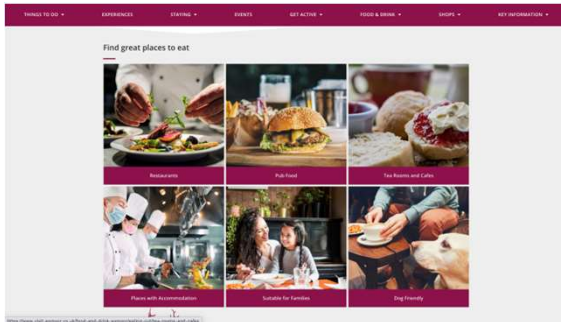


## Visit Exmoor Achievements 22-23





- **New website now in 2<sup>nd</sup> year**
  - 300k+ visitors since launch
- **147k Total Website Visitors per annum**
  - 9% increase from last year.
- **45% increase in new users** from last year.



## Discover Exmoor with your family

Exmoor is a great destination for all the family with lots of activities to keep everyone entertained and happy! From sea kayaking along the coast, mountain biking in the Quantock Hills and horse riding on the moors, to visits to historic castles and trips on heritage railways.

Learn to be a bee keeper or head off for an owl and hawk flying experience. There are also lots of family friendly walks to enjoy such as the Trail and not forgetting amazing tours and safaris spotting all the incredible wildlife across Exmoor!

### Inspiration for your Family:



ACCOMMODATION FOR FAMILIES



IDEAS FOR FAMILY DAYS OUT



## Summer in Exmoor

Summer is such a beautiful season here in Exmoor and a wonderful time to be getting out and exploring the spectacular moorland and dramatic coastline. There are lots of events going on and plenty of activities to get involved in. Visit fabulous farmers markets packed with lots of delicious local produce. Try a new activity on the water or hire an e-bike to explore on land!

Keep an eye on our Events pages to see everything going on over summer. #HereAllYear



## Events

Exmoor is a great place to enjoy with friends and family not only because of the breath taking scenery, epic coastline and miles of countryside to explore, but also because there's plenty going on! From local markets and craft fairs to food and music festivals - there really is something for everyone! Take a look at upcoming events in Exmoor, Somerset West and Taunton below, or find yourself the perfect place to hold your own event.



EXMOOR EVENTS



WEST SOMERSET & TAUNTON EVENTS



FIND EVENT VENUES



1,600 pages of content including: business profiles, points of interest, blogs, events and business hub.



**Website**

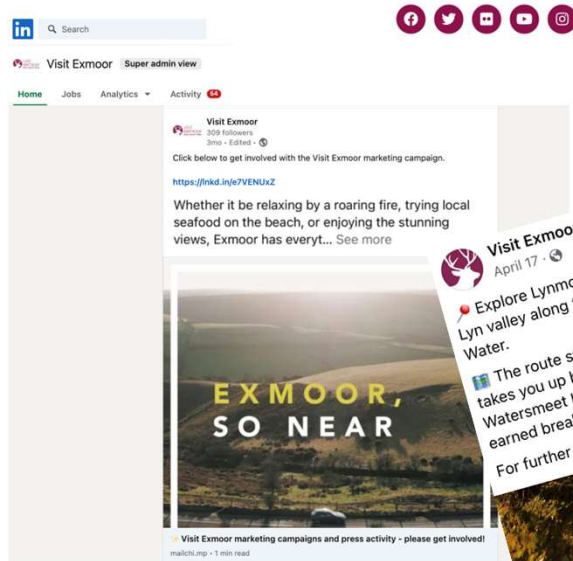


**We now have 35k followers across Twitter, Facebook and Instagram!**

- Social Media followers grew around 10% in the last year.
- Our monthly Social Media reach is around 29k per month.

## Share your Experiences

Have you enjoyed your Exmoor experience? Let us know on social media!



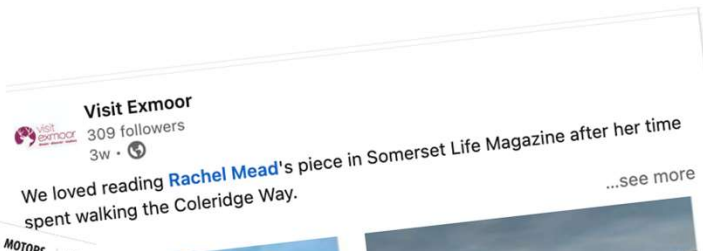
**Social Media Channels**

# Media Coverage



## THE COLERIDGE WAY, EXMOOR'S MOST POETIC WALKING TRAIL

Trace the poet Samuel Taylor Coleridge's route across Exmoor and the Quantocks, and wait for inspiration to strike...



