

## Visit Exmoor Achievements 23-24

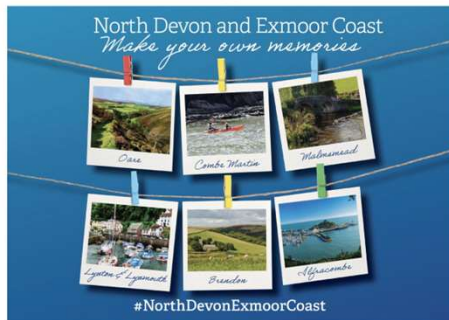


*Highlights*

Explore the Somerset and Exmoor Coastline



Explore the North Devon and Exmoor Coastline



- **176k Total Website Visitors**
  - 20% increase from 22/23.
- 16k new users
  - 12% increase from 22/23

THINGS TO DO ▾ EXPERIENCES ▾ STAYING ▾

### Discover Exmoor with your family

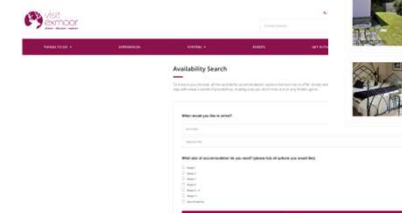
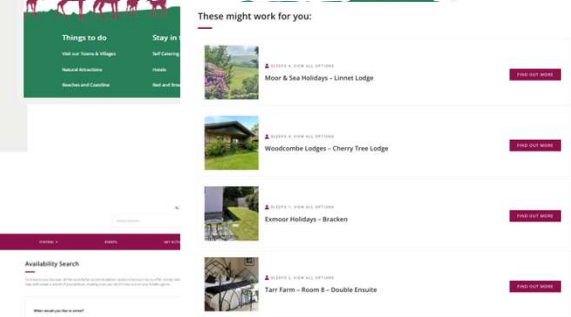
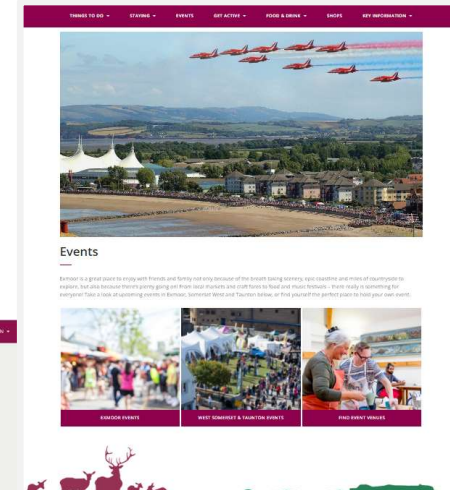
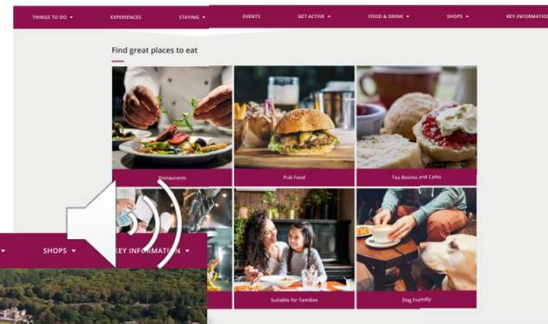
Exmoor is a great destination for all the family with lots of activities to keep everyone entertained and happy! From sea kayaking along the coast, mountain biking in the Quantock Hills and horse riding on the moors, to visits to historic castles and trips on heritage railways. Learn to be a bee keeper or head off for a owl and hawk flying experience. There are also lots of family friendly walks to enjoy such as the Tall Trees Trail and not forgetting amazing tours and safaris spotting all the incredible wildlife across Exmoor!

