

# Visitor Economy Report for Visit Exmoor

JANUARY, FEBRUARY & MARCH 2026

Figures benchmarked against same period last year

## ACCOMMODATION

### Short Term Rental (Exmoor)



January

Occupancy  
Rate  
**34.3%**

+0.7pp



Average Daily  
Rate  
**£152**

-£13



Booking Lead  
Time  
**37 days**

-2.0  
days



Length of  
Stay  
**5.5 nights**

no  
change



February

Occupancy  
Rate  
**40.7%**

+2.0pp



Average Daily  
Rate  
**£148**

-£10



Booking Lead  
Time  
**35 days**

-2.0  
days



Length of  
Stay  
**3.8 nights**

-0.1 nts



March

Occupancy  
Rate  
**40.7%**

+2.0pp



Average Daily  
Rate  
**£147**

-£8



Booking Lead  
Time  
**30 days**

-1.0  
days



Length of  
Stay  
**3.6 nights**

-0.1 nts



## CONSUMER MOVEMENTS

Visitors to  
Exmoor NP Visitor  
Centres

-19.3%



Exmoor NP  
Consumer  
Footfall

-15.1%



Car Park  
Tickets Sold (Minehead,  
Dunster, Porlock)

-0.6%



## EMPLOYMENT VACANCIES

All Travel & Tourism Job  
Vacancies  
Exmoor & North Devon

+7.4%



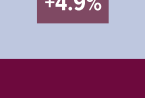
Tourism Accommodation  
Job Vacancies  
Exmoor & North Devon

+5.2%



Food & Beverage Job  
Vacancies  
Exmoor & North Devon

+4.9%



## WEATHER



Average Maximum  
Temperature  
**10.1°C**

+0.2°C



+0.2°mm



Average Daily  
Rainfall  
**3.1mm**



Figures benchmarked against same period last year

## Summary

In the first quarter of 2026 (January, February and March), the Exmoor visitor economy experienced:

- > Consistent decreases in occupancy in self-catering occupancy as an average.
- > A £13 decrease in average daily rates for January, with February down by £10 and March £8 per night on average.
- > Bookings lead times shortened on average, and length of stay whilst remaining the same for January, decreased by 0.1 of a night for February and March.
- > Lower footfall volume in the National Park including the visitor centres, coupled with decreased visits to car parks in Minehead, Dunster and Porlock.
- > Average daily rainfall was high for both January and February but only marginally increased on the same months in 2025. March was significantly drier than January and February, although wetter than March 2025.
- > Job vacancies were up marginally on Q1 2025, perhaps suggesting some businesses were confident to recruit new staff.

## 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'. Key data uses direct supplier data to produce more accurate figures to our previous Airdna data. Actual occupancy and rates values are not comparable against the quarter 3 report.

**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 the West Somerset area of economic influence.

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

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