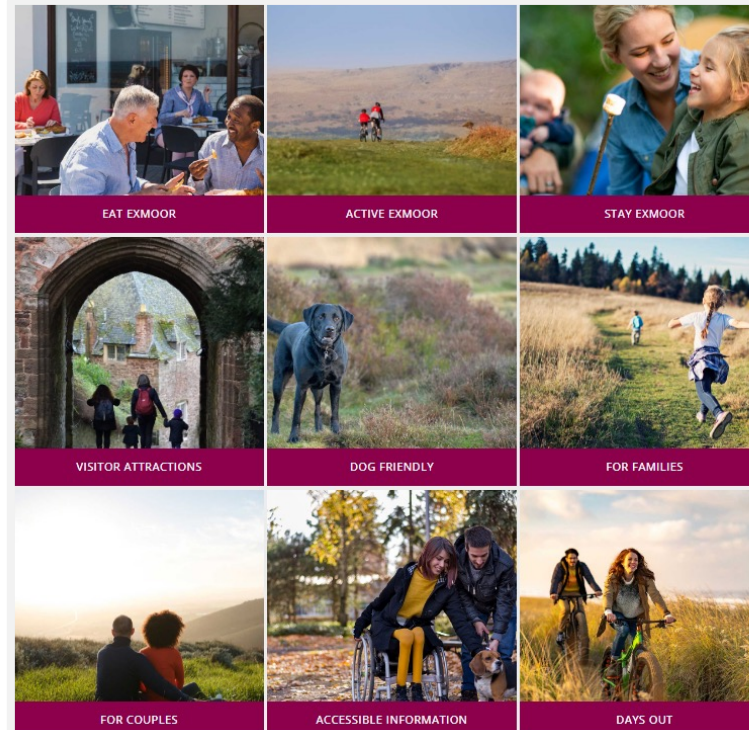
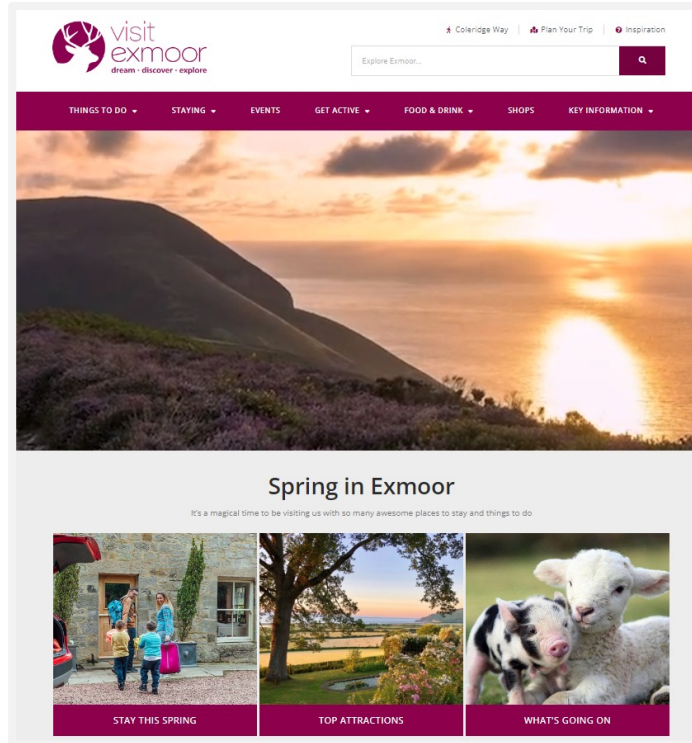


Visit Exmoor Achievements 21-22



New Website

- 15k visitors on average per month
- Estimate the site will have **180k visitors** in the first 12 months
- **1,600 pages** of content including: business profiles, points of interest, blogs, events and business hub

