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**Visit Cornwall launches drive to increase international visitors from 2022**

Visit Cornwall has this week (27th May) launched a media and travel trade engagement drive to entice international visitors and encourage British holidaymakers to discover the county’s lesser-known delights following this year’s G7 summit.

Cornwall’s tourist board has designed a dedicated media and travel trade portal which is being launched at a special virtual event for overseas media and tour operators on 27th May. Visit Cornwall is taking the opportunity to showcase Cornwall to international markets and to highlight the year-round appeal to UK visitors during a live streamed session via YouTube on the same date.

Announcing the campaign, Malcolm Bell, Chief Executive of Visit Cornwall said:

“If overseas visitors have heard of Cornwall, the chances are that it will have been thanks to films and TV shows that have been shot here, from Doc Martin to the BBC’s Poldark. But international holidaymakers may be surprised to discover the amazing walks along our 400-plus miles of coast path, the glorious gardens, fabulous wildlife, world-class food and drink, historic houses, castles and vibrant arts and cultural scene.

“Cornwall should be high on the bucket list of places to see as part of a UK visit once travellers are able to come. Meanwhile, British holidaymakers may feel that they’ve ‘done’ Cornwall, but we’re inviting them to delve below the surface of the more obvious highlights and honeypots. By channelling our efforts into extending the tourist season, the exposure created by hosting the G7 will reflect the increasing number of people drawn here because of the quality of our environment and lifestyle. From hiking for miles across sandy beaches during super low tides to cold water swimming, from incredible wildlife spotting to outdoor theatre in the depths of winter and superlative dining experiences, Cornwall has so much to offer beyond the bucket and spade holiday.”

With free to use imagery, newly commissioned video footage and example itineraries, the new portal www.visitcornwalltraveltrade.com (launching 27th May) also features a bank of blog articles. Here tour operators, travel agents and travel press can access everything they need to be able to write about or sell Cornwall. Whether that’s new product developments, an overview of the vast range of accommodation, activities and wellness offerings and G7 facts and connections.

-ENDS-

Notes to editors:

**Visit Cornwall will be hosting a special virtual event to introduce media and tour operators to the portal, campaign themes and new openings, taking place on 27th May at 6.30pm live streamed via YouTube. Click here to join:** <https://youtu.be/1j14OTylpmU>

For more information, please contact Samantha Kirton at Hope Yard PR, sam@hopeyardpr.com M: 0778 616 6556.

For access to the portal, media image library and video content please visit [www.visitcornwalltraveltrade.com](http://www.visitcornwalltraveltrade.com) (live from 27th May)

Further information and images can be accessed via [www.visitcornwall.com/media/images](http://www.visitcornwall.com/media/images)