



Press Release.

IN

EXETER



INEXETER AND VISIT EXETER ANNOUNCE NEW PARTNERSHIP

InExeter, the Business Improvement District for Exeter City Centre have entered a new partnership to build a stronger city profile and celebrate and champion our city businesses. Together, InExeter and Visit Exeter plan to deliver destination marketing campaigns, putting Exeter front-of-mind for visitors, and residents. This new partnership coincides with the appointment of Alice Evans as the Marketing and Communications Manager at InExeter who will be working closely with Visit Exeter to raise awareness of what Exeter offers, showcasing it as a growing and creative city.

BID Manager Ann Hunter says “We are really excited by the new partnership with Visit Exeter. Working together will raise awareness of what Exeter offers, showcasing it as a growing and creative city.”

Visit Exeter is responsible for the promotion of Exeter as a visitor destination. Working in close partnership with the Visit Exeter team will lead to destination marketing campaigns and activities helping to raise the profile of Exeter as a brilliantly accessible vibrant city.

Claire Toze Tourism Manager at Visit Exeter says “Visit Exeter are proud to showcase all the city has to offer including the variety of fantastic independent businesses which are unique to Exeter. Collaborating with InExeter will not only benefit the businesses but will allow us to celebrate and promote these to our audience”.

A BID is a business-led initiative, supported by Government legislation, which enables businesses to join together to design and implement a program of projects that directly benefit their area. As well as many local businesses in support, InExeter works closely with Exeter City Council, Exeter Chamber of Commerce, Devon County Council and many more community organisations.



Picture:

Visit Exeter and InExeter

From left to right:
Claire Toze, Visit Exeter Tourism Manager
Alice Evans, InExeter Marketing and Communications Manager
Debbie Lewis, Visit Exeter Tourism Manager