



Escape the Everyday, any day



Mission

To successfully market the area as a leading destination for year-round, countryside, coast, heritage and outdoor experiences.

To encourage people to visit more than once and to inspire Exmoor 'fans' to become ambassadors and influencers in promoting Exmoor.

To engage local businesses to support our aims and ambitions and to create a unified tourism voice for the area.



Introduction

Visit Exmoor is the leading organisation supporting and promoting tourism across Greater Exmoor. Our destination marketing strategy has been created, with industry input, to guide us in our business decisions and to highlight the path that we are taking to achieve our goals.

Background

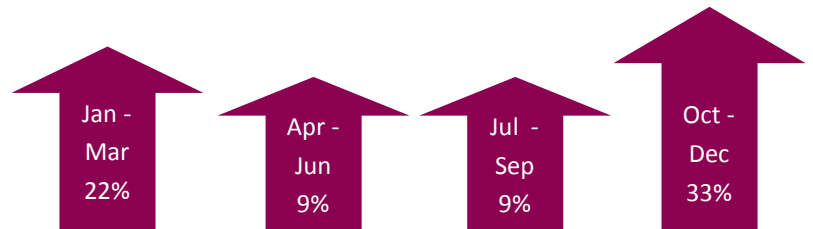
Exmoor National Park welcomes more than 1.45 million visitors each year, equating to around 2.15 million visitor days. When allowing for staying visitors in the Greater Exmoor influence area this rises to 5.3m visitor days a year.

Visitor numbers have increased by almost 6% since 2009. Encouragingly visitor days have increased by 13% over the same period with more people staying for a short break or holiday vs day visitors.

This has led to a real term increase of 16% in terms of the economic impact of tourism.

There has also been a growing number of people visiting outside of the peak summer season.

Increase in visitor days 2009—2017 by season:



The Exmoor Brand

Exmoor has been identified as one of the stronger brands in the South West. Awareness of Exmoor as a National Park is high with 96% aware of this before visiting. The Exmoor brand identity was launched in 2014.



Photo Credits: Cover Jim Johnston, Inside Jim Johnston, Dan James, James Walker & Steve Guscott.

South West Tourism: Towards 2015





Consumer Views

The top words that people associate with Exmoor are all to do with **scenery & wildlife; peace & quiet, coastline, ponies, moors, nature and walking.**

86% of people questioned said that they intended to visit Exmoor again, and satisfaction levels were high – with 99% of people rating their visit good or very good.

With regards competitors two thirds of visitors had not considered another destination when making holiday plans and the remaining third had considered other destinations in the south west, other national parks or rural landscapes.

Demographically, the proportional spread of domestic visitors has remained relatively consistent with 45% of all visitors coming from the south west and over 2/3 of all visitors from the south of England. Interestingly research on our Facebook page indicates that the majority of Visit Exmoor Facebook users come from Greater London, followed by Bristol. International visitors have grown from 5% in 2005 to 12% in 2016.

The age profile of visitors continues to lean heavily towards the older visitor. Those aged 45 + account for 71% of visitors. More than half of visitors come as a couple, 21% as a family group and 15% with friends.

Target Audience:

It goes without saying that Visit Exmoor would like to attract more visitors overall, but with limited budgets and resources, it is impossible to be all things to all people. Having reviewed the visitor information and market research available, Visit Exmoor will continue to prioritise the demographic audience segments highlighted overleaf whilst supporting partners to deliver activity to other key audiences which will benefit the area.

Whilst international visitors are growing, limited resources preclude specific marketing to this audience currently. However, Visit Exmoor will support & collaborate with regional partners in this area (for example the wider National Park family, Visit Devon, Visit Somerset and similar) and will naturally reach some of this market via social media.

NB: Statistical information taken from Exmoor National Park Visitor Survey 2016 and the annual STEAM survey by GTS (UK) Ltd.

