

Working  
together  
for Exmoor



# Exmoor Tourism Research

## Visit Exmoor AGM 2017

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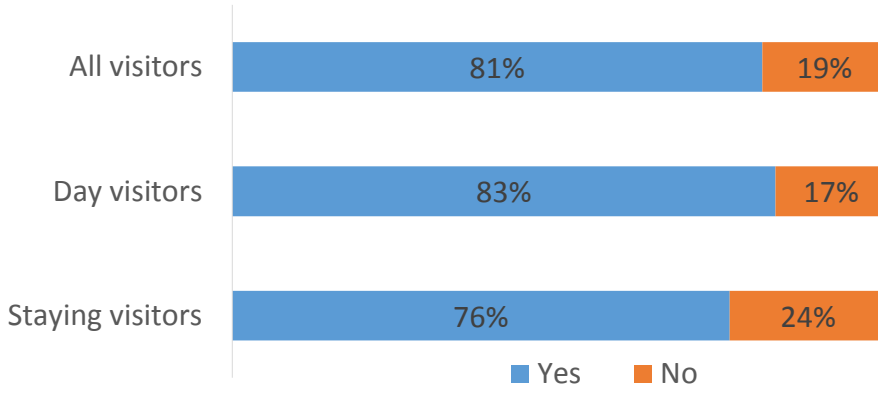
### Impact of tourism

	Exmoor National Park			Greater Exmoor		
	2009	2015	% change	2009	2015	% change
<b>Economic Impact (m) – Historic Prices</b>	£85.16	<b>£112.74</b>	<b>32.4%</b>	£202.77	<b>£263.16</b>	<b>30%</b>
<b>Economic Impact (m) – 2015 Indexed</b>	£103.57	<b>£112.74</b>	<b>8.9%</b>	£246.62	<b>£263.16</b>	<b>6.9%</b>
<b>Visitor Numbers (m) ...</b>	1.38	<b>1.36</b>	<b>-1.2%</b>	1.83	<b>1.87</b>	<b>2.1%</b>
<b>Visitor Days (m)...</b>	2.02	<b>2.13</b>	<b>5.5%</b>	4.54m	<b>4.80</b>	<b>5.6%</b>
<b>Total Employment (FTE)...</b>	2,056	<b>2,206</b>	<b>7.3%</b>	4,287	<b>4,608</b>	<b>7.5%</b>