Exmoor Marks The Spot - Somerset Life Magazine



**Spotlight on Exmoor**



ADVERTISEMENT FEATURE

## Escape to Exmoor

Exmoor is a landscape filled with windswept moorlands, dramatic coastlines and beautifully quaint villages – all waiting to be discovered.



**A BREATHTAKING LANDSCAPE AWAITS**  
Exmoor is a place that has always captured the hearts of those who visit, a beautiful part of the UK at any time and especially popular with those looking to embrace the great outdoors. From beautiful walks across the National Park to visits to some of the most picturesque villages and harbours in the country, Exmoor may be one of the country's smaller National Parks, however, it undoubtedly packs a punch.

**ADVENTUROUS OUTDOOR ACTIVITIES**  
There are plenty of varied outdoor experiences on offer that you can tailor to your interests. For those who like the sound of some wildlife spotting and adventure on the water, water sports in Combe Martin with OSK or kayaking with Gary and the team at Surfside Kayak Hire is an absolute must. If you fancy an adventure on land, Wild About Exmoor leads guided walks for groups or individuals allowing you to explore the paths of Exmoor you may normally miss out on.

If you fancy a thrilling safari adventure, you can join Exmoor Wildlife Safari for a tour exploring the hidden corners of the National Park. You'll join Daphne for a three-hour Land Rover journey while learning about

the history and folklore of Exmoor. Red Stag Safari also offers a thrilling off-road Land Rover experience to a maximum of 8 people ensuring that you experience all the local landmarks and wildlife. These tours provide an excellent opportunity to take in the stunning views of the beautiful moorlands and hopefully witness the magnificent wild red deer and the iconic Exmoor ponies.

**HAVE A TASTE OF EXMOOR**  
When you buy local you're getting a real taste of Exmoor as while you're visiting, make sure you don't miss out on sampling the delicious food and drink on offer. No visit to Exmoor is complete without stopping by some of the exceptional cafes, restaurants, pubs and tea rooms scattered across the area and sampling delicious local produce. You'll be able to experience incredible flavours, from the highest award-winning Puddock Bay Oysters to award-winning grass-fed Exmoor lamb and Devon beef produced on the traditional Wootton Bassett Farm. If it's an Exmoor tipple you're after, you can stop off at Bellhays Vineyard which produces quality sparkling wine on-site from grapes grown in the vineyard. Visitors can take a vineyard tour followed by a sampling of the award-winning 2018 Wootton Bassett Sparkling

Wine. And, of course, any fans of local ale must try the award-winning Exmoor Ale, especially the famous "Exmoor Gold" which you'll find in most pubs you visit.

**JOURNEY ON THE EXMOOR COAST**  
There are countless beautiful villages to explore in Exmoor which are conveniently connected via the Exmoor Coast, one of the UK's most spectacular open-top bus rides. With Walshead at one end and the historic fishing village of Lynton at the other, there are plenty of places to stop off in between. Any thrill seekers onboard will certainly appreciate the open-top deck views while journeying on Puddock Hill, the steeped A-road in England. The Exmoor Coast route is also perfect for any walkers who want to hop-off and on along the way, taking in the beautiful coastal views.

To find out more go to [visit-exmoor.co.uk](https://www.visit-exmoor.co.uk)



**QWIR** February 28  
Imagine relaxing by a roaring fire, sampling fresh local seafood or simply taking in the breath-taking views of the countryside & seascapes – imagine no more... Experience Exmoor your way <https://www.visit-exmoor.co.uk/>  
#HereAtExmoor See more



# EXMOOR, SO NEAR, NOTHING WASTED.

**Visit Exmoor**  
March 18, 2022  
We are super excited to announce the launch of the Eat Exmoor Guide 2022 - and what a feast we have in store for...



**Visit Exmoor**  
April 6  
Without having to do much climbing! The route starts at the car park in Simonsbath and takes you along the beautiful upland valley of the River Barle to the mysterious Wheal Eliza. It's a "there-and-back" walk, so you return on the same route.