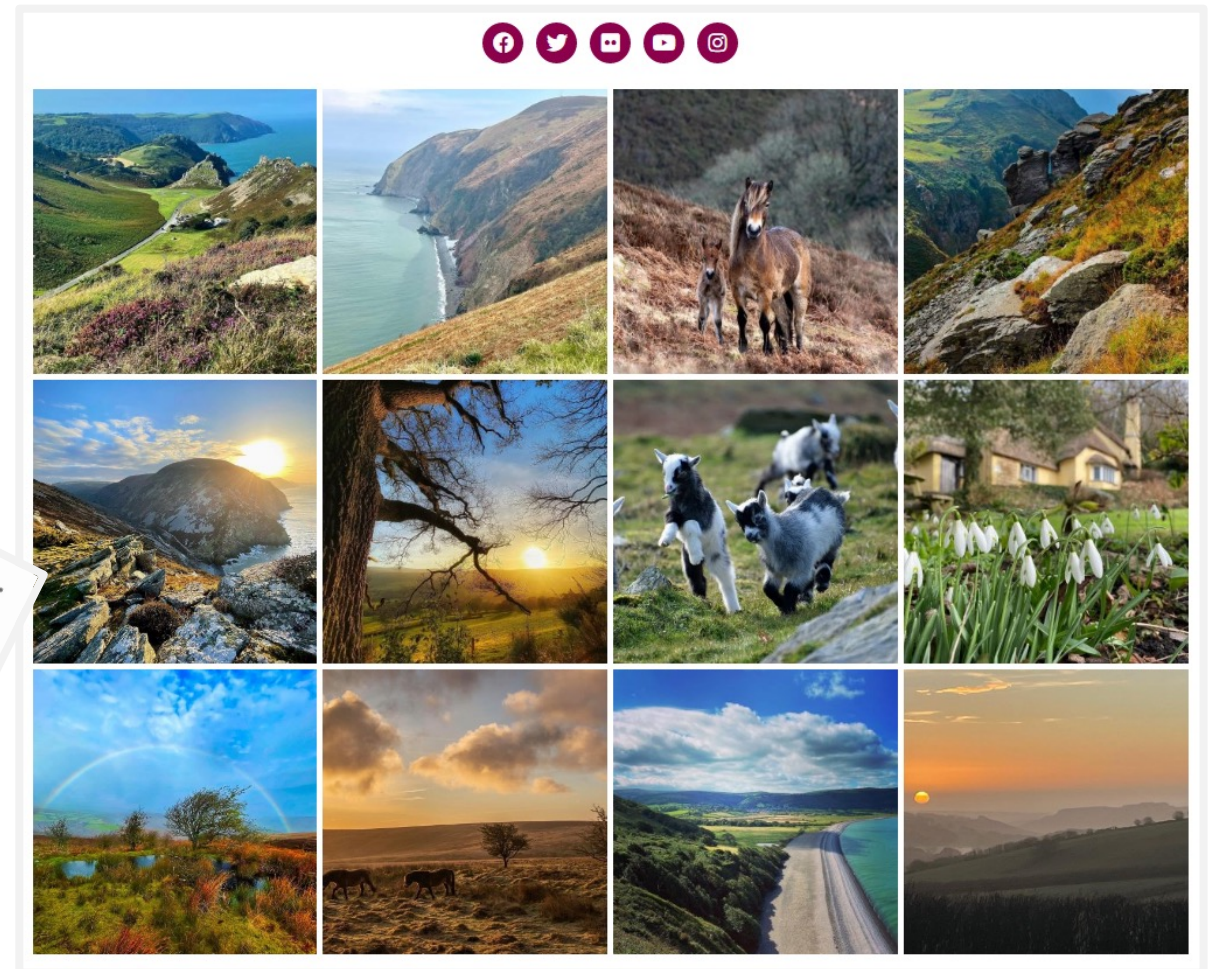


Launched in June '21

Social Media



New for 2021: the Visit Exmoor Holidays Facebook Group - connecting businesses directly with visitors!



We now have 32k followers across Twitter, Facebook and Instagram!

Eat Exmoor Guide 2022 (4th Edition)



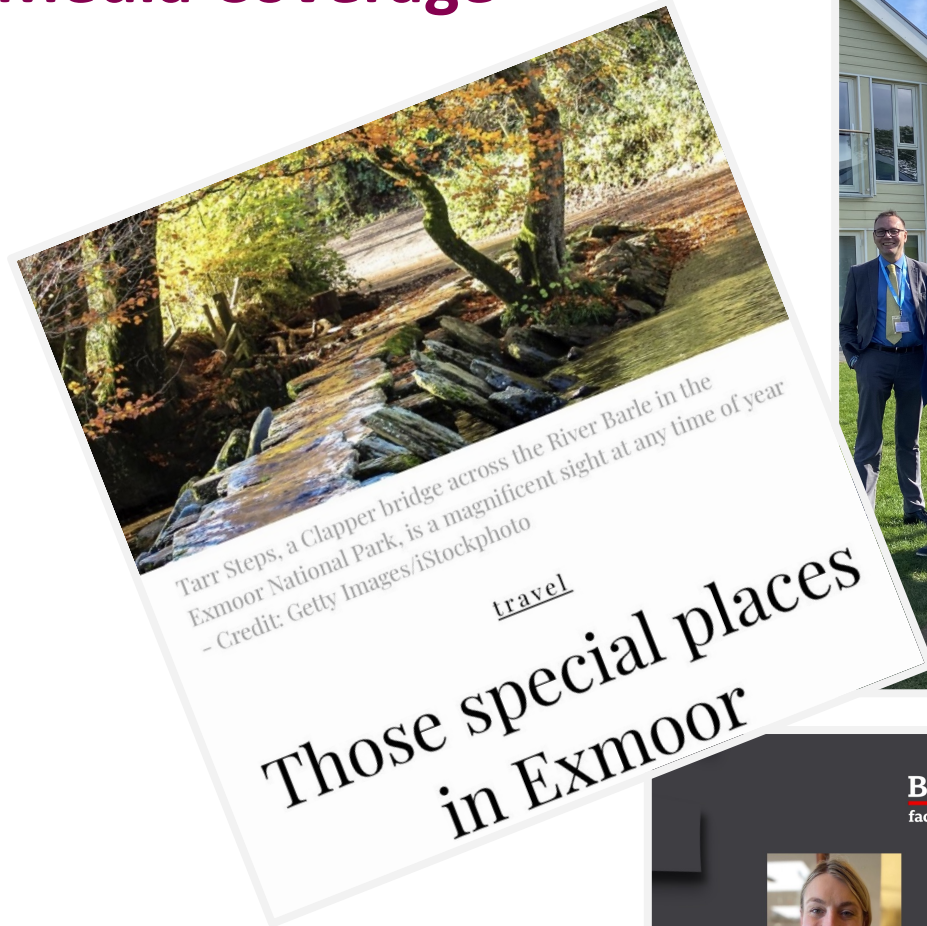
- 36 Pages
- 18 Advertisers
- 10 Features
- 45 Member businesses promoted
- 8,000 Copies printed

