

VISIT EXMOOR WEBSITE

www.visit-exmoor.co.uk

Don't miss out —
be part of the
new Visit Exmoor
website

The official tourism website
focusing on the Exmoor area
from North Devon to West
Somerset and Quantock Hills.

All official marketing points
to this website.

Reach a worldwide audience
interested in coming to
Exmoor.

A site full of inspirational
ideas and experiences.



multi-device COMPATIBLE

Give your
business &
Exmoor a
Boost



exmoor
dream • discover • explore

The screenshot shows the homepage of www.visit-exmoor.co.uk. At the top, there's a navigation bar with links for HOME, EXPLORE, BE INSPIRED, THINGS TO DO, WHERE TO STAY, PLAN A VISIT, and social media icons. The main header features the text "WWW.VISIT-EXMOOR.CO.UK" over a scenic landscape image. Below the header, there's a "EXPLORE EXMOOR" section with a map of the region. The page is divided into several sections: "EXPLORE" (with a map), "BE INSPIRED" (with images of a horse, a video player, and people outdoors), "THINGS TO DO" (with a boat in a harbor), "FOOD & DRINK" (with a person cycling), "EVENTS" (with a calendar icon and text about the Coleridge Way Festival), "ACTIVITIES" (with a train image), "ATTRACTIIONS" (with a couple walking), "HOTELS & B&Bs" (with a lighthouse image), "SELF-CATERING" (with a tent image), "CAMPING" (with a couple walking), "TRAVEL LINKS" (with a bus icon), "SPECIAL OFFERS" (with a 20% off camping offer), and "PLAN A VISIT" (with text about the Quantocks). The footer contains links for EXPLORE, BE INSPIRED, THINGS TO DO, WHERE TO STAY, TRADE, and PLAN A VISIT, along with social media links for Facebook, Twitter, YouTube, and Pinterest.

Home page example

Promoting Exmoor, the Quantocks, West Somerset & N. Devon

Inspiring people to visit Exmoor

The web is now the first place to look to find things to do and places to stay. The **Visit Exmoor website** brings visitors to Exmoor, including part of North Devon, West Somerset and the Quantock Hills. Those finding our site are more likely to want to visit Exmoor and are therefore, more likely to buy through the website.

Through careful optimisation of the site and with our marketing and promotional efforts pointing back to the **Visit Exmoor website**, we are attracting those already interested in Exmoor and its surrounding countryside.

Targeted marketing

When looking for anything to do with Exmoor, you are more likely to land on the **Visit Exmoor website** than any of the neighbouring websites for North Devon or Somerset.

Visitors will be more inspired by our site, because it specialises in everything to do with Exmoor, the Quantocks, West Somerset and part of North Devon. Type into a search engine ‘what to do on Exmoor,’ Visit Exmoor’s *Things to do* page comes top of the list. Type in ‘Exmoor holiday accommodation’ or ‘holidays on Exmoor’ and the *Where to stay* page is at the top.