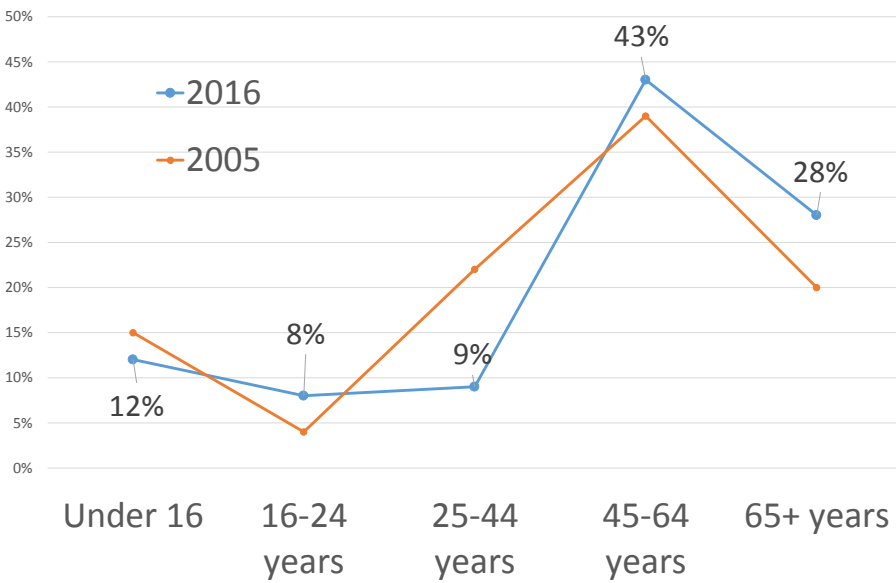


### First time vs Repeat visits

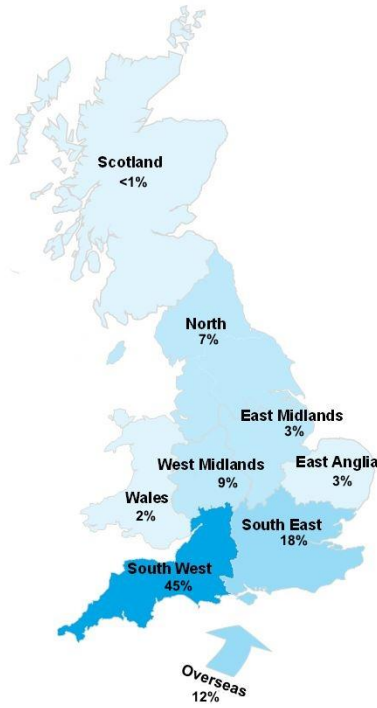
*Have you been to Exmoor before?*



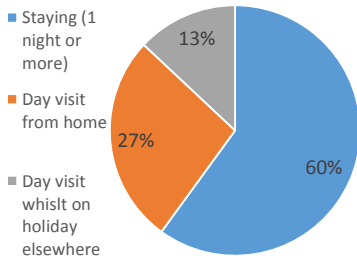
### Age profile of visitors



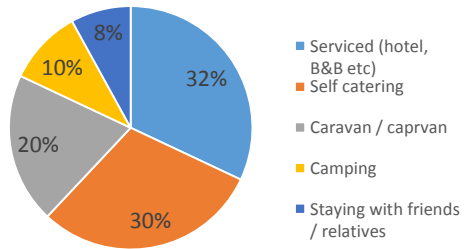