### Inspiration for your Family:



### 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 farmer's 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

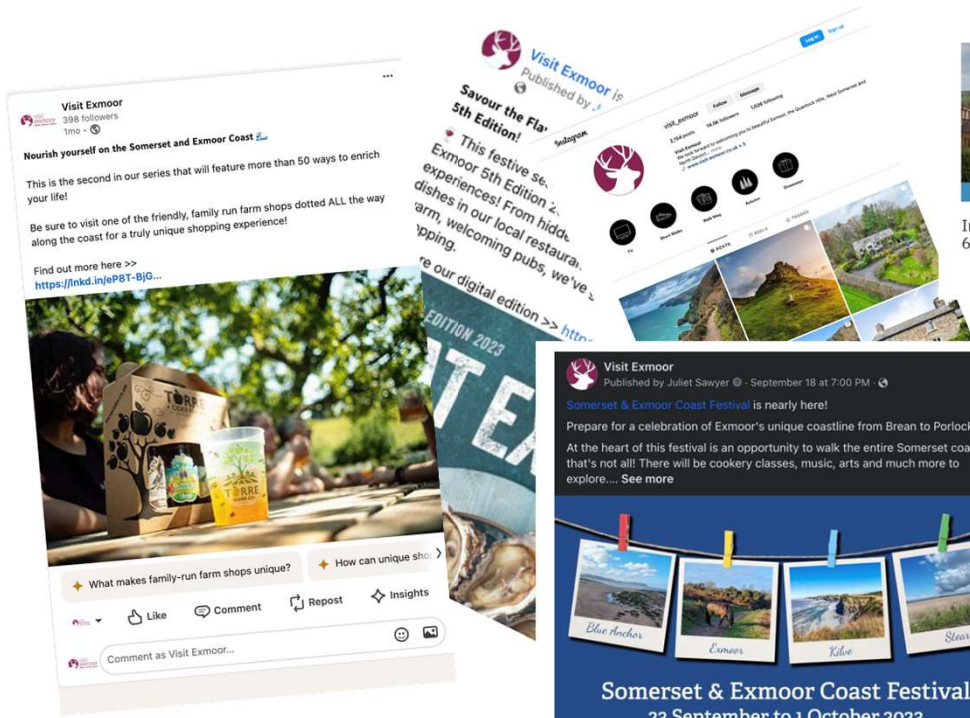


1,600 pages of content including: business profiles, points of interest, blogs, events and business hub.



We have approx. 36k followers across X, Facebook, LinkedIn and Instagram.

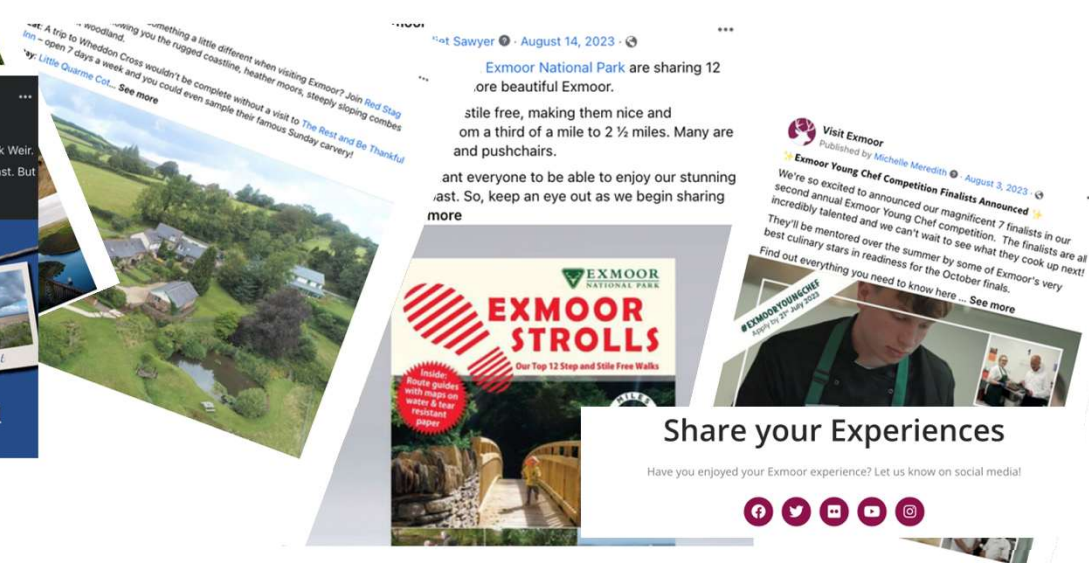
This past year have focused on increasing our reach and this resulted in 99.2k impressions in April 24, compared with 59.4k in April 23.