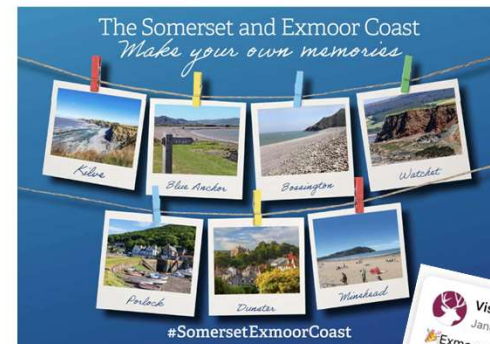
For further route information please visit: <https://www.visit-exmoor.co.uk/exmoor-walks>  
#VisitExmoor #ExmoorExplorer #EasterFun #HereAtExmoor

Head for the events page on the website from festivals to artisan markets to romantic walks... <https://www.visit-exmoor.co.uk/local-events>

There's so much happening across Exmoor



Explore the Somerset and Exmoor Coastline



**Visit Exmoor**  
January 9  
Exmoor is a landscape filled with windswept moorlands, dramatic coastlines and beautifully quaint villages...  
ADVERTORIAL IMMEDIATE.CO.UK  
Plan your visit | Exmoor

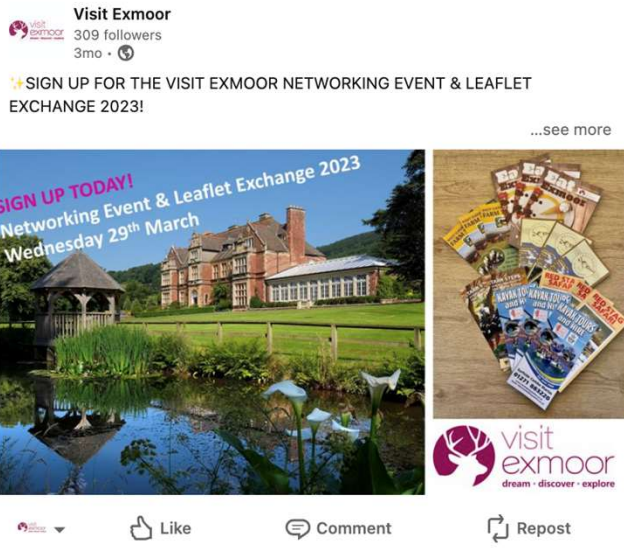
Brittany Ferries SO  
Grande Bretagne Exmoor



## Advertorials and Campaigns



# Leaflet Exchange & Networking Event 2023



- 20+ event tables booked
- Guest Speakers
- 80+ businesses in attendance



**Knowle Manor**



# Taste of Exmoor Event - House of Commons

Visit Exmoor  
309 followers  
3mo · 🌐

Great coverage from [DevonLive](#) of our taste of Exmoor, [House of Commons](#) including some more fantastic pictures from the day.

...see more



Delicious array of Exmoor's finest tastes and business wows MPs in Westminster

devonlive.com · 5 min read

Visit Exmoor  
309 followers  
3mo · 🌐

Wow! What a fantastic day yesterday showcasing our amazing [#Exmoor](#) producers at a special 'Taste of Exmoor' event [House of Commons](#).

