

## Building on the Success of 2017 - Visit Exmoor looks forward to 2018

With a big increase in membership and significant success in PR and social media reach, Visit Exmoor, the area's official tourism body, has had a good year.

Reporting a 50 % increase in membership, year on year, is a great achievement. *"This is notable and means that there is more money available to promote the area,"* says Visit Exmoor Development Manager Jennette Baxter. *"We are dependent on membership funds, with support from Exmoor National Park and West Somerset Council, and we are delighted that local businesses are supporting us. There is so much to be proud of in the area and we need to make sure that message gets across."*

Success in PR and Social Media is key to building a strong brand. It has just been announced that Visit Exmoor has come 2nd in the South West, and 7th overall, in the 2017 [English Tourism Social Media Index](#) which ranks 133 tourism bodies according to best use of social media. Rankings are judged on quantitative and qualitative analysis. Beating many much bigger and better funded tourism bodies is a big tick for Visit Exmoor.

This year the tourism organisation has arranged visits for International and National journalists and received good coverage on and offline including features and mentions in The Sunday Times, Telegraph, Guardian, Spotlight TV and many more. A number of key media visits are already planned for 2018 including Walk Magazine and Coast Magazine.

The new #EatExmoor campaign will be launched on 7 Feb at the Eat Exmoor Food & Drink Trade Show at The Beach Hotel in Minehead. The day will be an ideal opportunity for local producers to meet face-to-face with hospitality providers, chefs, retailers and food buyers, to network, showcase and collaborate. The brand new #EatExmoor Guide, produced in association with Exmoor National Park and West Somerset Council, will be launched on this day too.

Visit Exmoor supported the Discover England's South West Coast Path project earlier this year which was designed to attract walkers to visit the path and its environs all year round, especially targeting the Dutch and German market. They are looking forward to working with Exmoor National Park on the 'Make Great Memories in England's National Parks' initiative, funded by the UK Government's Discover England Fund, to attract and inspire more visitors from Australia and Germany in 2018.

Jennette Baxter, Development Manager, attended the Visit England/Visit Britain Destination Management Forum recently and spoke with the Minister for Tourism, Heritage and the Arts, John Glen MP. *"I invited him to include Exmoor in his itinerary on his next visit to the West Country in 2018, fingers crossed."*

With the #EatExmoor campaign, Business Networking Day (7 March) and the Coast & Moor May Festival to be planned, 2018 is shaping up to be a busy year for Exmoor tourism.

Ends

19 December 2018.

Visit Exmoor ([www.visit-exmoor.co.uk](http://www.visit-exmoor.co.uk)) is a not-for-profit membership organisation promoting Greater Exmoor from North Devon across Exmoor National Park and into West Somerset and the Quantock Hills. Exmoor is one of the strongest brands in the South West, punching well above its weight in terms of recognition, welcoming nearly five million people a year.