Impressions: 1,534  
Post reach: 1,380



Impressions: 1,346 61 accounts engaged | Impressions: 2,118 83 accounts engaged | Impressions: 1,401 55 accounts engaged | Impressions: 1,581 44 accounts engaged | Impressions: 1,398 47 accounts engaged | Impressions: 1,731 110 accounts engaged



# Social Media Channels

Visit Exmoor is at Exmoor National Park.  
Published by Juliet Sawyer · December 14, 2023 · Minehead ·

Savour the Flavours of Exmoor This Festive Season with Eat Exmoor 5th Edition!

This festive season make sure you dive into the pages of the Eat Exmoor 5th Edition 2023-2024 to discover Exmoor's finest culinary experiences! From hidden gems in cosy cafés to the most tantalising dishes in our local restaurants, and the best of artisanal produce to warm, welcoming pubs, we've got your guide to festive dining and shopping.

Explore our digital edition >> <https://www.visit-exmoor.co.uk> See more

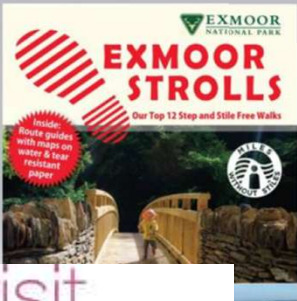


Visit Exmoor  
Published by Juliet Sawyer · August 14, 2023 ·

Exciting news! Our friends at Exmoor National Park are sharing 1. short walks to help you explore beautiful Exmoor.

All 12 routes are step and stile free, making them nice and accessible. They range from a third of a mile to 2 1/2 miles. Many are suitable for wheelchairs and pushchairs.

Exmoor is for all. We want everyone to be able to enjoy our stunning moors, valleys and coast. So, keep an eye out as we begin sharing these walks..... See more



Visit Exmoor is at The Big Sheep.  
Published by Juliet Sawyer · December 8, 2023 · Barnstaple ·

Christmas Market at The Big Sheep!  
Looking for festive day out ideas? Come along to The Christmas Market being held tomorrow at The Big Sheep Family Attraction!



Visit Exmoor is in Dulverton.  
Published by Juliet Sawyer · December 10, 2023 ·

Dulverton has been looking very festive lately!

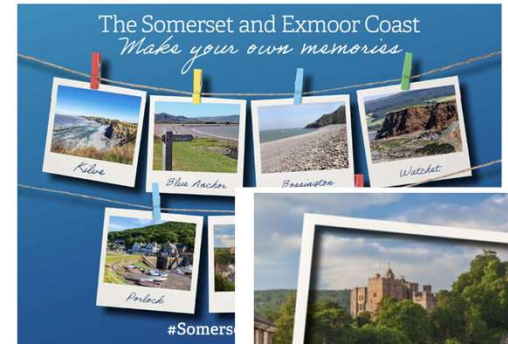


Visit Exmoor is at Exmoor National Park.  
Published by Juliet Sawyer · November 9, 2023 · Minehead ·

Start thinking about Christmas shopping!  
Get some inspiration for gift ideas? Here are 6 great gift vouchers



Explore the Somerset and Exmoor Coastline



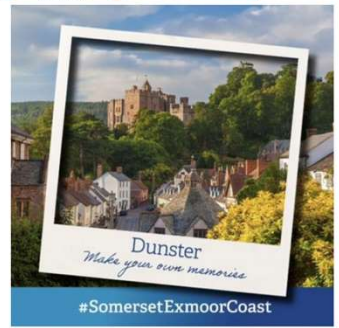
Visit Exmoor  
398 followers  
1mo ·

Nourish yourself on the Somerset and Exmoor Coast

This is the second in our series that will feature more than 50 w. your life!

