

Visit Exmoor Tourism Networking Day

March 2018



Key Themes for 2017

- Rebrand, restructure as Visit Exmoor
- Grow Membership & Income
- Build Social Media platforms
- Increase Visibility
- Develop the website



Visit Exmoor Brand

- Clarity of name
- Recognised as a separate destination by Visit England
- Here to support and benefit all tourism businesses and raise the profile of the area
- Branding Guidelines available – please use whenever and wherever you can



Grow Membership & Income

- Membership up 40% year on year
- New Membership Level structure
- Many more restaurants, cafes, food & drink producers
- HTAP funding secured for 18 months
- ENPA funding for 12 months
- HTAP & ENPA funding for Eat Exmoor campaign



Build Social Media Platforms

- Facebook followers up 30% YOY
- Twitter followers up 23%
- New Instagram has over 600 followers
- Visit Exmoor - 2nd in the South West in the 2017 English Tourism Social Media Index for best use of social media.



Increasing Visibility

- We've secured UK and international journalist visits including those from Coast, Metro, BBC Top Gear, Country Walking, Sainsbury's Magazine, German & Dutch publications, Silver Travel and more.
- We've had PR coverage in national newspapers and are working with a PR company in conjunction with Visit Somerset and funded by HTAP to improve perceptions of the area.
- We work with BBC Spotlight, BBC Radio Somerset & Devon who have covered our events.
- We attended The South West Showcase in Bristol to raise awareness to European tour operators
- We produced 15k Eat Exmoor brochures



Increasing Visibility – #Eat Exmoor

- Partnership working with ENPA on the Eat Exmoor Producers day
- New #EatExmoor guide
- New #EatExmoor website section
- Keep us updated



Develop the website

- Year on year growth: Page Views up 18% & users up 15%
- We secured HTAP funding, with Visit Somerset, for a web usability review
- And secured £5k to upgrade our website following the review
- New Eat Exmoor section added



Partnership Working

- Local & Regional Groups
- Special Interest Groups
- HTAP
- ENPA



What's Coming Up?

- Continued focus on Food & Drink throughout the year
- May Coast & Moor Festival
- Website improvements
- Activities & Attractions Brochure
- Lorna Doone



How can you help ?

- Communicate !!
- Encourage, persuade all tourism businesses to join us
- It costs from just £8.50 per month (£5 if you are a Food & dinks Business) to join Visit Exmoor
- A bigger group means we can shout louder about Greater Exmoor
- A bigger fund means we can do much, much more together.....