**Origin**



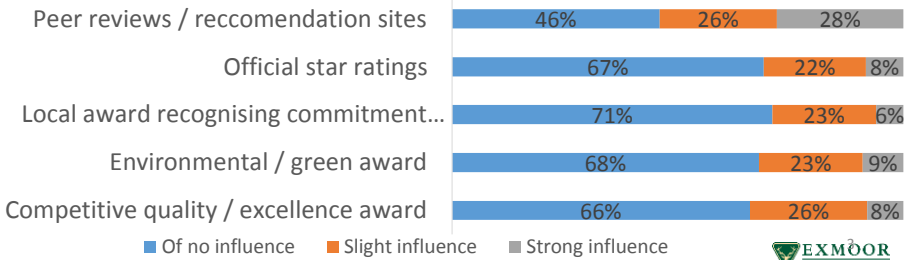
**Day vs staying visitors**



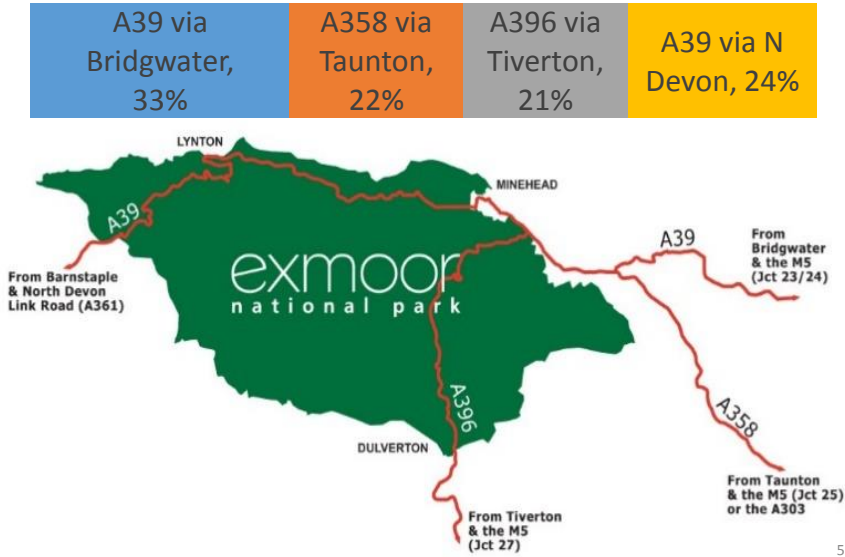
**Type of accommodation**



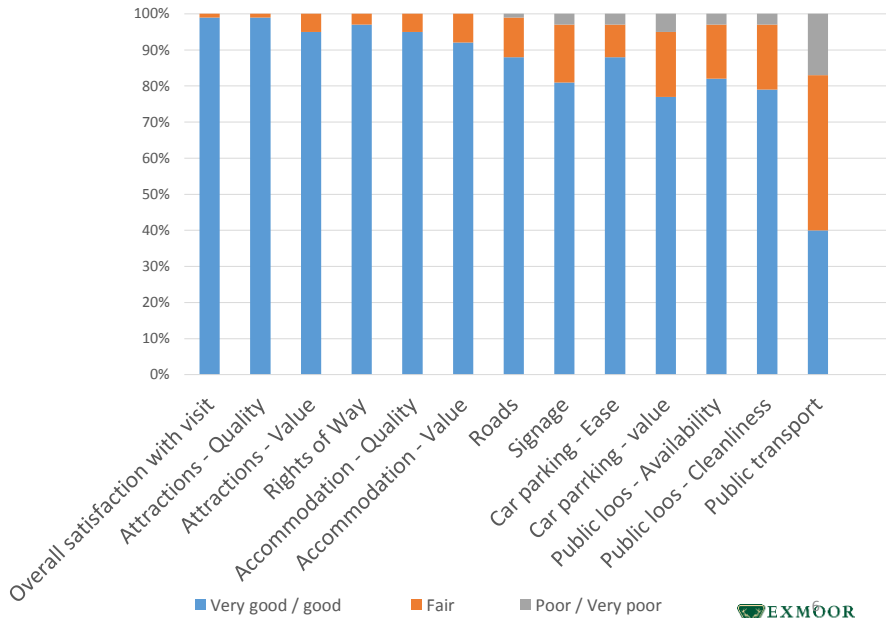
