



## Visit Exmoor AGM 2019 National Park Update

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Emerging future tourism trends...

- |                                 |                            |
|---------------------------------|----------------------------|
| 1. Content is king              | 3. Customer Control        |
| 2. Booking                      | 4. Immersive experiences   |
| 3. Location, location, location | 5. It's all about the tech |

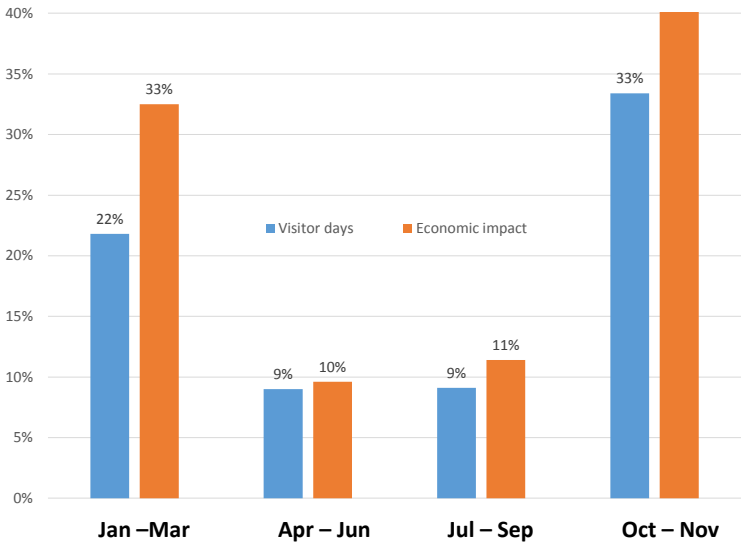


# Tourism on Exmoor

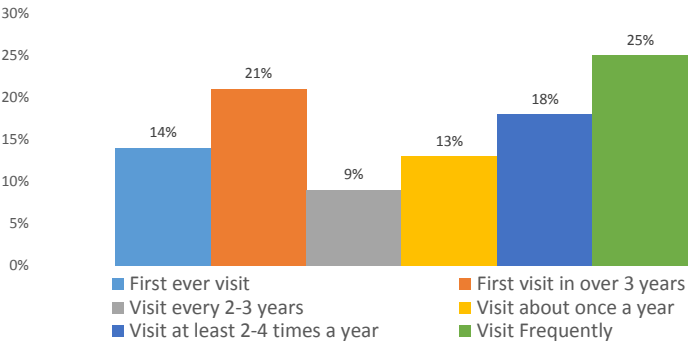


	2009	2017	% change
Economic Impact (m) – Historic Prices	£85.16m	£124.92m	48%
Economic Impact (m) – 2017 Indexed	£107.61m	£124.92m	16.1%
Visitor Numbers (m) ...	1.38m	1.46m	5.7%
Visitor Days (m)...	2.02m	2.29m	13%
Total Employment (FTE)...	2,056	2,267	10.2%

