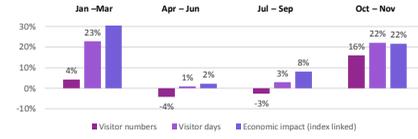


Visit Exmoor AGM 2018
National Park Update
 Dan James
 Sustainable Economy Manager

Tourism on Exmoor

2016	Visitor days	Value
Exmoor NP	2.14m	£114.93m
Greater Exmoor	4.8m	£267.42m

Seasonal changes 2009-2016



Visitor Satisfaction
 99%
 Good or Very good

Repeat visits
 81%
 At least 86% expect to visit again

53%
 visit more than once a year

New Exmoor Partnership Plan



People Exmoor for All: *Where everyone feels welcome*

Place Inspiring Landscapes: *Diverse and beautiful, rich in wildlife and history*

Prosperity Working Landscapes: *Thriving communities and a vibrant rural economy*

Tourism Ambition



Destination Exmoor The Exmoor brand is used to raise awareness of the National Park, and to drive a high quality of provision. This helps lengthen the season and build the capacity and resilience of the tourism industry

Exmoor Food and Drink Exmoor's reputation as a great food destination grows even greater, with an increase in added value from local food and other produce

CareMoor for Exmoor Businesses and visitors contribute to keeping Exmoor special, helping to conserve and enhance the National Park's special qualities

What does this look like?



CareMoor for Exmoor



Making a difference for Exmoor's Nature, Heritage and Access.

Almost £20,000 raised in 2017.



Discover England's National Parks: Overview



- Government's 8-point plan for National Parks
- "We will work with the National Park Authorities, VisitBritain and VisitEngland to make the nation's most inspiring landscapes more accessible to visitors from the UK and the rest of the world."
- International visitors are high spending, planned customers who deliver economic benefits (8% of visitors currently).
- Growing our support nationally and internationally for National Parks
- Compelling stories and reasons for visitors to visit regional England with improved bookable products



Discover England's National Parks: Outcomes



- Development of a suite of unique bookable experiences in each National Park with supporting accommodation**
- Targeting an increase in German and Australian visitors to the National Parks**
- Improving the reputation of UK countryside offer**
- Development of an overarching brand in England's National Parks**
- Development of a framework to enable local businesses to be engaged in the offer with high levels of business support**

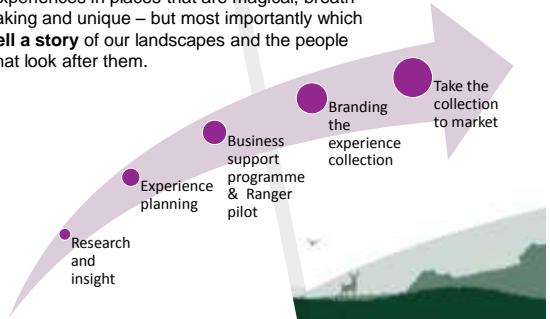


Discover England's National Parks: Challenges



Creating the National Parks Experience Collection

A collection of 50 memorable, once in a lifetime experiences in places that are magical, breathtaking and unique – but most importantly which **tell a story** of our landscapes and the people that look after them.



From assets to experiences...



Exmoor's Dark Skies



- **2nd Dark Skies Festival: 20 Oct – 4 Nov 2018**
- **AtlanticNetSky:** EU Interreg funded project working across the European Atlantic Area with partners in the UK, Ireland, Spain, Portugal and France to promote Astro tourism. *Full confirmation awaited but register your interest now – training, business exchanges, marketing and more!*



Exmoor Awareness: Pre Season Briefing
 Next Tuesday 13 March, Lynmouth Pavilion

Join us for updates on our Conservation, Access, Engagement and Tourism work, with optional lunch and afternoon guided flood walk

www.exmoor-nationalpark.gov.uk/tourism

South West Tourism Excellence Awards
 "Outstanding contribution to Tourism"
 Exmoor National Park




This is thanks to the efforts of all our staff, partners, local businesses and volunteers that enable so many people to enjoy Exmoor:

This is an award for you all!

Thank you!

www.exmoor-nationalpark.gov.uk/tourism