



BUSINESS UPDATE NEWSLETTER JANUARY 2024

Welcome to this New Year edition.

Commentary

Now the festivities and New Year celebrations have abated, it's time to look forward to the 2024 season. 2023 was very much a time of instability both in the economy and in the world. All of which impacts our businesses large and small. The Visit Exmoor team will be working tirelessly to promote our location during the year and we wish you, our businesses a happy, healthy and prosperous 2024.

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 5th 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 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.



Leaflet Exchange and Business networking Day

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



Inbound Tourism Forecast 2024.

https://www.visitbritain.org/research-insights/2024-inbound-tourism-forecast?utm_content=&fbclid=IwAR0Axt7aJm99bJkSUHbiOetwKTVYextnEsxwhb9PHHzwDpOhVjo7fpmUAp0