

# Visit Exmoor Content Pack

**Primary campaign message:** So near, the perfect visitor destination

**Secondary campaign hashtag:** #Hereallyear

**Visit Exmoor/ Visit Somerset handles:**

- **Facebook:** @visitexmoor
- **Instagram:** @visit\_exmoor
- **Twitter:** @visitexmoor
- **LinkedIn:** @visit-exmoor

## Summary

This winter Somerset County Council, in partnership with South Somerset, Somerset West & Taunton, Sedgemoor and Mendip Councils, are working alongside Visit Somerset and Visit Exmoor to deliver the 'Here All Year' campaign, supporting the county's tourism and hospitality sectors during these typically quieter months.

Campaign aims:

- To increase visitor numbers and business spend within the visitor economy covered by the administrative area of Somerset County Council.
- To draw attention to Exmoor, as a visitor destination, highlighting its rich assets and inspiring visitors to take breaks or holidays in the county, including in the shoulder season too, thus delivering tangible benefits for Exmoor visitor economy businesses.

The multichannel campaign will run until March across the following mediums:

- Targeted social media advertising on Facebook and Instagram
- Targeted Google Display campaign
- Partnership Marketing
- Press trip and influencer engagement.

At the heart of the campaign is a powerful emotive film to inspire people to consider booking a trip to Exmoor.

## How to use this toolkit

We are asking for your help in reaching people who will visit Exmoor and spread the word about Exmoor, and the wider Somerset area, as a visitor destination.

This document provides you with pre-written social media content that you can use to tell your audiences about Exmoor as a visitor destination.

## Example Social Media Posts

*Please feel free to use any of these posts or amend as you wish. To be used with the images attached as part of this content pack.*

### FACEBOOK/INSTAGRAM 1:

Exmoor – more than meets the eye.

Whether it be relaxing by a roaring fire, trying local seafood on the beach, or enjoying the stunning views– Exmoor has everything to offer

Experience winter your way>> <https://www.visit-exmoor.co.uk/>

#Hereallyear

@visitexmoor/ @visit\_exmoor (FB/Insta)

### TWITTER 1:

Exmoor – more than meets the eye.

Whether it be relaxing by a roaring fire, trying local seafood on the beach, or enjoying the stunning views– Exmoor has everything to offer

Experience winter your way>> <https://www.visit-exmoor.co.uk/>

#Hereallyear

@visitexmoor

## Web/ Newsletter Copy

### Exmoor, more than meets the eye.

Whether you're looking for adventures in beautiful scenery, or a relaxing stay in luxurious accommodation – Exmoor has plenty to offer all year round. With stunning coastlines, magnificent coastal woodlands, and incredible moorland views Exmoor is the perfect destination for anyone wanting to immerse themselves in the beautiful British countryside. Only a two-and-a-half-hour drive from London, you waste no time in reaching your perfect relaxing escape!

There's so much to explore in Exmoor, it's a destination waiting to be discovered all year round. If you're looking to discover historical landmarks, Dunster Castle and the ancient clapper bridge of Tarr Steps are at your doorstep steeped in history. If you book your visit to Exmoor during February, you can see the spectacular Snowdrop Valleys near Wheddon Cross – a well looked forward to annual event in Exmoor since 1998. Choose to relax in the very heart of Exmoor, the Exmoor White Horse Inn and Country Hotel can give you incredible views of Exmoor throughout the year.

Book your visit to Exmoor this winter, and again in spring, and summer and maybe next autumn too! – this beautiful locations is #HereAllYear.

Visit Exmoor: <https://www.visit-exmoor.co.uk/>