Available to download
on the Visit Exmoor
website!



#EatExmoor

Media Coverage



Visit Exmoor

Published by Hootsuite · June 1, 2021 ·

✨ Fantastic news! Exmoor has been ranked the second most family-friendly staycation destination in the UK boasting high numbers of family-friendly restaurants and child-friendly outdoor activities!

Read the article with links to the research here:

<https://www.somersetcountygazette.co.uk/.../19338979.../>
#GetSummerSorted #ExmoorStaycation #VisitExmoorSafely



SOMERSETCOUNTYGAZETTE.CO.UK

Exmoor ranked second among family-friendly staycation destinations



BBC West Live Debate

facebook.com/pointswest Tonight 7pm



Emma Thomasson

Director, Visit Exmoor & Exmoor Tourism Recovery Plan Lead



Carolyn Park

Director, C The World



Steve Gardner-Collins

Gloucestershire hotelier & Director, Visit Gloucestershire

BBC WEST

Spotlight on Exmoor

Advertorials

Plan your Exmoor Escape...

A visit to Exmoor is an opportunity to immerse yourself in one of the UK's most wonderfully unique natural environments. Discover magnificent open moorlands, wild woodlands, picturesque valleys and the incredible dramatic coastline. Read on to discover just a few reasons why you should make Exmoor your next staycation destination, whatever the season.

Exmoor puts on a spectacular show as the seasons change. In the **Autumn**, the landscape becomes a riot of colour, displaying a vibrant palette of warm oranges, russet reds and golden browns. Exmoor National Park is an International Dark Sky Reserve, the first in Europe and is now celebrating 10 years of this prestigious status. It is home to some of the darkest skies in the country on a clear night, many amazing astronomical sights can be seen with the naked eye, with even more to be discovered through binoculars or a telescope. Dark skies accredited accommodation and activity providers can help you discover the magnificent starscape.

Summer
Take a guided wild foraging tour in Spring and discover all the natural treasures the season brings, including the unmistakable aroma of wild garlic. It is also a fantastic time of year to take on a walking adventure – try the 10-mile Coleridge Way – a long distance trail in the footsteps of the romantic poet Samuel Coleridge, starting in Nether Stowey and ending up in the quaint coastal village of Lynton.

Winter
Visit in the **Summer** and roam the many miles of Exmoor's bridleways and byways that criss-cross the Quantock Hills, and miles of Exmoor, a walking wildlife haven. Experience a walking Exmoor safari and stop off for a traditional Exmoor cream tea. Exmoor comes alive in summer, however, you can still find peace and tranquillity on the moor.

Autumn

www.visit-exmoor.co.uk
#HereAllYear



Minehead: A gateway to Exmoor

The coastal town of Minehead in north-west Somerset is perfectly placed for enjoying the walks and paths of Exmoor. The town is the start/end point of the South West Coast Path (SWCP), the 630-mile trail following the coastline of Somerset. Minehead is a fantastic starting point for exploring Exmoor, with a variety of walks and activities available. The town is also a great base for exploring the local area, including the Quantock Hills and the Doone Valley.

Plan your Exmoor escape

This summer and beyond, immerse yourself in one of the UK's most wonderful natural environments. Discover open moorlands, wild woodlands, picturesque valleys and the incredible dramatic coastline.