Audience personas

Visit Exmoor will keep in mind those audiences previously scoped out for the greatest potential for growth, below. Whilst campaign work is expected to keep these audiences in its focus it should not be delivered in such a way that it discourages other visitors. It is hoped that given many Exmoor experiences are cross counting and will appeal to a wide range of potential visitors.

Countryside seekers	Heritage seekers	Adventure seekers
Couple in their 50's (early active retirees or working) – Bill & Margaret	Retired couple – Diana & Keith	Young couple – Sam & Beth
Enjoy countryside walks of up to 3-4 hours, ideally with a nice pub lunch along the way and an opportunity to view wildlife.	Enjoy the finer things in life – good food and views! They take short countryside strolls and enjoy heritage and the arts.	Like to try new outdoor activities such as off road cycling, stand up paddleboarding, coasteering etc. and will always invest in the
Live in the home counties, or south west, M5 corridor traditionally taking one week UK holidays in destinations such as the Lake District and the Peak District. Middle class but price conscious.	Live along the M5 corridor, having been high earners they previously took several overseas trips but now prefer to avoid the hassle of the airports and to stay closer to home	Live in Greater London or central southern England within 2.5hrs of Exmoor and tend to take varied breaks at different destinations to try new experiences / activities. They are not motivated by mass market appeals.
As grandparents they spend much of the summer holidays looking after grandchildren, in addition to a 2 week European break.	Time away breaks the routine of daily life and they are likely to take several shorter trips a year. They are influenced more by the quality of the offer than the time of the year.	Not having kids they tend to holiday during term time to avoid busyness and to save costs allowing them to buy new kit or to try new activities.
They would usually opt for a traditional bed and breakfast, or maybe a self-catering cottage for longer periods. Special offers are likely to appeal.	Boutique B&B's or small country house style hotels with an emphasis on good customer service and food.	Life is fast and they're not used to standing still. Holidays are for living outside of the day to day. They would often camp but would also be attracted to try slightly quirky options like glamping, or the occasional visit to a contemporary bed and breakfast.
National Trust members who read publications such as Country Walking magazine and the Guardian. Also belonging to organisations such as RSPB and Wildlife Trust. Having been introduced to Facebook to share photos of the grandchildren they are increasingly being inspired by social media in other areas of their life.	National Trust and wine club members. Occasionally read magazines such as Landscape and daily read the Telegraph.	They read a few things such as trail magazine but predominantly use the internet and are heavily influenced by social media and will often book online using peer review sites.

Key Aims and Objectives:

Visit Exmoor wants to build on recent successes and to grow the economic impact of loyal day and staying visitors. We aim to **increase repeat visits and their value** from those in our target groups. We aim to encourage those visitors to shop, eat out and **share** their Exmoor experiences throughout the year (especially 'out of peak'). In addition, and as a consequence, we will attract new audiences, year-round.

To build capacity for Visit Exmoor and ensure its self-sufficiency, industry support is key. Businesses need to see a thriving and professional tourism organisation working hard on their behalf to attract more visitors; to be able to perceive and observe the benefits and value in joining the organisation.

Marketing and PR priorities will be focused on actions that will increase the value of tourism through:

Increasing the value of repeat visitors

Increasing the value of out of peak season visitors

Key Themes:



Natures Palette:

Scenery & nature: Blue & Grey Seas/ Purple Heather/Green fields/Beech Hedges/Golden Autumn leaves/Dark Skies



Escape the Everyday, any day:

Peace & Tranquillity: Off the beaten track/ escape the crowds/serene views/uncrowded beaches/hidden secrets all easily accessible.



Exmoor Wildlife:

Ponies & Red Deer/Safaris/Owl & Hawks/Birds & Butterflies.



Get Outside:

Walking: Short walks/long routes/packages/all-weather walks/pub walks/hiking/healthy living



Eat Local:

Food: Local cafes/restaurants/producers/Farm visits/foodie events

Themes based on key words our visitors associate with Exmoor, plus our work to promote local food and drink in conjunction with Exmoor National Park Authority.

