



Travel trade release

### Launch of New UK Road Trip Quickly Attracts Travel Businesses



A spectacular new driving route around the coastline of the southwest peninsular is attracting immediate support from tourism and hospitality businesses.

Britain's latest tourist roadtrip, South West 660, launched this month. It is designed to encourage visitors to explore the 660-mile coastline of Dorset, Devon, Cornwall and Somerset.

The scheme has met an enthusiastic commercial response. Its business partners already include AA Media and St Austell Brewery. Businesses that rely on the tourism pound are now being invited to sign up for prime advertising slots that remain available.

**Simon Numphud, Managing Director AA Media said:** *"We're excited to be partnering with SW660. It's a great initiative and we look forward to raising the profile of the South West and the many AA-rated places to stay and eat in the region."*

**Kristian Andrews, Head of Central Marketing, Digital & Design at St Austell Brewery says:** *"We're delighted to have signed up as a Trusted Partner of the new South West 660."*

*"We feel very lucky to own pubs and inns scattered all along this iconic stretch of coastline, serving up great hospitality, delicious food and beers - including Tribute, Proper Job and korev - as our guests soak up the incredible scenery. This feels like a very natural partnership for us and we're proud to be playing a part in showcasing our beautiful corner of the country and all it has to offer as an all-year-round destination."*

The route runs from Poole in Dorset around Devon and Cornwall to Watchet in Somerset. It includes some of Britain's most acclaimed scenery, smaller coastal roads and lesser-known sights.

The South West 660 is designed to encourage low season tourism, with visitors inspired to take their time and enjoy each of 12 expertly-curated routes highlighting hidden spots, quieter roads and local suppliers.

**Mark Godfrey, Devon hotelier and joint-founder of the South West 660,** says: *"We are extremely excited by the reaction to the South West 660 so far and have been speaking to lots of advertisers and commercial partners who love the concept.*

*"Our aim is to promote the coastal attractions of the South West, inspiring people to discover the beauty of these four counties. Each of the 12 sections is around 50 miles long, allowing visitors to take their time and experience the diversity and splendour of our beautiful corner of the UK."*

Godfrey, one of three Devon-based businessmen behind the scheme, says hoteliers, restaurateurs and attraction owners are particularly keen to be associated with the South West 660 as it promises a boost in visitor numbers at off-peak and shoulder season periods.

The South West 660 will enable members of the public to enjoy membership offers and promotions; unlocking special hidden routes and privileges as they sign-up.

Godfrey says: *"We believe our coastline should be recognised as an iconic drive for all to enjoy. Our objective is to boost out of season tourism and jobs in the lesser known South West coastal locations."*

Southwest 660 has assembled an experienced team to create and launch the route including travel and hospitality PR specialist, Victoria Rose PR, award-winning west country travel writer, Simon Heptinstall, and acclaimed travel and landscape photographer, Gary Holpin. Social media campaigns are now underway and Godfrey reports that initial reactions are "extremely positive".

\* Southwest 660 is committed to donating ten percent of revenue to Hospitality Action, a charity pledged to help those with physical or mental health problems who work or have worked in the UK hospitality industry. [www.hospitalityaction.co.uk](http://www.hospitalityaction.co.uk).

[www.southwest660.com](http://www.southwest660.com)

#### **Notes to Editors:**

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