**Influences on accommodation choices**



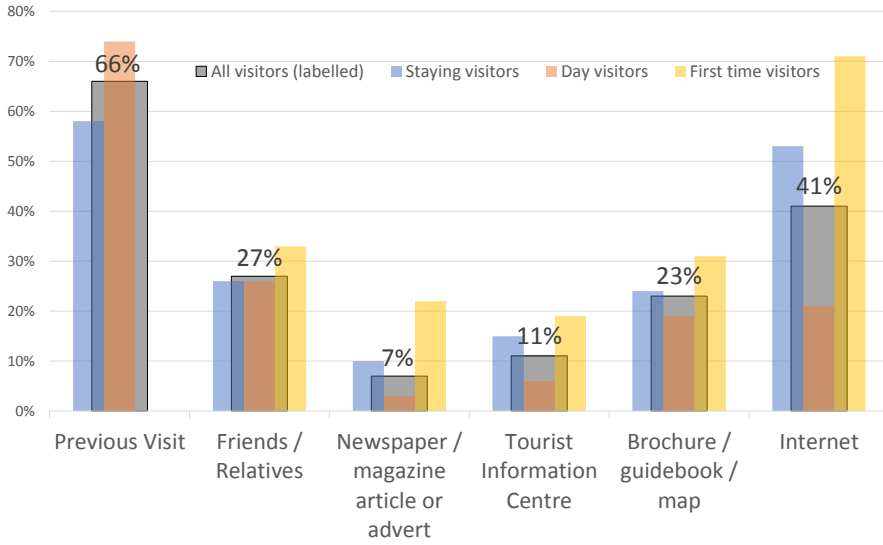
## Primary travel routes to Exmoor



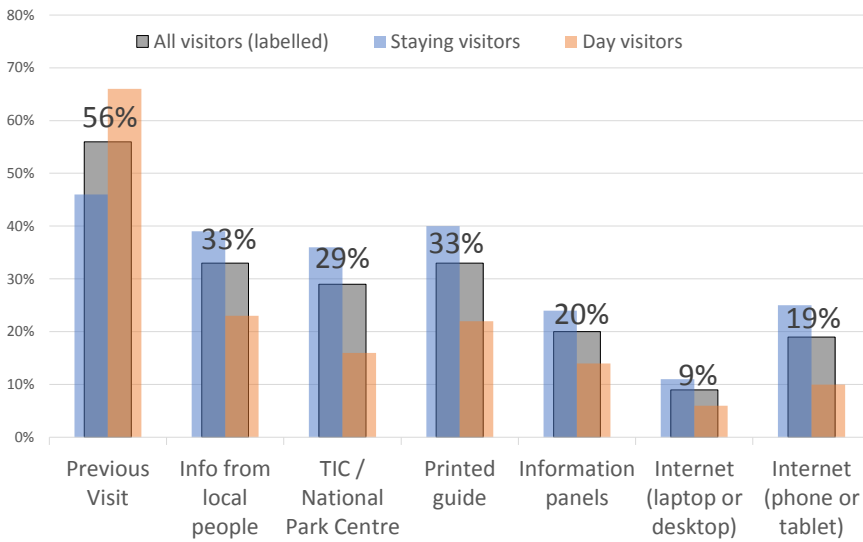
## Satisfaction



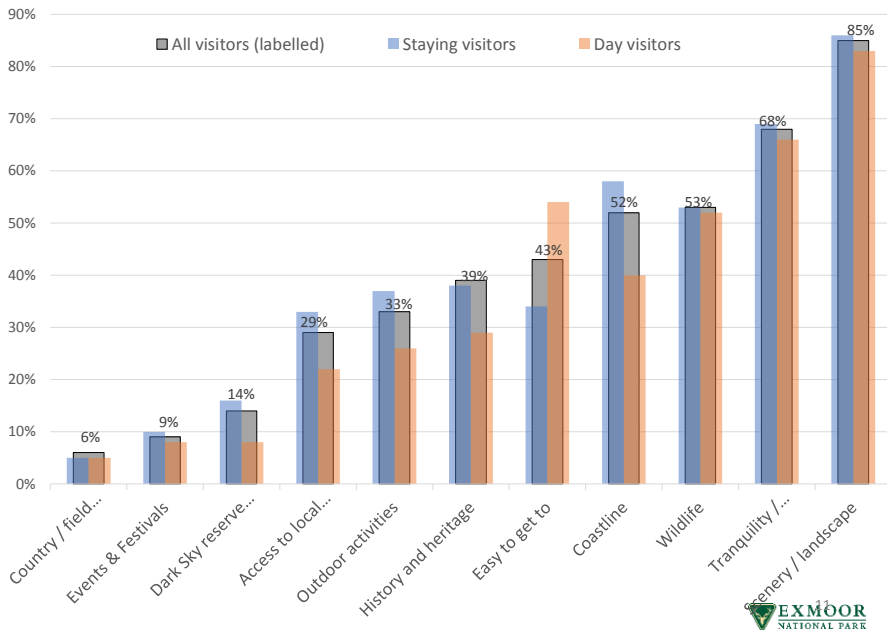
### Information sources PRIOR to a visit