Be sure to visit one of the friendly, family run farm shops dotted along the coast for a truly unique shopping experience!

Find out more here >> <https://lnkd.in/eP8T-BJG...>



Visit Exmoor is in Wheddon Cross  
Published by Sarah Burt · March 20 ·

A trip to... Wheddon Cross

Be: Looking to experience something a little different when visiting Exmoor? Join Red Stag Safari for a tour! Showing you the rugged coastline, heather moors, steeply sloping combs with ancient woodland.

Eat: A trip to Wheddon Cross wouldn't be complete without a visit to The Rest and Be Thankful Inn - open 7 days a week and you could even sample their famous Sunday carvery!

Stay: Little Quarme Cot... See more



What makes family-run farm shops unique? How can unique sh...

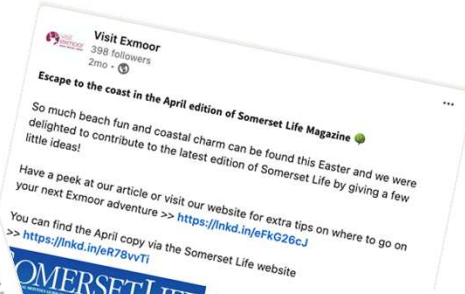
Like Comment Repost Insights

Comment as Visit Exmoor...

Impressions: 6,420  
Post reach: 4,838  
Engagement: 378

# Themes and Campaigns

# Media Coverage



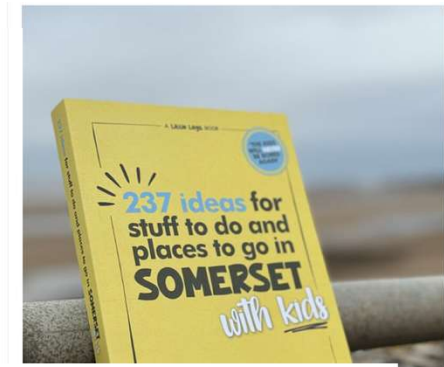
Food and Travel Magazine August/September 2023 Issue



Along with our colleagues at Visit Somerset, Visit Exmoor were delighted to welcome travel jour photographer Gary Latham to our stunning area. What a spectacular 11 page spread in the reno Magazine August/September issue which is now on sale highlighting the areas fantastic hospitali providers.

Our grateful thanks to the local businesses included within including Montgomery Cheese, West Country Water Buffalo, Hambridge Smokery, Somerset Cider Brandy, Somerset Venison, Woods Dulverton, Westermill Farm, The Castle at Taunton, The Royal Oak Luxborough, Torre Cider Farm, East Quay Watchet, Little Oak Farm Pork, Luttrell Arms Hotel, Miles Tea and Coffee, Porlock Weir Hotel, Porlock Bay Oysters, The Ship Inn Porlock, Horner Farm and Exmoor Ales.

The UK staycation 'with a better safari than Africa' - and amazing stargazing spots - The Sun - 2nd June 2023



