Visitor Economy Report for Visit Exmoor

South West Visitor Economy Hub

exmoor
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OCTOBER, NOVEMBER & DECEMBER 2025

Figures benchmarked against same period last year

ACCOMMODATION

Short Term Rental (Exmoor)

Occupancy Rate
42.0%

0.0
change

Average Daily Rate
£200

-£21

Non-commercial Accommodation (North Devon & Exmoor)

Staying with Friends and Relatives

-9.1pp

TRIP CHARACTERISTICS

Length of Stay (North Devon & Exmoor)

Day Trips
6.6 hours

+0.8 hours

Overnight Trips
4.4 nights

-0.8 nights

Trip Planning (North Devon & Exmoor)

Arrangements Made Before Travel
96 days

+27 days

Trip Satisfaction (North Devon & Exmoor)

Net Promoter Score
(scale: -100 to +100)
72.5

-7.1 points

CONSUMER MOVEMENTS

Visitors to Exmoor NP Visitor Centres

-16.2%

Exmoor NP Consumer Footfall

-11.2%

Car Park Tickets Sold (Minehead, Dunster, Porlock)

+10.8%

EMPLOYMENT VACANCIES

All Travel & Tourism Job Vacancies Exmoor & North Devon

+36.1%

Tourism Accommodation Job Vacancies Exmoor & North Devon

-19.0%

Food & Beverage Job Vacancies Exmoor & North Devon

+77.8%

WEATHER

Average Maximum Temperature
12.7°C

+0.3°C

+0.6°C

Average Daily Rainfall
4.4mm

Summary

In the fourth quarter of 2025 (October, November and December), the Exmoor visitor economy experienced:

> Stagnant occupancy in self-catering occupancy as an average for the quarter. October saw a 1 percentage point increase but November and December both saw very small decreases in short term rental occupancy.

> A significant £21 decrease in average daily rates, with October seeing the largest drop at £25 per night on average. November and December rates were down £24 and £13 respectively.

> Lower footfall volume in the National Park including the visitor centres, but increased visits to car parks in Minehead, Dunster and Porlock, suggesting those that did visit spent more time in the towns and villages. Average daily rainfall was higher for both November and December which may have driven this consumer behaviour.

> Booking lead time was up by 27 days on Q4 2024.

> Job vacancies were generally up implying businesses were in need of more staff and confident to recruit. Both Accommodation and Food & Beverage saw vacancies peak in November and drop in December suggesting some staff were recruited for the busy festive period.

Notes & Sources

Short-term rental: Data now sourced from KeyData, showing the average for short-term rental properties in the Exmoor area, 'including the area of influence'. Previous short-term rental figures came from Airdna. Key data uses direct supplier data to produce more accurate figures to our previous Airdna data. Actual occupancy and rates values are not comparible against the quarter 3 report.

Non-commercial Accommodation | Booking Method | Length Of Stay | Trip Planning | Trip Satisfaction: Data from SWVEHub Visitor Survey - respondents who have completed a Devon or Exmoor destination website survey and visited North Devon or Exmoor during October, November and December 2024 and/or 2025. (Insufficient sample to report Exmoor alone.)

Visitors to Exmoor NP Visitor Centres: Provided directly by Exmoor National Park Authority.

Car Parks: From Somerset Council, mobile phone app payments only (RingGo) to represent car park usage at Minehead, Dunster and Porlock.

Consumer Footfall: Data obtained from BT Active Intelligence, which counts users connected to the BT & EE mobile network in the Exmoor National Park area, and grossed up to represent all mobile users. (Network share = c. 45%.)

Job Vacancies: Data obtained from Lightcast, based on online job vacancies in the tourism industry as defined by UN Tourism, in North Devon and West Somerset area of economic influence.

Weather: Based on weather station readings at Chivenor. No historic weather station data available for Exmoor.