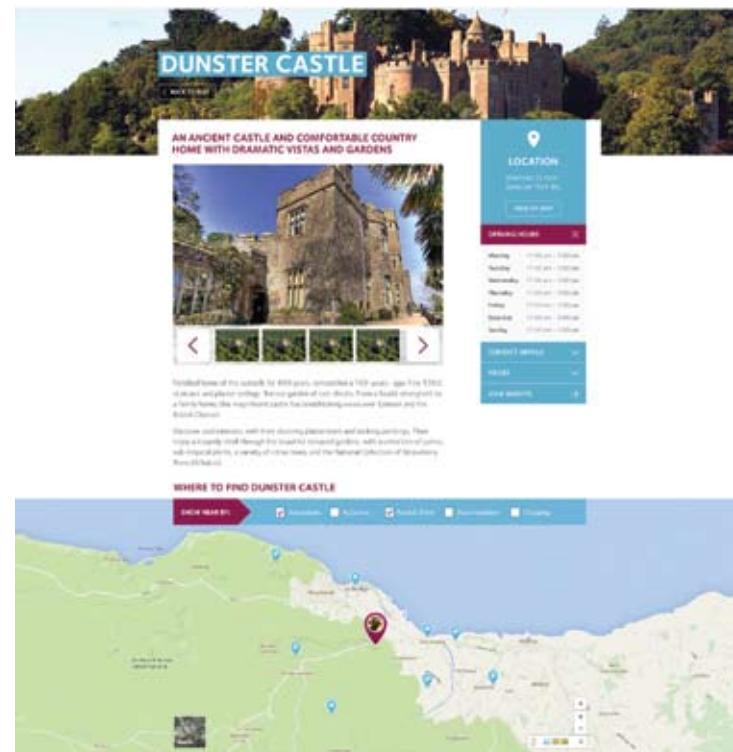
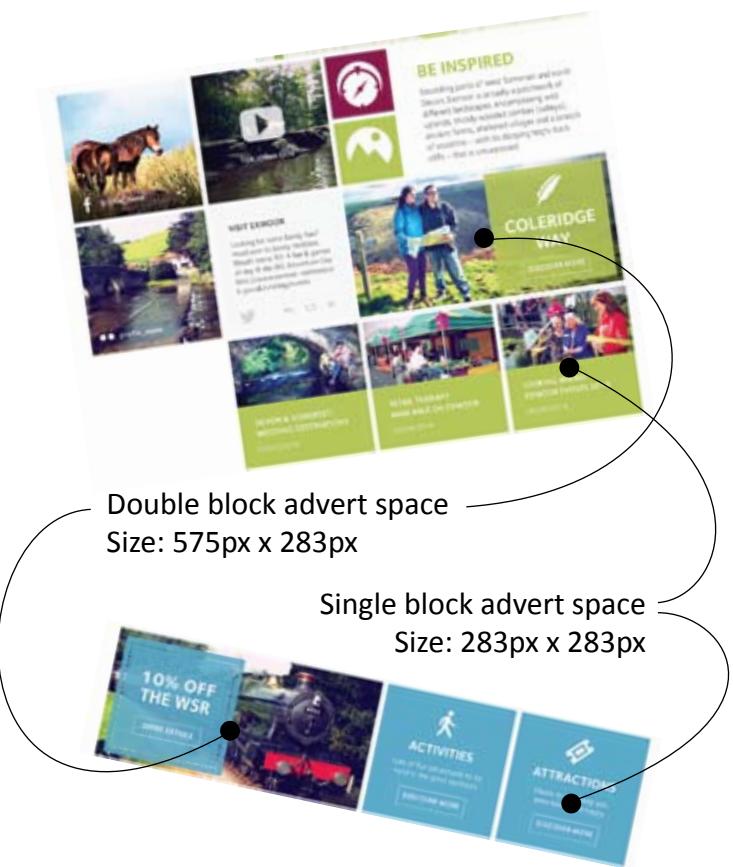
Exmoor is promoted in a wide variety of magazines, national papers, TV adverts and exhibitions. This is achieved through our professional PR agent. All this promotion is targeted back to the **Visit Exmoor website**. The Exmoor National Park also promotes the area and refers back to the **Visit Exmoor website** for accommodation.

Last minute visitors

As smartphones are being used more and more to check out where to stay, where to eat and where to visit, the site needs to work quickly and efficiently. The new site does this brilliantly.

It works on all screen sizes, from a desktop to a tablet down to a mobile. It automatically knows what size screen it is being viewed on and adjusts the design so the user-experience is still enjoyable.

Advertise your business on the main Exmoor website and get new customers while supporting the promotion of the area worldwide.



Example advert page (scrolls down)

Quick Guide to the New Visit Exmoor Website

New improved features

Responsive design – adjusts automatically to different screen sizes, such as smartphones and ipads.

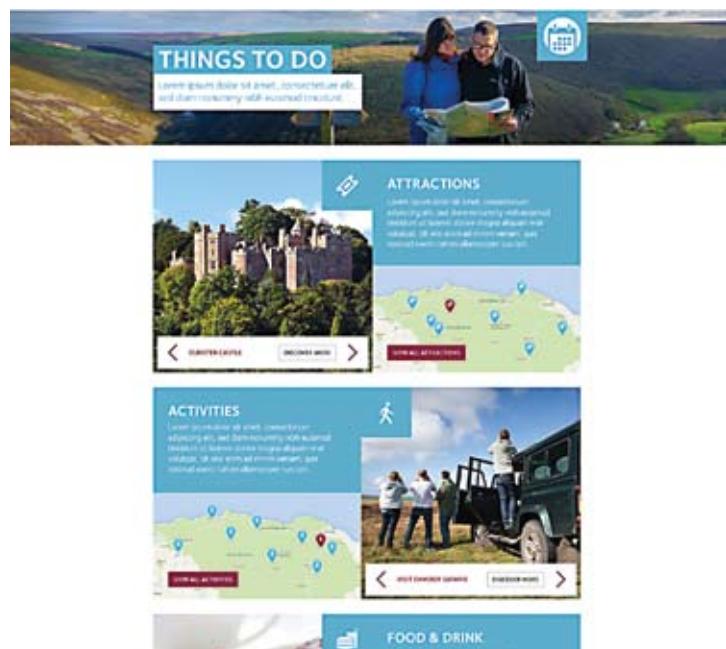
Fast and user-friendly – easy navigation finds what you are looking for quickly.