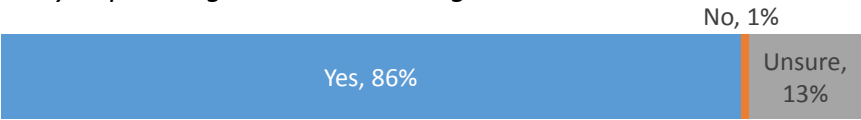
# Tourism on Exmoor



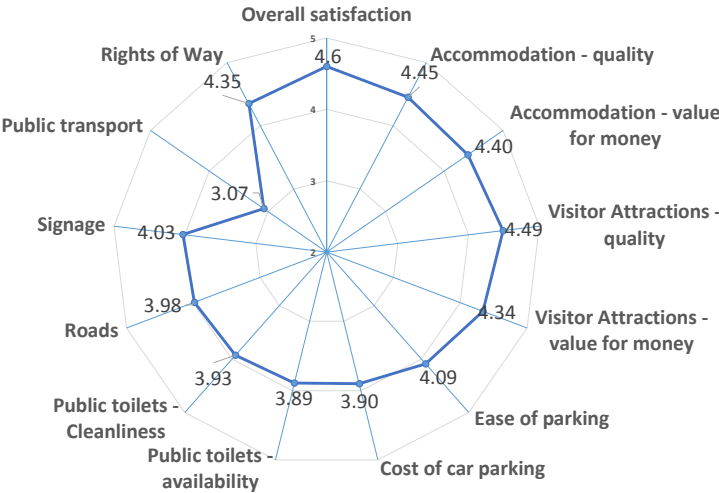
# Repeat visitation



## Are you planning to Visit Exmoor again?



## 99% rated overall experience good or very good

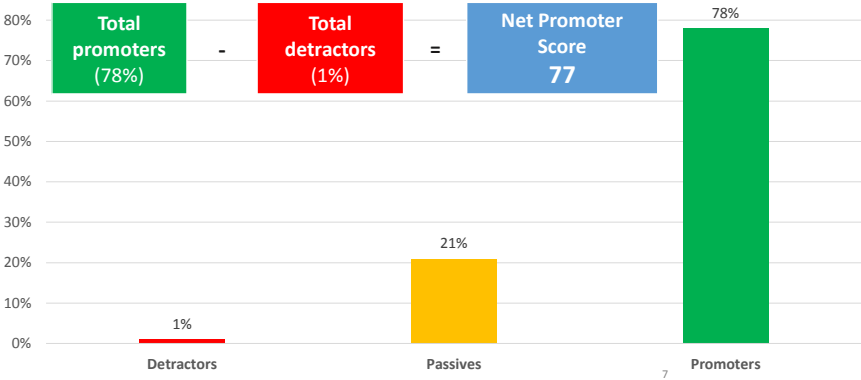


# Net Promoter Score

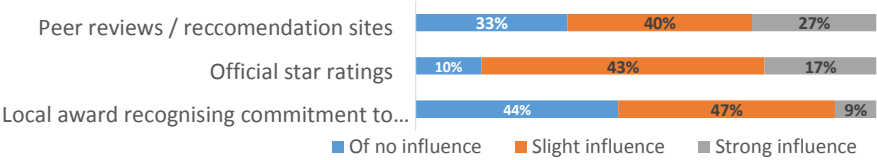
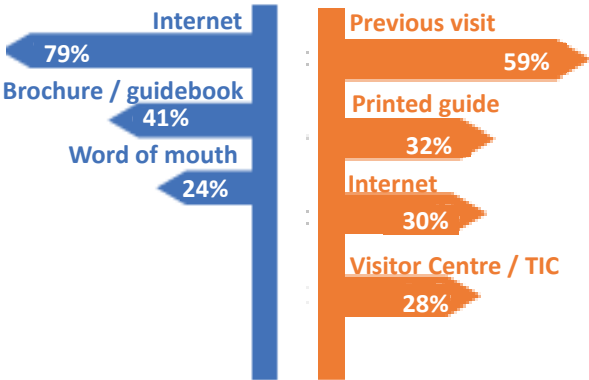
How likely are you to recommend visiting Exmoor to friends and family (0-10)?



Detractors							Passives		Promoters	
0 (Very unlikely)	1	2	3	4	5	6	7	8	9	10 (Very likely)
0%	0%	0%	0.33%	0%	0.33%	0.33%	4%	17%	17%	61%



# Information sources



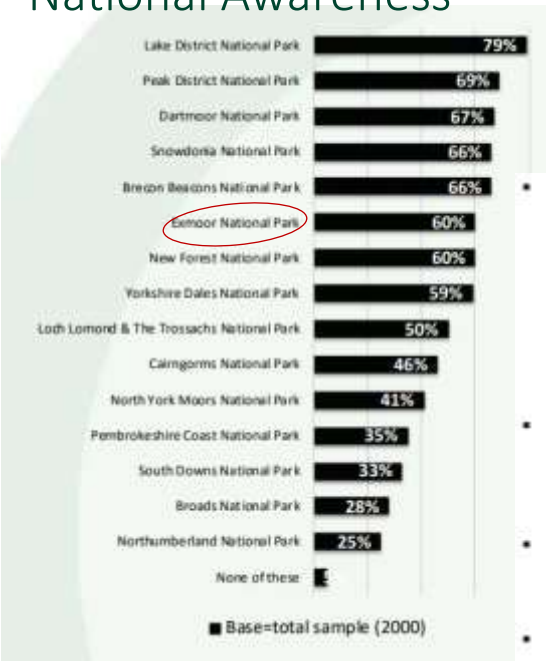
## Primary Attractors



## Top Activities



## National Awareness



- The highest awareness scores were for these National Parks (60% and above):
  - Lake District 79%
  - Peak District 69%
  - Dartmoor 67%
  - Snowdonia 66%
  - Brecon Beacons 66%
  - Exmoor 60%
  - New Forest 60%
- The three lowest awareness scores were for:
  - Northumberland 25%
  - Broads 28%
  - South Downs 33%
- Awareness was higher amongst females cf. males for: Lake District, Peak District, Dartmoor, Exmoor, New Forest and Yorkshire Dales
- 16-34s were generally less aware of Parks



