autumn Glory – a great time to visit

- Jean and Vince get married!
- Paradise on the Peninsula
- Hartland Inspires a Hare's Tale

Contact info:

Dawn Robinson-Walsh:
dawnrobinsonwalsh@gmail.com

Blog:
<http://hartlandpeninsulasource.blogspot.co.uk>

Facebook:
<http://www.facebook.com/HartlandPeninsula>

Twitter:
http://twitter.com/Visit_Hartland