### Information sources DURING a visit



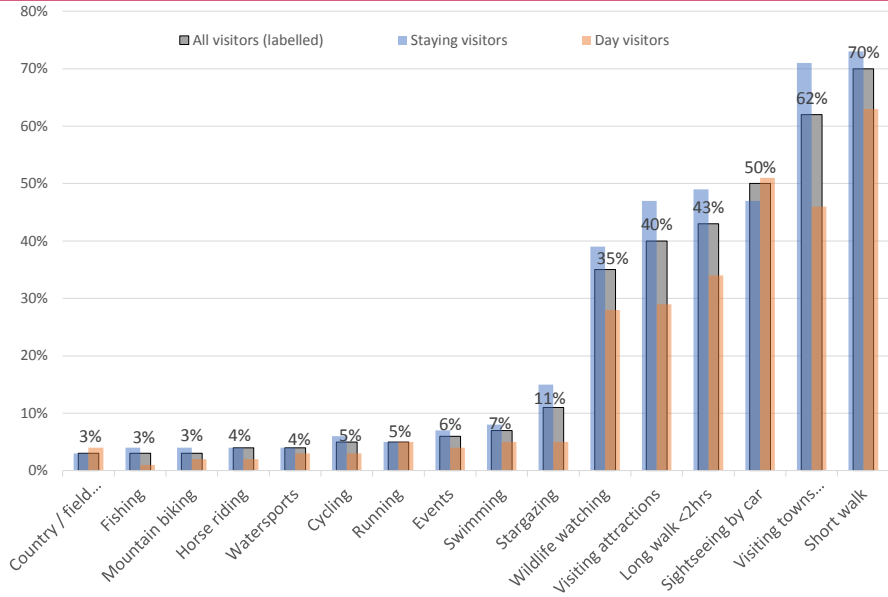
Primary attractors



Top 3 words that came to visitors mind when thinking of Exmoor



## Activities undertaken

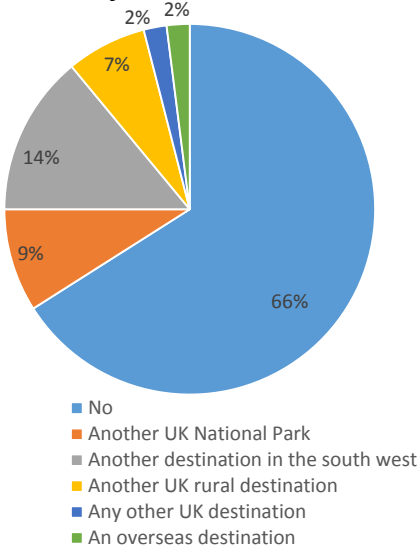


## Recognition of the Exmoor brand identity



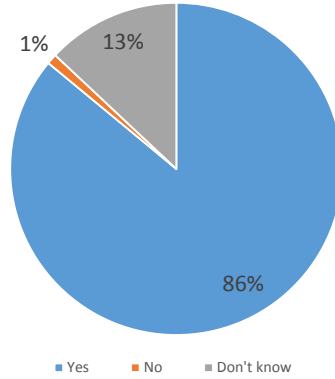
**Destination choice**

*Did you consider visiting any other destination instead of Exmoor on this occasion?*



**Future plans**

*Are you intending to visit Exmoor again?*



**Full report available online**



[www.exmoor-nationalpark.gov.uk/tourism](http://www.exmoor-nationalpark.gov.uk/tourism)







And the 2016-17 fundraising total, so far, is over...

£22,000!

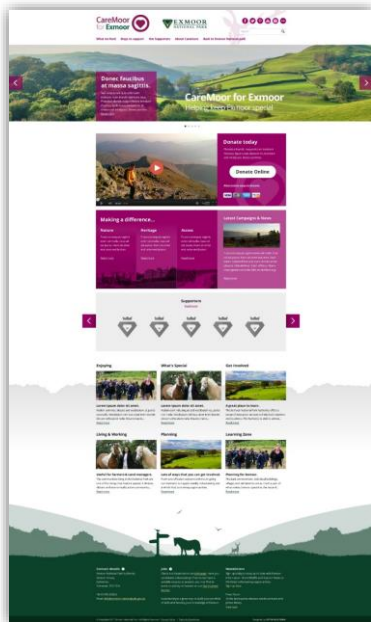
Thank You for making CareMoor such a success in 2016!



*nature • heritage • access*



Coming soon!



A new website, new information for businesses, new branding, new films & marketing materials

*Together we can help keep Exmoor special*