Actions

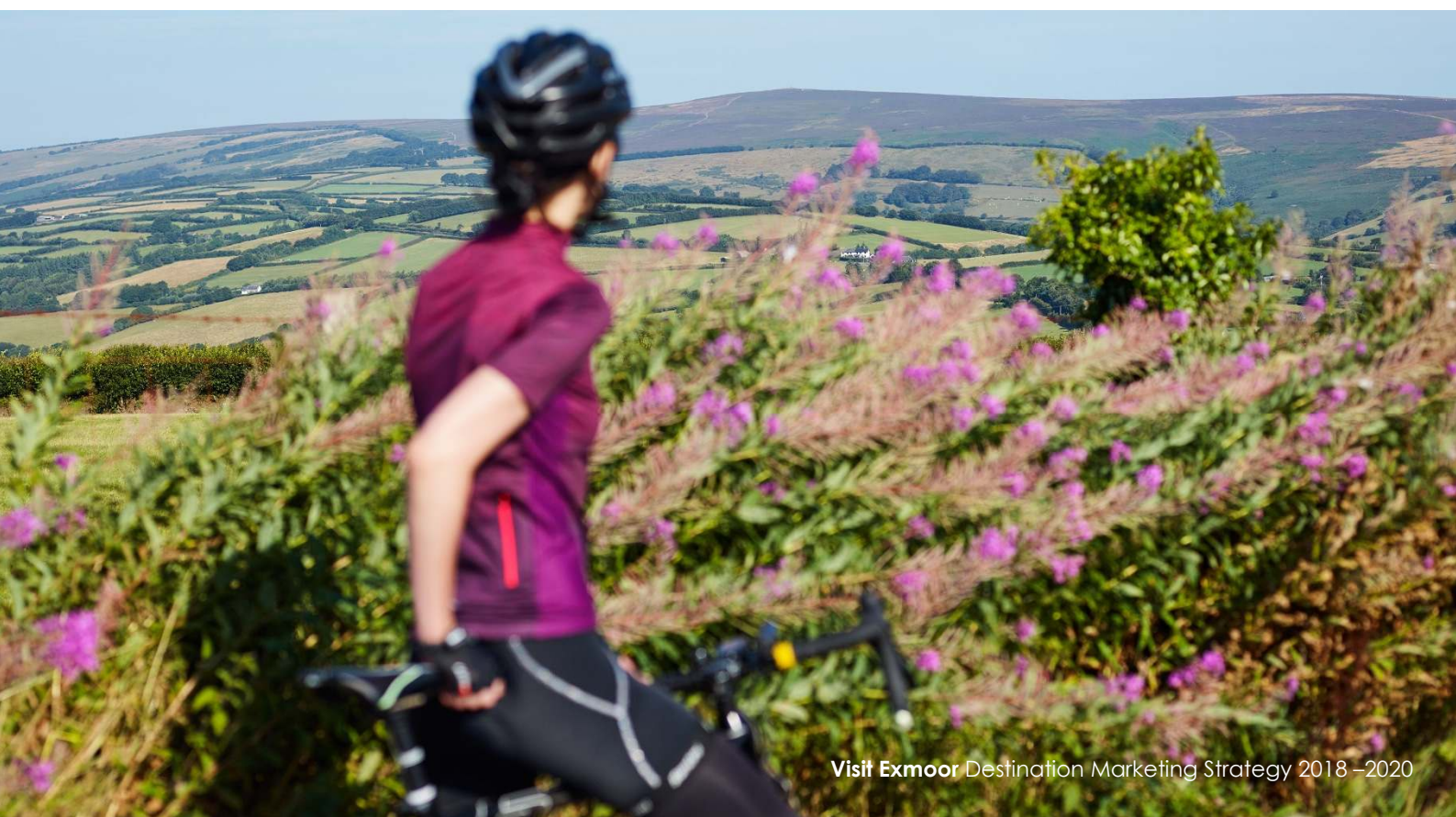


1) Website	Actions	Key targets:
<p>The Visit Exmoor website – Visit Exmoor's window to the world - is perceived as inspiring but needs more targeted and more easily navigable content (feedback from Web Usability study Nov 2017).</p>	<ul style="list-style-type: none"> a) Improve navigability . b) Increase new, relevant and easily digested content focussing on Key Themes. c) Increase user-generated content and feedback (reviews/blogs/news) 	<p>Key Targets:</p> <ul style="list-style-type: none"> Updated website ready for launch for Business Networking Day March 2019. User – generated content section to be updated regularly. Website views to increase by 10% annually.

2) Social Media	Actions	Key targets:
<p>Visit Exmoor has a loyal and engaged Facebook audience, a strong Twitter following and new and growing Instagram account. Social media is a vital marketing tool for all brands but especially those with limited budget. It is also a good way to communicate with members.</p>	<ul style="list-style-type: none"> a) Concentrate on growing reach & engagement across existing platforms– especially Facebook. b) Engage social media and digital influencers c) Improve and update Visit Exmoor image library (both stills & video) needed. d) Grow user-generated content and feedback. e) Encourage more 'sharing' via Visit Exmoor members. 	<p>Key Targets:</p> <ul style="list-style-type: none"> 25% Increase across FB/Twitter/ Insta annually. New Video made for mobile completed by Easter 2019. Members FaceBook Page up and running and actively updated.

3) PR	Actions	Key targets:
<p>Good features and mentions in local, regional and national publications are invaluable, relatively inexpensive and provide content for website and social media. Visit Exmoor currently share a HTAP funded PR Agency with Visit Somerset. Visit Exmoor also generates its own PR.</p>	<p>a) Ensure PR Agency gives good value and good focus on Exmoor.</p> <p>b) Provide news and information to journalists via individual contact and press releases through the year.</p> <p>c) Encourage more businesses to share their 'stories'.