**95%** of visitors say that **National Park designation** was an **important factor in deciding to visit**.



**96%** agree that the **National Park** seems **well managed and cared for**



National Park Experience collection 

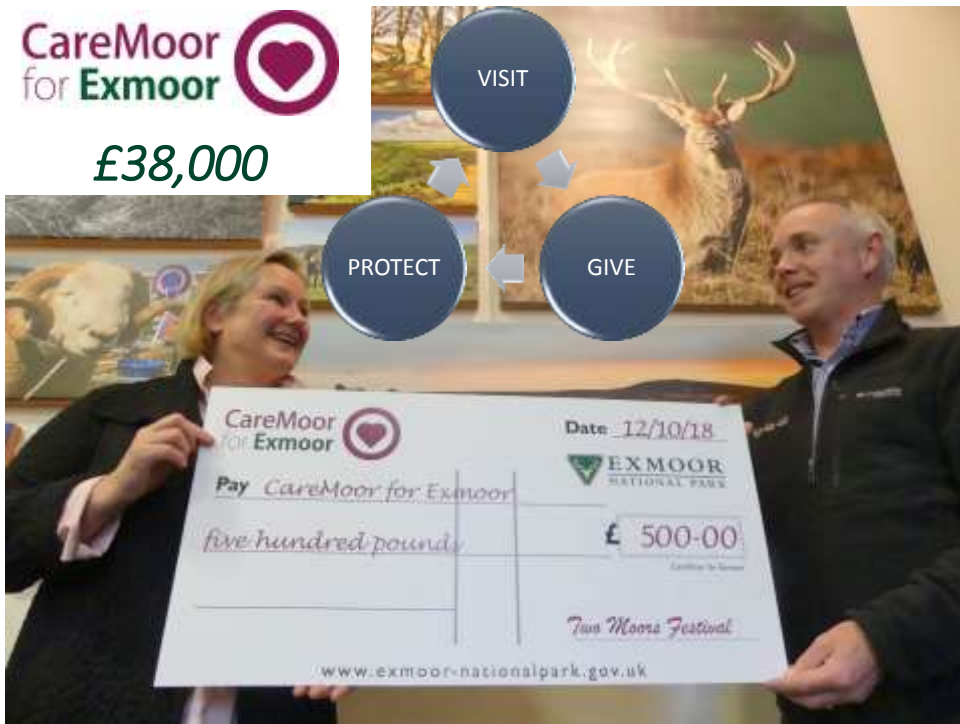
*"A collection of memorable experiences that tell the story of our landscapes and the people that look after them."*



[www.nationalparkexperiences.co.uk](http://www.nationalparkexperiences.co.uk)







## Dark Skies

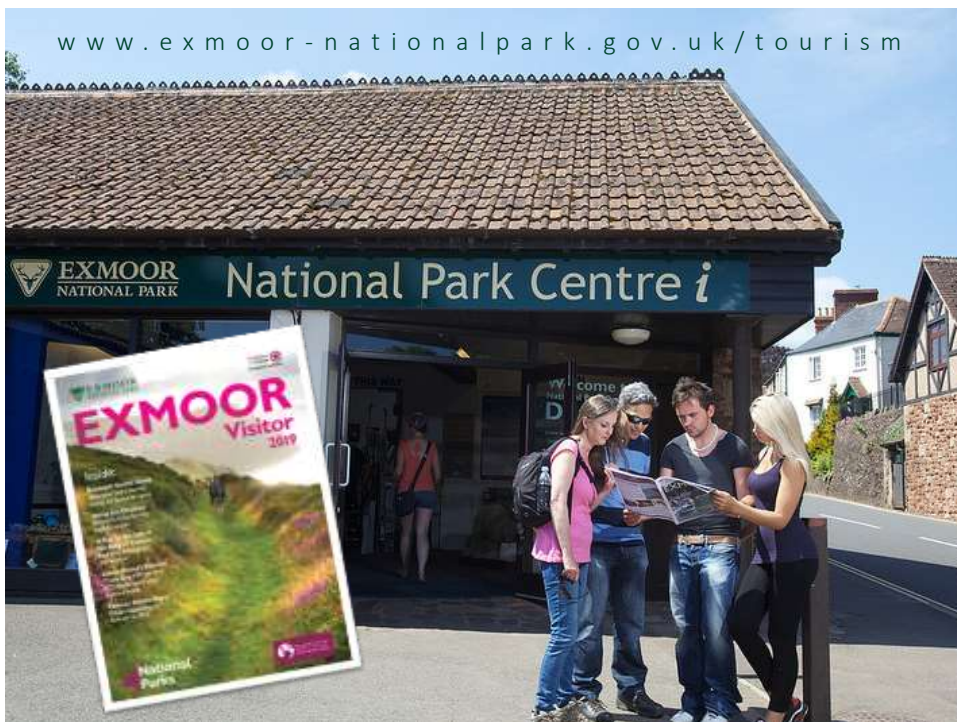


- 3<sup>rd</sup> Dark skies Festival - extended to 3 weeks  
14 October – 3 November 2019
- Increased business support activity









*Exmoor Awareness: Pre Season Update  
Wednesday 3 April, 2pm  
Exmoor House, Dulverton*

*Join us for updates on our Conservation, Access,  
Engagement and Tourism work.*

