

## BUSINESS UPDATE NEWSLETTER DECEMBER 2023.



### ***Welcome to this December edition***

The period between Christmas and New Year is a key time for conversations and online searches towards the allure of short breaks and holidays for 2024. Visit Exmoor is planning a series of online media messaging for this key period to engage with and entice potential travellers to Exmoor in 2024. Join the online conversation, and share your own reason for visiting Exmoor, post using the hashtag #ExmoorWarmWelcome.

### ***Business Confidence Survey***

We have launched our business confidence survey looking back at 2023 and forward to 2024. Please take a couple of minutes to complete the survey, this will help inform our work, and the influencing we undertake with stakeholders over the coming year. Your input is vital to this process.

<https://www.surveymonkey.com/r/YYG376J>



### ***Eat Exmoor***

The 5<sup>th</sup> edition of this influential guide is now available. We are pleased to offer Visit Exmoor members 10 complimentary copies of the guide. This is a fantastic opportunity to showcase the best of our region's food and drink to visitors. Members please email [marketing@visit-exmoor.co.uk](mailto:marketing@visit-exmoor.co.uk) for your copies and remember to include your business name and address. Non members can obtain their free copies by clicking below to order, all we ask is for you to cover the cost of packing and delivery. Copies will also be available at all our 2024 networking events. Why not use the QR code in your promotional material, website or confirmation emails.

**Promotional hashtags for Eat Exmoor:** #EatExmoor #SupportLocal #VisitExmoor

Downloadable digital copy

<https://www.visit-exmoor.co.uk/food-and-drink-exmoor/eat-exmoor-guide>

Non-members payment link for post and packing

<https://buy.stripe.com/6oE14s6rxadrgHCdR9>

## **Webinars**

In November we ran two successful webinars the first 'Ramping up Your Accessibility Offer' on making your business more accessible and the second on "Keeping Your Tourism Business Ahead of Digital Trends. Both were hosted by highly knowledgeable presenters. Click below to watch on demand:

**Ramping up Your Accessibility Offer:**

<https://www.youtube.com/watch?v=9Rb94VHC8UY&t=2s>

**Keeping Your Tourism Business Ahead of Digital Trends**

<https://www.youtube.com/watch?v=zTq4z7jEt0&t=7s>

Watch out for a new series of webinars early 2024.

## **DATE FOR YOUR DIARY**

Our highly successful leaflet exchange and business networking day will be held on Wednesday 20<sup>th</sup> March at Knowle Manor. Times and further details in our next Business Update.

Visit Exmoor will be closed for the Christmas break from 5pm on Friday 15<sup>th</sup> December reopening on Thursday 4<sup>th</sup> January 2024. It remains on behalf of the Visit Exmoor team to wish you a happy and healthy festive season and all good wishes for 2024.