</p> <p>d) Encourage individual journalist visits to highlight the seasonal appeal of Exmoor.</p> <p>e) Work with Exmoor National Park Authority to secure good press.</p>	<p>Key Targets:</p> <p>12 Original press releases issued per year.</p> <p>4 individual press visits to be organised per year/throughout the year.</p> <p>Regular meetings with Exmoor National Park Authority Communications Officer.</p>

4) E-news	Actions	Key targets:
<p>Visit Exmoor has a much smaller but more engaged list of VE subscribers following GDPR clear out. This audience has asked to be kept up-to-date with news.</p>	<p>Monthly newsletters featuring news, seasonal events and highlighting premium and Gold accommodation. Special offer of the month.</p>	<p>Key targets:</p> <p>At least 1 Consumer Newsletter issued per month</p> <p>Increase in subscribers of 20%.</p>



5) Video	Actions	Key Target:
A key medium to communicate Exmoor's unique qualities. Good, strong video focussing on Key themes needed.	<ul style="list-style-type: none"> a) Investigate funding options. b) Investigate suppliers. 	1 new or re-edited video per year

6) Print	Actions	Key target:
Local and downloadable guides for key activities are still popular, particularly with Visit Exmoor's target audience. However, there are significant costs involved.	<ul style="list-style-type: none"> a) Look at costs and partnership working with ENPA. b) Investigate Sponsorship opportunities 	Key Target: One printed guide/ leaflet per year to be funded by advertising /sponsorship

Measuring Success

Within the limitations of the budget, all actions should be ongoing or completed ready for review within 12 months of strategy agreement by the Visit Exmoor Committee. Review of Strategy - what has worked and what hasn't and what to do differently - due on a 12month cycle from start date. Comparing progress against key targets with 2017 baseline figures.



Visit Exmoor is an industry led organisation funded through business memberships with support from Exmoor National Park Authority and the Hinkley Tourism Action Partnership.



www.visit-exmoor.co.uk