## Tourism bosses meet to boost visitor economy

Thursday 12th October 2023 5:00 pm

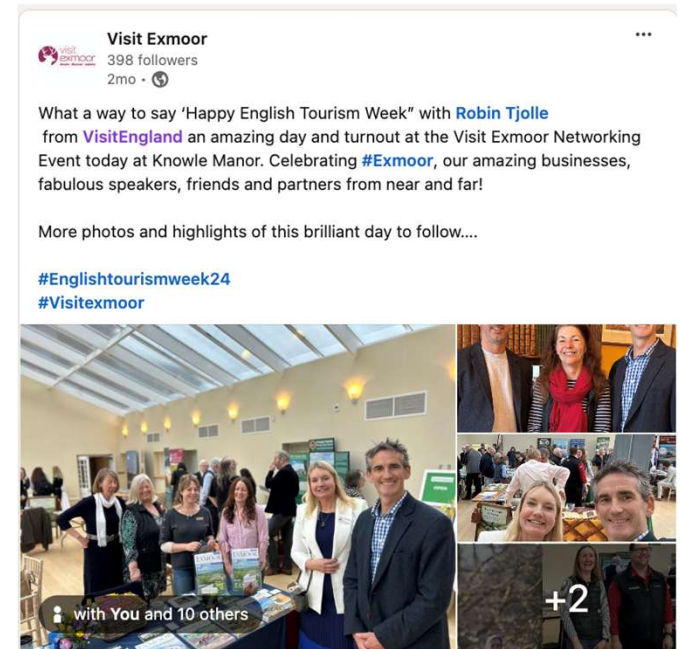


# Spotlight on Exmoor

# Leaflet Exchange & Networking Event 2024



Book your place at Visit Exmoor Networking Event & Leaflet Exchange 2024!



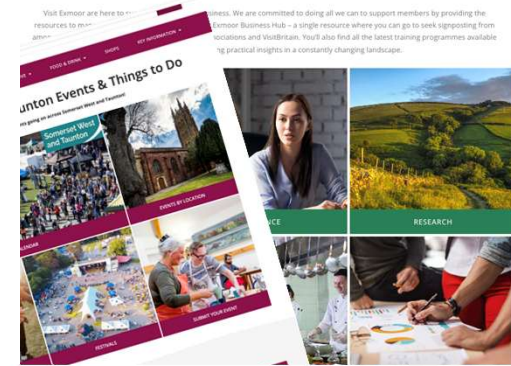
- Held during English Tourism Week
- 25+ event tables booked
- Guest Speakers
- 80+ businesses in attendance
- Visit England attended

**Knowle Manor**

## Visit Exmoor Business Support

- Newsletters & Facebook member closed group, providing signposting to business, training and grant signposting.
- Easy to use tools to engage directly with visitors – Accommodation Booking Platform, Events Calendar, Facebook holidays group.
- Visit Exmoor growing on LinkedIn
- Business Hub on the Visit Exmoor website with news, training, toolkits.
- Analysing trends in the marketplace to allow businesses to make informed decisions.

## Business Support Hub



### Availability Search

To ensure you discover all the wonderful accommodation options Exmoor has to offer, kindly select all the best options you're open to considering. This little step will reveal a world of possibilities, making sure you don't miss out on any hidden gems.

When would you like to arrive?