Exmoor National Park have launched a fantastic set of self-guided short routes, showcasing ten of the most iconic and quintessential Exmoor walks. Each of the walks, ranging from 10 to 15 miles, aims to immerse the walker in a different aspect of the unique character of the National Park, from the heather-clad heights of Dunkery Beacon to the riverside beauty of Heddons Mouth, the beauty of the Doone Valley, the dramatic coastline of the Quantock Hills and the peaceful beauty of the Exmoor Forest.

The dedicated website, exmoorwalks.org, details each of the ten walks, and there are accompanying video guides and OS mapping for every route. There are also tough water-resistant guides available to buy – see the website for full details.

National Parks around the country have played an even more important part in people's lives in this past year, with thousands turning to the outdoors to escape the worry of the pandemic. The new Explorer Walks hope to give people the chance to become acquainted not just with the best-known areas of Exmoor, but also its hidden gems. It's a chance to understand the stories behind the people and incredible landscapes of Exmoor.

Explore Exmoor's iconic routes - whatever the season

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Be an Exmoor Explorer

With temperatures on the rise, lambs and foals skipping across the landscape, fields awash with pale-yellow primroses and sunny daffodils, it can mean only one thing: spring is here!

Spring brings a great opportunity to get out and reconnect with nature. Happily, Exmoor National Park has just launched a fantastic new set of self-guided short walks, showcasing 10 of the most iconic, quintessential Exmoor routes. Each walk, lasting up to two-and-a-half hours, aims to immerse the walker in a different aspect of the unique character of the National Park, from the heather-clad heights of Dunkery Beacon to the riverside charms of Heddons Mouth and untamed wildness of the Doone Valley. The dedicated website, exmoorwalks.org, details each of the 10 options, and there are accompanying video guides and OS mapping for every route. There are also tough water-resistant guides available to buy – see the website for full details.

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www.visit-exmoor.co.uk

Immerse yourself in one of the UK's most wonderfully unique natural environments.

Plan your trip to Exmoor

Step away from the well-trodden tourist destinations and discover one of the West Country's best-kept natural secrets – a fairy-tale landscape awaits you here on Exmoor!

www.visit-exmoor.co.uk

visit exmoor
dream • discover • explore

www.visit-exmoor.co.uk
#HereAllYear

#HereAllYear

Leaflet Exchange & Networking Event 2022



- 15 event tables booked
- 60+ businesses in attendance
- New memberships to Visit Exmoor



The return of events!

Evolving our Business Support

Visit Exmoor Business Support

- Facebook member closed group, providing business, training and grant signposting.
- LinkedIn Company Page – ***New Addition.***
- Business Support e-Bulletins.
- 1-to-1 Coaching Sessions – ***New Addition.***
- Business Hub on the Visit Exmoor website with news, training, toolkits.
- Extending the season research – supporting the #HereAllYear.
- Analysing trends in the marketplace to allow businesses to make informed decisions.

Visitor Economy Support Programme (VESP)

- 308 businesses signed up for bespoke advice interventions.
- Key themes emerging: extending the season, marketing & promotion, coaching, planning and forecasting advice & attracting new customers.
- The VESP programme has also supported a growth in Associate Memberships with Visit Exmoor.



Business Support

The Exmoor and Coast Centre of Excellence for Hospitality

The Exmoor and Coast Centre of Excellence for Skills and Opportunities in Hospitality (CoE) is a forum comprising highly motivated representatives from stakeholder organisations and a range of hospitality/food and drink businesses.

We are working together under a single 'Centre of Excellence' brand to develop and promote opportunities for training and education across the area. By harnessing our combined expertise and resources we will attract, motivate and develop the skilled hospitality workforce that Exmoor-based businesses need.

<https://www.visit-exmoor.co.uk/business-hub/centre-of-excellence>



Centre of Excellence

Becoming a Community Interest Company (CiC)

- Visit Exmoor is now established as a **Community Interest Company**.

What is a CIC? A CIC is a special **type of limited company** which exists to **benefit a community** rather than for private profit or personal gain. To set up a CIC, you need an 'asset lock'- a legal promise stating that the company's assets will only be used for its **social objectives**, and setting limits to the money it could pay to shareholders if shares were issued. An incorporated CIC gives us all the benefits of a limited company and the opportunity to make clear **our intention to grow and develop the business** which is **benefitting an identified community**, Visit Exmoor members and viable tourism in the Greater Exmoor area.

- Gives the organisation a **professional footing** and organisational structure.
- **Allows for applying for grant funding** not available to unincorporated bodies.
- Opportunity to **offer apprenticeships**.



Community Interest Company

Thank you so much for your continued support!

Follow us on @visit_exmoor (Instagram) and @visitexmoor (Facebook and Twitter)



www.visit-exmoor.co.uk

Join our **Visit Exmoor Members** Facebook Group and our **Visit Exmoor Holidays** Facebook Group. Also, make sure you are signed up to receive our newsletters!



Highlights