

# Visit Exmoor Membership

## About Visit Exmoor

Visit Exmoor is the tourism body that supports and promotes Greater Exmoor, including Exmoor National Park, West Somerset, the Quantock Hills and North Devon. In addition, Visit Exmoor provides business support information to members.

Every year, Exmoor National Park welcomes over 2 million visitors, attracted by the area's natural beauty, it's wildlife, cultural heritage and the wide range of recreational activities. Tourism accounts for approx. 60% of all employment within Exmoor National Park. The value to Greater Exmoor is estimated to be £404 million\*.

\* Exmoor STEAM survey (2018) and Rural Enterprise Exmoor research (2020)

## Benefits of Membership

- 130,000 visitors per year to [www.visit-exmoor.co.uk](http://www.visit-exmoor.co.uk)
- 26,000 followers across social media (Instagram, Twitter, Facebook)
- Promotional social media posts are included as part of your membership*
- Business Hub: links to additional business support and information
- Eat Exmoor Guide: celebrating food & drink across the area (published annually)
- Stay Exmoor Guide and Active Exmoor Guide: being developed for 2021
- Producer Excellence Brochure: focusing on local produce and producers
- Event support: dedicated events page on [www.visit-exmoor.co.uk](http://www.visit-exmoor.co.uk)
- Opportunities to be involved in press visits and journalist features
- Opportunities to take part in Visit Exmoor & partner hosted events
- Annual AGM and Leaflet Exchange Event

## Membership Levels

### Silver: £100 per year

Listing on [visit-exmoor.co.uk](http://visit-exmoor.co.uk): 150 words to describe your business, 1 photo, link to your website, pricing & contact details with location on interactive map

### Gold: £150 per year

Listing on [visit-exmoor.co.uk](http://visit-exmoor.co.uk): 350 words to describe your business, 5 photos, link to your website, pricing & contact details, location on interactive map, booking link, TripAdvisor link, special offer and event listing capability.

Additional listings (for your profile to be in more than one category) are £25 each per year.

### Premium: £290 per year

Listing on [visit-exmoor.co.uk](http://visit-exmoor.co.uk): 500 words of text, 10 photos, link to your website, pricing & contact details, location on interactive map, booking link, TripAdvisor link, special offers and event listing capability, embedded video or availability calendar.

Additional listings are included at no additional charge

## The Coleridge Way

Visit Exmoor also manage a separate microsite, with full details of planning, walking and accommodation along the trail. Listings on this site are an additional £60 per year.

