

**Target Market (as per Exmoor Destination Marketing Strategy 2015-2017)**

**Vision** To successfully market the area as a leading rural destination for year-round countryside, heritage and adventure activities. **EXPERIENCES**

| Bill & Margaret Couple in their 50s (early active retirees or working) Countryside lovers  | Diana & Keith Retired couple Heritage seekers  | Sam & Beth Young couple Adventure seekers  |
|--|--|--|
| Enjoy countryside walks of up to 3-4 hrs, 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, paddleboarding, coasteering etc. and will always invest in the latest kit   |
| Live in the home counties, traditionally taking 1 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 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 |

Dedicated account manager responding to journalist enquiries

Daily Social media updates to Visit Exmoor's Twitter & Facebook

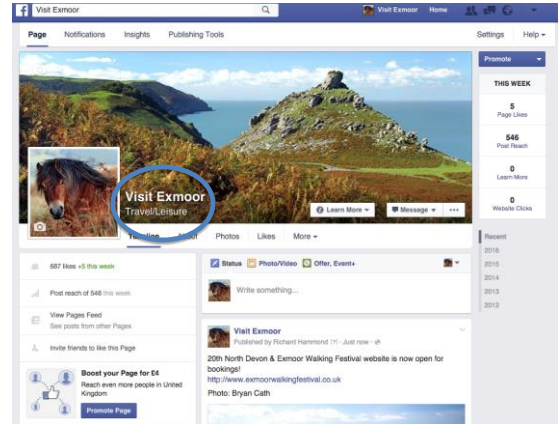
Monthly press releases promoting core assets of Exmoor

Specific marketing campaigns, particularly in Spring and Autumn

Press Trips, bringing in:

- bloggers
- journalists who are already familiar with greater Exmoor
- journalists who are unfamiliar with Exmoor

Plus range of other functions, including providing content for blogs, newsletters, etc. and attending media networking events



#### Visit Exmoor Facebook's page

- 70% of fans are female and 72% of fans engaging with posts (liking, commenting and sharing) are female
- Most fans are 45-54 followed by 35-44 and 55-64 (significantly older than the average Facebook user & dominated by 'countryside lovers' demographic)
- English speaking fans dominate
- Fans are mainly based in UK
- No significant difference between days when to post
- Best time of day to post is 18:00 and 22:00 – when most of the page fans are online

## Lynton and Lynmouth



Photo: Exmoor Tourism Association

6 month focus:  
March to August



Photo: Exmoor Tourism Association

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