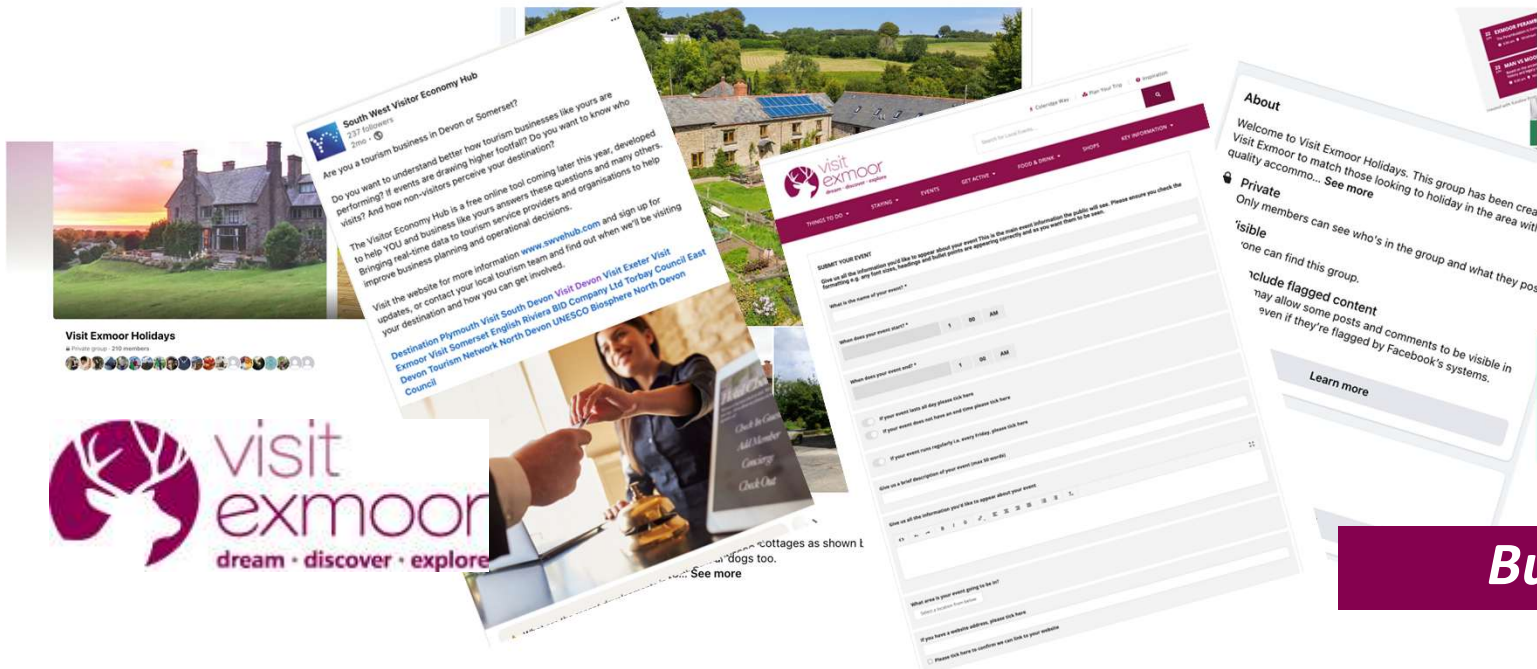
Arrive On:

Depart On:

What size of accommodation do you need? (please tick all options you would like)

Sleep 1  
 Sleep 2  
 Sleep 3  
 Sleep 4  
 Sleep 5-6  
 Sleep 7-8  
 More options...

SEARCH AVAILABILITY



# 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.

This year we have bought new education and training partners on board and are delighted to be supporting the 3<sup>rd</sup> Exmoor Young Chef Competition.

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



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Tmo

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

...see more

HOME BUSINESS HUB MEMBERSHIP PR & MEDIA

## Welcome to the Exmoor & Coast Centre of Excellence for Training and Career Opportunities in Hospitality

**WATCH THE 'EXMOOR YOUNG CHEF COMPETITION - THE FINALS' HERE!**

The Exmoor & Coast Centre of Excellence for Hospitality is a forum of area stakeholders, partners and businesses who are working together to promote the vast opportunity, training and education in hospitality across the area.

We can provide inspiration to anyone in the area excited about starting a career in hospitality. There are so many options training with our flagship organisations and also engaging with full time education, on-the-job apprenticeships and menteeship and get time training.

We are also supporting hospitality businesses across the area who are keen to engage in investing in people and being part of developing the Exmoor and Coast area hospitality talent of the future. We can provide information with how to engage with our phenomenal area education partners to take on apprentices, interns and those graduating from full-time hospitality education.

**Read on to find out more about our vision, partners, events and opportunities across the area.**

The Centre of Excellence is growing fast and this webpage is constantly being updated to support our needs, please watch this space and if you cannot find what you are looking for please contact [businesssupport@visit-exmoor.co.uk](mailto:businesssupport@visit-exmoor.co.uk)

Click below to read our latest newsletter:

- 2023 New CoE Update
- 2024 Spring CoE Update

"The opportunities in the food and hospitality are almost immeasurable. Whether you dream of being a baker, a pastry chef, the preparation of a restaurant, it's all possible or a publicist the possibilities are endless, and with so many resources in regional resources now ready to the time to find a role in food and drink. But first we need to unlock, to uncover and to meet these opportunities. Many people think that it's almost impossible to find a job in their area, to understand what's possible, to realise what others they possess.