Map-driven searches – uses an interactive map to find accommodation and things to do. Visitors do not need to know Exmoor to find your business. Different map icons are used and list-search is also available.

Visitor experiences – many unique experiences promoted.

Advert features

- Sections for accommodation, food and drink, activities, events, towns and villages
- Clickable map icons or listings
- Search by location, price, type of business
- Incorporates your own online booking system
- Gold adverts available – with priority position
- Block ads available for different landing pages
- Late availability section
- Special offers section
- Ability to add choices to 'Favourites' within the website.



Example landing page (scrolls down)

New benefits for advertisers

- Individual log-in to update your advert
- Gold adverts for enhanced promotion
- Click-through block adverts for a high-profile landing page advert
- Add unsold units to the Late Availability section
- Special Offers section
- View your own advert stats.

Events section

Events attract visitors to the area. Local public events can be added by organisers.

Videos and multimedia

Better use of these throughout the site.

Social Media centre

A central point for all our social media.

Blog

Up-to-date information promoting services and products.

Newsletter sign-up

Integrated email marketing.

Website information

- **Main landing pages:** Things to do followed closely by accommodation, with Simple Pleasures close behind them
- **Visits per month:** Up to 8500 per month
- **Top 4 Catchment areas:** 1, UK; 2, Germany; 3, Netherlands; 4, USA
- **Time on site:** 3 minutes, average
- **Page views:** 4 per visit, average
- **Devices:** Desktop, 61%, Tablets: 23%, Mobiles: 16%.

About the Exmoor Tourist Association

Promote Exmoor together

The Exmoor Tourist Association (ETA) has been providing a service to tourism-related businesses since 1982. It markets the area through the **Visit Exmoor website** and attends various shows and events. It is a not-for-profit organisation, relying on subscriptions for the promotion of our members and of greater Exmoor.



It is run mainly by a group of volunteers who give their time and expertise to help promote greater Exmoor worldwide. It endeavours to attract visitors into this area to fill bed-spaces and bring business to attractions and shops.

The ETA works closely with the Exmoor National Park Authority, West Somerset Council and representatives from North Devon. It is a key member of the Exmoor Tourism Partnership, having the opportunity to influence the marketing of Exmoor, part of North Devon, West Somerset and the Quantock Hills.

Why you should join

Exmoor is still one of the lesser known National Parks. This is one of its attractions, inasmuch as it is tranquil and unspoilt. But people have difficulty placing it in the UK and it needs to attract visitors to bolster the local economy. This enables businesses to thrive in an area that does not have main thoroughfares.

The tourism industry is the major income generator for this area. It provides work for not just accommodation providers, but for shop-keepers and the service industries that support those businesses. Without visitors, Exmoor cannot thrive.

By each of us putting a small contribution into the bigger pot, we produce a budget that is sufficient to promote Exmoor to our main catchment areas. We cannot rely on councils or anyone else to do this for us now.

Join us and together we can get Exmoor the promotion it deserves.

What the ETA does for your business

- Press and PR currently reaches over 30 million people, reflecting a potential advertising budget of over £250K
- Promotes Exmoor tourism with the dedicated website visit-exmoor.co.uk
- Produces the popular 'Things to do, Places to go' free leaflet for the area, perfect for your guests
- Includes a powerful dedicated link to your own website
- Lets you promote your own special offers, late availability or events through the website
- Business support and training opportunities for members
- Exposure on social media websites —just 'like' our Facebook page to join in on comments and tweets
- Discounted rates to promote your attraction at the ETA's annual Exmoor Leaflet Exchanges. Come and see what's new and replenish your leaflet racks
- Gives you the opportunity to express your opinions through our association, who have a voice at county level and with local MP's
- Sends a quarterly newsletter keeping you up-to-date with what is going on with Exmoor tourism
- Holds the ETA AGM every March for you to comment and hear our future plans.

A screenshot of a Facebook profile page for "Visit Exmoor Travel/Leisure". The cover photo shows a scenic view of a coastal landscape with a rocky outcrop. The profile picture is a close-up of a brown horse's head. Below the profile picture, there is a post with a thumbnail image of the same horse. The post text reads: "What did you think about the five Exmoor flag finalists? There is still time to vote and have your say! <http://www.northdevonjournal.co.uk/Exmoor-flag-finalists-announced/story-22788512-detail/story.html>". The post has 217 likes and was made on September 4th.

www.facebook.com/VisitExmoor