I write with 46 years experience of welcoming people from all over the world to our three self catering holiday cottages one mile north of the town of Okehampton, in the heart of glorious Devon, on the fringe of the Dartmoor National Park.

Please can I put forward for consideration the fact that better advertising needs to be done to promote rural tourism, and suggest a National Television Marketing Campaign, in the form of the BBC producing regional areas for example Devon & Cornwall in a series of Countryfile programmes, which receive a very large audience. Show the beautiful scenery and give a very wide over view of the magnificent places to visit and the unique selling point of that region, i.e. Devon Cream Tea.

This could be funded by a top University as part of an advance media degree. The students would gain advanced professional skills, and the rural tourism economy would benefit.

Here is an idea to start off with, there is a plethora of books and writings about Devon, set in Devon or inspired by Devon:-

Lorna Doone (RD Blackmore)  
The ABC Murders (Agatha Christie)  
The Rime of the Ancient Mariner (Samual Taylor Coleridge)  
The Hound of the Baskervilles (Arthur Conan Doyle)  
Tarka the Otter (Henry Williamson)  
Westward Ho! (Charles Kingsley)  
Moortown (Ted Hughes)  
Widecombe Fair (Eden Philpotts)  
Still Sidmouth: The Lost Poem (Sir John Betjeman)

These famous literary people are well known across Europe, and these television programmes need to reach the wide audience of our European neighbours.

August 2016