...see more

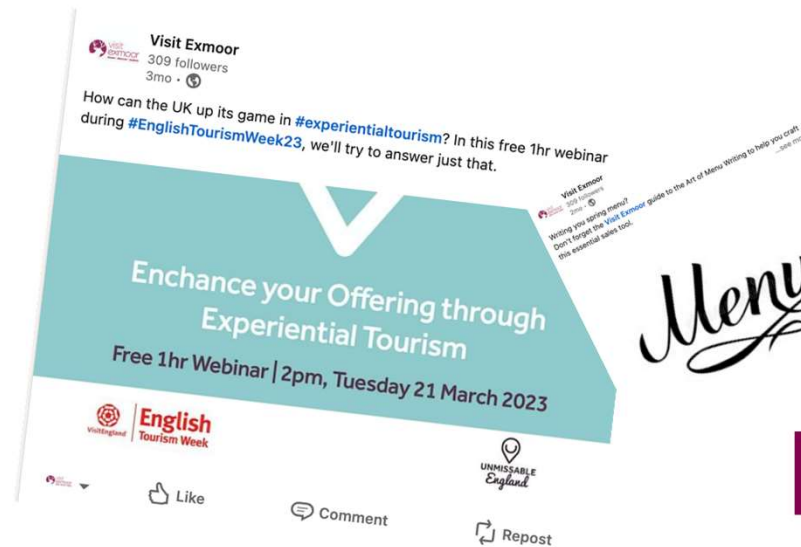


Feb 2023

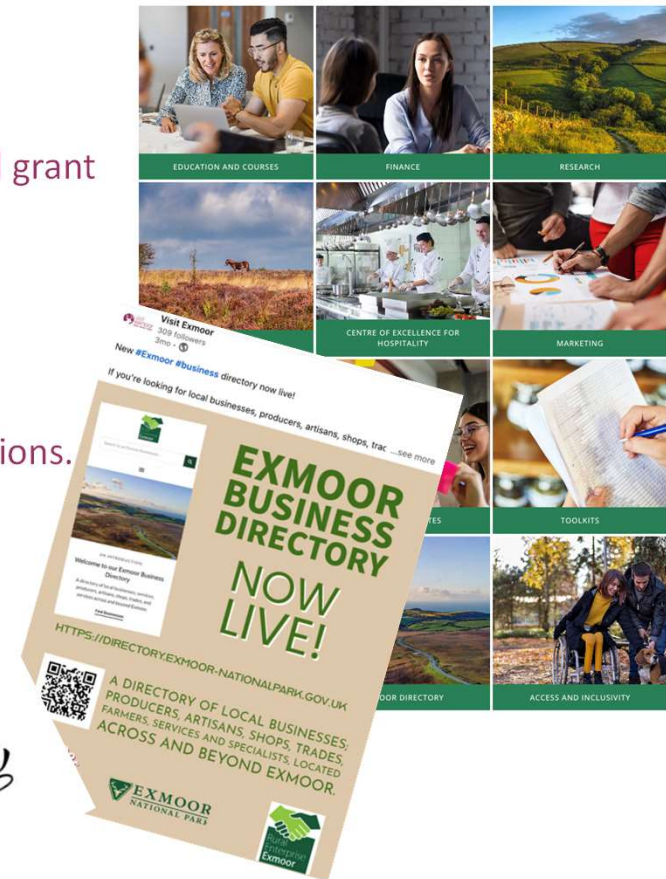
# Evolving our Business Support

## Visit Exmoor Business Support

- Facebook member closed group, providing signposting to business, training and grant signposting.
- LinkedIn Company Page
- Business Support
- Newsletters
- Business Hub on the Visit Exmoor website with news, training, toolkits.
- Analysing trends in the marketplace to allow businesses to make informed decisions.



*Menu*



**Business Support**



# The Exmoor and Coast Centre of Excellence for Hospitality

We continue to work together under a single 'Centre of Excellence' brand to develop and promote opportunities for training and education across the area.

"The opportunities in the food and hospitality are almost immeasurable. Whether you dream of being a baker, a pastry chef, the proprietor of a restaurant, a wine sommelier or a publican the possibilities are endless. And with so many vacancies in related industries now really is the time to find a role in food and drink. But first we need to unlock, to uncover and to reveal those aspirations. Many people today find it almost impossible to find a focus in their lives, to understand what's possible, to realise what talents they possess."

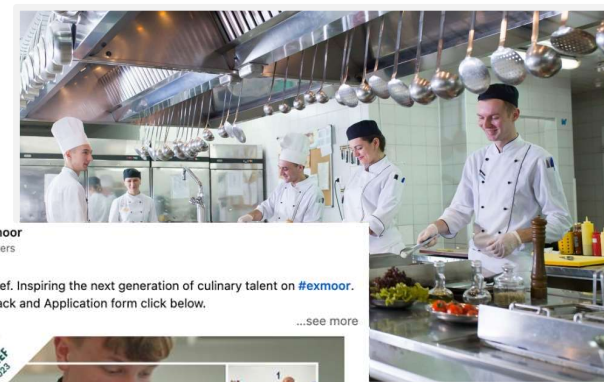
With partners in kitchens across Exmoor, in cafes, in colleges, on farms and in small businesses I believe we can shine a light on careers in this sector. Everyone is good at something, it's just that they might not know it, or know how to make the best of it. Hospitality really is a business that can nurture both the quiet and the noisy talent. It takes all sorts and it needs all sorts. I'm so happy and energised to support this vital initiative. And I can't wait to meet, to speak, to welcome and to encourage people into this most wonderful and unique of industries. Through food we can change lives and give people an appetite for a great career."

- William Sitwell

Food writer, restaurant critic, broadcaster and founder/host of William Sitwell's Supper Club, Rooks Nest Farm, Greater Exmoor.



