

South Somerset  
*Tourism News*

**April  
 2021  
 update**



**Included in this issue:**

- 2021 South Somerset Leaflet Exchange invitation
- Reminder on the FREE website listing offer
- Unique promotional offer on the A303

**Dear Colleagues,**

I hope this finds you well and able to benefit and enjoy the recent easing of restrictions. Personally, I have been doing much more walking and exploring locally, a good reminder of how lucky I am to live and work in such a lovely area!



If you haven't seen the details, don't forget to check about the **Restart Grants** for the hospitality, accommodation and leisure sectors at <https://www.southsomerset.gov.uk/life-events/coronavirus-support/coronavirus-business-support/>

Stay safe and strong  
 Becky

**Date for the  
 2021 leaflet  
 exchange**



We are pleased to announce that this years Leaflet Exchange will be on **Wednesday 26 May** (10-12noon) at the Westlands Entertainment Venue

in Yeovil. (BA20 2DD)

This event is **FREE** to attend and will be following all the current Covid guidance and legislation. Obviously due to the pandemic, there will be changes to previous formats and we will be working hard to ensure everybody's safety. If you want to know more about the precautions we will be taking or about the event generally - please drop me an email.

### **Attraction and Experience providers**

If you haven't had a stand in previous years you will have automatically received an email invite.

If you haven't been before but have leaflets and information you want distributing to Somerset accommodation providers quickly and easily - this is the event for you - please get in touch and I can email a booking form.

### **Accommodation Providers**

The annual exchange provides an opportunity for accommodation providers of all sizes to collect brochures and leaflets for their guests. Whether you are looking for a few for your reference packs or larger quantities - this is the event for you. It's **FREE** to attend and there will be the opportunity to meet other tourism colleagues in a Covid safe environment.

We will have an NHS check-in QR code for the event and also take attendee details to be saved for 21 days after the exchange. Please do not attend if you, or anyone in your household, is displaying symptoms or has tested positive.

**Put the date in your calendar now!**

## **UPDATE: New Visit South Somerset Website**

Thank you to everybody who has submitted their listings so far. The team is busy behind the scenes, developing pages, populating content and having internal training. We hope to go live towards the end of May/ early June and will share the link with you as soon as we can.

The sections I have seen are looking very smart and interactive, a huge improvement on our existing site.

If you would like a FREE listing on the site but missed the deadline, more information can be found on our **current site here** or a direct link to the online form can be found **here**. If you know of other new tourism businesses that have recently started trading - please let them know.

We cannot guarantee your listing for the launch, but we will be continually adding and updating the site, and can add your listing at a later date if that is more appropriate for your business.

Thank you.

## Unique promotional offer!

Ever wanted to point out to the vehicles heading straight through Somerset on the A303 heading to Devon and Cornwall what they are missing, now is your chance!

Our South Somerset Visitor Information Centre has two large digital TV screens primed to show footage of your attraction. Affordably priced for 2021 to support business recovery from only **£30/month** (£15 /month low season). There is limited slots so early booking is recommend.

More details can be found on the [rate card](#) or please email me and we can discuss your requirements



The South Somerset Visitor Information Centre were delighted to win **Gold** for Visitor Information Service of the Year at the Bristol, Bath and Somerset tourism awards and **Silver** at in the South West Tourism Awards.

**Well done Tourism Team!**



**Promote your business to thousands of visitors!**

Showcase your business on digital screens at the award-winning South Somerset Visitor Information Centre & Gift Shop on the busy A303

- 10 second film or still images shown every 3.5 minutes
- Coverage on internal screen open 5 days a week peak season
- Coverage on external facing screen 24/7, reaching thousands of daily visitors at the popular and iconic A303 services

**Incredible value, fantastic reach**

**£30 a month Peak Season** (April to September)      **£15 a month Low Season** (October to March)

One off events plus 3, 6 or 12 month offers also available  
Please get in touch to discuss your requirements.

**What are you waiting for? Book now.**

Becky.Cotterill@southsomerset.gov.uk 01935 462501

## South Somerset Visitor Information Centre

The centre reopened on Monday 12<sup>th</sup> April and the site has been packed with visitors. We envisage a very busy summer ahead and look forward to promoting our local businesses.

**Please keep us informed regarding your opening arrangements and we can pass this information on to our customers.**

Our opening times (subject to review) are Mon-Sat (closed Weds) 09.00-15.30 (closed 13.00-13.30 for cleaning).

## English Tourism Week 2021

Visit England have announced that English Tourism Week will be from **22 - 31 May 2021**. This annual campaign raises awareness of the very

important contribution the tourism sector makes to both the local and national economy. There is always additional marketing opportunities around this week, so if you are thinking of hosting an event in May - this is the week to do it!

Another diary date is **Somerset Day** on 11th May and the organisers want to turn the weekend of 8th and 9th May into a sea of Somerset flags and bunting, flying from public and community buildings, churches, schools, village flagpoles, gardens, windows, cars etc. There must be social media opportunities to be had!

## South Somerset winners!

Long Hazel Park were overjoyed to have won Gold in the **Bristol, Bath and Somerset Tourism Awards 2020/21** for Camping and Holiday Park of the Year. Even though the ceremony was by Zoom the owners dressed up for the occasion.



Other South Somerset winners on the night were **Esme's Escape** Gold for Glamping business of the year plus Silver for Ethical, Responsible and Sustainable Tourism. This luxurious land-girl inspired Shepherd's Hut is a fabulous example of some of the exciting accommodation now on offer locally.

South Somerset based **Nick White**, from the Wassail Theatre was acknowledged as an unsung hero for his work in promoting culture across Somerset.

## Anything to contribute?

The tourism newsletter is generally distributed quarterly (March, June, September and December) with additional editions produced if there is important and relevant information to share.

It is emailed to South Somerset businesses on the tourism database and appears on the trade pages of [www.visitsouthsomerset.com](http://www.visitsouthsomerset.com)

We love to hear and share your news and success stories, so please email items for the next issue to [Becky.Cotterill@southsomerset.gov.uk](mailto:Becky.Cotterill@southsomerset.gov.uk)

## Unsubscribing and your privacy

If at any time you wish to unsubscribe to the newsletter and have your details removed from the database, please email [tourism@southsomerset.gov.uk](mailto:tourism@southsomerset.gov.uk) or click the button below.

Very occasional we feel it is appropriate and beneficial to forward emails and newsletters from our partners, can you please let me know if you would rather not receive this information.

For more information about how South Somerset District Council uses and keep your information secure, please see the Privacy page on our website - <https://www.southsomerset.gov.uk/about-our-website/privacy-and-data-protection>.

[www.visitsouthsomerset.com](http://www.visitsouthsomerset.com)

Keep in touch



Visit South Somerset | [www.visitsouthsomerset.com](http://www.visitsouthsomerset.com), South Somerset District Council, Yeovil, Somerset BA20 2HT United Kingdom

[Unsubscribe {recipient's email}](#)

[Update Profile](#) | [Customer Contact Data Notice](#)

Sent by [becky.cotterill@southsomerset.gov.uk](mailto:becky.cotterill@southsomerset.gov.uk) powered by



Try email marketing for free today!