



Marketing Strategy 2018 - 2020

Our 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.
- To engage local businesses to support our mission and to create a unified tourism voice for the area



#VisitMoorThan Once

- Visit Again
- Visit More Often
- Visit in Different Seasons

Themes:

Seasons of the Year: nature's palette, seasonal produce, festivals & events.

Escape the Everyday: highlighting the key attractors to the area – landscape/peace/wildlife.



Website

- Fresh new look
- Improved Navigability – a great improvement
- More mobile friendly – to accommodate growing trend
- User-generated content section – to increase peer to peer reviews



SocialMedia #Exmoor

- Facebook likes up +28.5% (5.2k)
- Twitter Followers up +16.1% (8.2k)
- Instagram Followers up +372% (3.7k)
- New social media optimised video – highlighting 4 seasons



PR

- The Best Place to Visit in 2019 - Time Out
- Best Snowdrop Walk – Countryfile Magazine
- Britain's Best Driving Roads (x2) – i newspaper
- Coast / Express / Telegraph / Times / Guardian / Sainsbury's
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#EatExmoor

- New Eat Exmoor Guide – highlighting local & seasonal produce
- Our Eat Exmoor project was voted one of the Top 3 Tourism Projects in the UK by the British Guild of Travel Writers
- Working with ENPA we continue to highlight local produce including CareMoor for Exmoor Dining Events



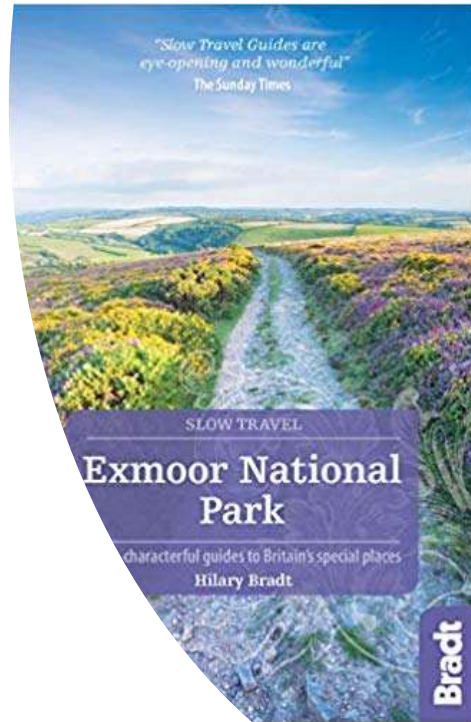
Lorna Doone 150

- 150 years since the publication of RD Blackmore's Lorna Doone
- New printed guide highlighting local events and landmarks
- Open Air Theatre
- PR & Social Media opportunities
- Legacy projects such as new 'talking book'



Bradt Travel Guide

- Exmoor is the first UK National Park to have its own Bradt Travel Guide – the fastest growing UK series in the country
- Visit Exmoor worked with Hilary Bradt to secure this publication
- Great opportunities for local businesses to advertise nationally and internationally



Going Forward

- 2017: Rationalisation
- 2018: Marketing Strategy and Planning
- 2019: Membership

Thank You for your Support!