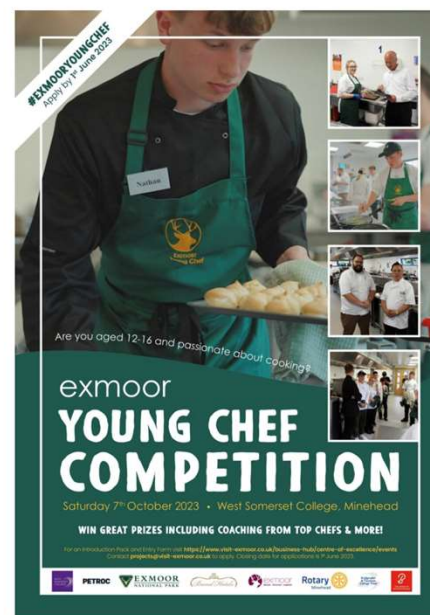
<https://www.visit-exmoor.co.uk/business-hub/centre-of-excellence>



Visit Exmoor  
309 followers  
1mo •

Exmoor Young Chef. Inspiring the next generation of culinary talent on #exmoor. For Information Pack and Application form click below.

...see more



Centre of Excellence

## Eat Exmoor Guide 2023 - 2024 (5<sup>th</sup> Edition)

Launch End Sept 2023  
Guest Editor Rachel Mead  
Digital Campaign  
8000 Print  
tbc – Eat Exmoor Launch Event!



More details to follow.  
Contact [membership@visit-exmoor.co.uk](mailto:membership@visit-exmoor.co.uk) to register interest

## Visit Exmoor Strategy

July – October 2023  
Member Survey  
Board input



## Accommodation Availability Search Launching June 2023

THINGS TO DO ▾ EXPERIENCES STAYING ▾ EVENTS GET ACTIVE ▾ FOOD & DRINK ▾ SHOPS ▾ KEY INFORMATION ▾

Availability Search

When would you like to arrive?

Arrival Date

Departure Date

What size of accommodation do you need?

☐ Sleeps 2  
☐ Sleeps 4  
☐ Sleeps 5-6  
☐ Sleeps 7+

SEARCH AVAILABILITY

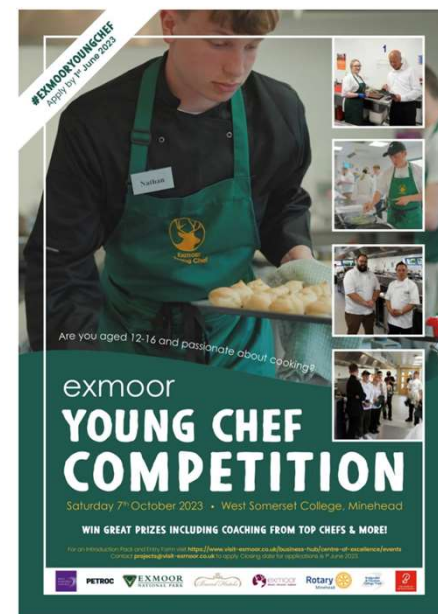


## Young Chef Competition 2023 (2<sup>nd</sup> Year) October 2023

Visit Exmoor  
309 followers  
1mo · 🌐

Exmoor Young Chef. Inspiring the next generation of culinary talent on #exmoor.  
For Information Pack and Application form click below.

...see more



*Coming Up*



### Branding, Promotions, Campaigns:

- Seasonal #HereAllYear
- Exmoor - Somerset Coast
- Exmoor – North Devon Coast
- Exmoor – Walking (ENPA routes and series)
- Eat Exmoor
- Visit Exmoor Holidays
- Events, activities, attractions
- Continued evolution of new website
- Maintain media presence
- Build on increase in press coverage

### Business Support

- Evolution and Improvement of Business Support Hub
- Driving Excellence in our businesses and area offering
- #HereAllYear – evolving our area offering



### Team & Membership

- Continued improvement of processes.
- Team effectiveness.
- Opportunities through apprentices
- Use of data and research to support everything we do.

### A Voice for our Visitor Economy

- Continued #StongerTogether working with stakeholders.
- Continue to grow Strategic relationship with new Somerset Council and North Devon District Council
- Finding our place in
- Lobby through regional and national tourism bodies and government.

### Potential New Initiatives

- Membership system

### Benefits to our Members – how you can engage

- Engage with us on campaigns and promotions.
- Update website profile, photos and keep us informed.
- Join Visit Exmoor members Facebook group.
- Engage and post on Visit Exmoor Holidays group.
- Join the Visit OExmoor accommodation availability platform.

Let us know how we can better support you - survey



# Thank you so much for your continued support!

Follow us on @visit\_exmoor (Instagram) and @visitexmoor (Facebook and Twitter)



[www.visit-exmoor.co.uk](http://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!



Good Morning by MaxKoMusic | <https://maxkomusic.com/>  
Music promoted by <https://www.chosic.com/free-music/all/>  
Creative Commons Attribution-ShareAlike 3.0 Unported (CC BY-SA 3.0)  
<https://creativecommons.org/licenses/by-sa/3.0/>