With partners in districts across Exmoor, in coffee, in colleges, in hotels and in small businesses, Exmoor will aim to light a career in the sector. Everyone is great at something, it's just that they might not know it, or know how to make the best of it. Hospitality is a business that can harness both the good and the great talent, it takes all sorts and it needs all sorts. We can help and encourage to support this vital initiative. And it can't be done in a vacuum, it needs to be done in a way that is meaningful and useful to the community and to the industry. Through food we can change lives and give people an opportunity for a great career."

**- William Dineen**  
Head of Area, Exmoor & Coast, South West and South West of William Dineen Super Club, Rooks Nest Arms, Exmoor Exmoor.

#EXMOORYOUNGCHEF  
2023-2024

Are you aged 12-16 and passionate about cooking?

## exmoor YOUNG CHEF COMPETITION

Saturday 7<sup>th</sup> October 2023 • West Somerset College, Minehead

WIN GREAT PRIZES INCLUDING COACHING FROM TOP CHEFS & MORE!

For an Information Pack and Entry Form visit <https://www.visit-exmoor.co.uk/Business-Hub/Centre-of-Excellence/Events>  
Contact [perpet@visit-exmoor.co.uk](mailto:perpet@visit-exmoor.co.uk) to apply today! Open for applications to 31<sup>st</sup> June 2023

Centre of Excellence

## Eat Exmoor Guide 25/26 (6<sup>th</sup> Edition)

Launch End end Spring 2025

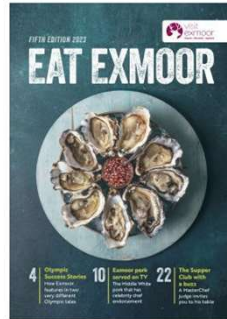
Digital Campaign

8000 Print

Eat Exmoor Launch Event!

More details to follow:

Contact [membership@visit-exmoor.co.uk](mailto:membership@visit-exmoor.co.uk) for more information on advertising opportunities.



An advertisement for the South West Visitor Economy Hub. It features a blue and white dotted pattern background. The text includes: 'South West Visitor Economy Hub 237 followers', 'If you're a tourism business in Devon and you want to understand more about visitor volume, value and behaviour come along to our data hub launch on 18th June at Exmouth Pavilion...', 'South West Visitor Economy Hub', 'Are you a tourism business in Devon? Would you benefit from real time data insights into the visitor economy in your destination?', 'SWVEHub are holding the first of many free business drop-in events and we'd love you to join us!', 'Tuesday 18th June 2pm - 6pm Exmouth Pavilion', 'Alternatively, sign up for one of our 45 minute webinar events...', 'Thursday 20th and Friday 21st June at 12pm', 'Visit the website to register your business and sign up for free! www.sswvehub.co.uk/webinars', and 'Our partners' with logos for Visit Exmoor, PASC, Cornwall Council, Torbay Council, and others.

## Young Chef Competition 2024 – 3<sup>rd</sup> year Sat 5<sup>th</sup> October 2024

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

A poster for the Exmoor Young Chef Competition. It features a large image of a young chef in a green apron. The text includes: '#EXMOORYOUNGCHEF', 'Apply by 1<sup>st</sup> June 2024', 'Are you aged 12-16 and passionate about cooking?', 'exmoor YOUNG CHEF COMPETITION', 'Saturday 7<sup>th</sup> October 2024 • West Somerset College, Minehead', 'WIN GREAT PRIZES INCLUDING COACHING FROM TOP CHEFS & MORE!', and logos for PETROC, EXMOOR, and other sponsors.

**Coming Up**

# 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)

How you can get the most from Visit Exmoor:

- Join our **Visit Exmoor Members** Facebook Group and our **Visit Exmoor Holidays** Facebook Group.
- Join Visit Exmoor members Facebook group
- and sign up to receive our newsletters.
- Engage and share our campaigns and promotions.
- Update website profile, photos and keep us informed (contact [membership@visit-exmoor.co.uk](mailto:membership@visit-exmoor.co.uk))
- Join the Visit Exmoor accommodation availability platform.
- Connect with us on LinkedIn.

