

EXMOOR NATIONAL PARK  
STATE OF THE PARK REPORT

CHAPTER 12. TOURISM

Vision for tourism

*A tourism industry that is healthy, prosperous and based on Exmoor's special qualities. Tourist facilities contributing to sustainable development and the understanding and enjoyment of the qualities for which Exmoor was designated. Visitors making a positive contribution to the conservation and enhancement of the National Park environment and local economic and social well-being.*

Objectives and Indicators

**Objectives** relate to the Exmoor National Park Management Plan  
**Indicators** may be shared with those from other plans or organisations

LP - Exmoor National Park Local Plan

BVPP – Exmoor National Park Best Value Performance Plan

AC – Audit Commission

CA – Countryside Agency indicators used in their ‘*State of the Countryside Reports*’

RWP – The Government’s Rural White Paper ‘*Our Countryside*’

NPA – ‘Headline’ indicators developed by the National Park Authorities’ Data Working Group

RO – Indicators developed for the South West’s Regional Observatory

**Objective 12/1**

*To develop tourism on Exmoor that is based on, and helps to conserve and enhance, the quality and value of the natural beauty, wildlife and cultural heritage of the National Park.*

**Indicators:**

*Income from visitor payback schemes; volunteer days spent by visitors*

**Objective 12/2**

*To ensure that environmentally sustainable tourism brings economic and social benefits to the people who live and work on Exmoor and that these benefits are spread across as wide a range of people as possible.*

HOW ARE THE NUMBERS OF VISITORS TO EXMOOR CHANGING?

**Current situation:**

*Visitor numbers on Exmoor are low compared with other National Parks*

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### *Trends:*



*Visitor numbers appear to have declined since the early 1970s but are relatively stable at present.*

### *Exmoor has a relatively low number of visitors compared to other National Parks:*

The low number of visitors to Exmoor can be accounted for by a number of factors, including the small size of the Park, its travel time from centres of population and the facilities available. However, survey results are prone to wide margins of error and there may be an underestimate of visits to Exmoor, particularly of those staying inside the National Park:

- The position of Exmoor on a peninsula means that travel times to Exmoor can be long compared with straight line distances. There are 1,773,000 people living within a 50km radius of the National Park boundary and 5,186,000 within a 100km radius. Within these radii 840,000 and 1,797,000 people respectively are in South Wales. The people within the 100km radius in South Wales are actually up to 300km from the National Park by road. **Source: ENPA desk study***
- In 1994, Exmoor had the lowest number of visitor\days\yr for any National Park. Taking into account the size of the Park, Northumberland had a smaller density of visitors than Exmoor (13 visitor\days\ha\yr as opposed to 20 visitor\days\ha\yr for Exmoor). The Broads had by far the greatest density of visitors (177 visitor\days\ha\yr). **Source: All Parks Visitor Survey***
- As Exmoor has a small population on its doorstep, it is not surprising that it has the second lowest percentages of day trippers from home of any National Park. In 1966 a Devon County Council survey showed that only 6% of visitors to the Devon part of Exmoor were day trippers, compared with 60% to Dartmoor. Exmoor, however, had much more accommodation than Dartmoor and 62% of visitors to Exmoor stayed in the Park compared with only 29% on Dartmoor. About 80% of day trippers to both Parks stayed less than 6 hours, so it could be argued that the impact of visitors was greater on Exmoor. In the five Exmoor National Park Authority surveys in the 1980s the proportion of day visitors varied from 11% to 22% and in the 1994 survey it was 15%, reflecting changes in public and private transport. **Sources: Devon County Council, Exmoor National Park Visitor Surveys, All Parks Visitor Survey***

#### *Estimates from All Parks Visitor Survey 1994:*

Private vehicle, day visits from home	300,000
Private vehicle, holiday days from outside Park	700,000
Private vehicle, holiday days from inside Park	200,000
Public transport, days	180,000
Other transport	4,000
Day visits from Park residents	13,000

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TOTAL: visitor\days\yr 1,397,000

### *The number of visitors to Exmoor is low compared with the West Country as a whole but there are relatively busy parts of Exmoor.*

The West Country is Britain's most popular tourist region. Most people are attracted by the historic cities such as Bath and the beaches. The inland countryside is attractive to visitors but the main accommodation is in the coastal resorts as on Exmoor. Most of the accommodation in the Exmoor area, however, falls outside of the National Park. Compare, for instance, the 2,700 bedspaces and camping pitches at Lynton and Lynmouth, Exmoor's main resort, with the 11,000 at Woolacombe, 10,000 at Butlin's, Minehead, and 9,000 at Ilfracombe.

- In 2000, when it was estimated that 1,200,000 visitor nights were spent inside the National Park, it was estimated that 6,300,000 were spent in North Devon and 2,600,000 in West Somerset as a whole. **Source: Devon County Council, Somerset County Council***

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Exmoor's tourist attractions compare favourably in terms of numbers of visitors with most within the West Country. Lynton and Lynmouth Cliff Railway is arguably the most popular attraction outside of Bath and the Eden Centre, although figures are for each journey and most passengers have returns. The North Devon Leisure Centre at Barnstaple has more visits but it is debatable whether it is a tourist attraction. The National Park Authority's former Centre at Lynmouth has been at times the busiest outside of Bath and vied with Dartmoor's High Moorland Visitor Centre for that position, with Dunster not far behind. It is difficult to estimate the numbers to countryside properties where there is no gate or entrance fee. However, the National Trust made estimates for their properties in 1998 and the Holnicote Estate moorlands and woodlands were fifth and sixth respectively in visitors to their West Country properties, although with only about a quarter of the visitors to the Studland coast in Dorset. Other estimates can be added for comparison:

### *Estimates of visitor numbers to attractions within Exmoor National Park 1998:*

<i>attraction</i>	<i>visitor numbers</i>
Lynton and Lynmouth Cliff Railway (single journeys)	550,000
Holnicote Estate moorland	276,452
Holnicote Estate woodland	260,348
Exmoor National Park Centre, Lynmouth	163,784
Watersmeet	139,400
Counstisbury and The Foreland	117,768
Dunster Castle	116,200
Exmoor National Park Centre, Dunster	113,408
Tarr Steps	85,000

In the 1994 All Parks Visitor Survey and the 2005 Visitor survey visitors were asked where they had visited in the National Park. Not all of the destinations enquired of in 1994 were enquired of in 2005 but figures are useful for comparison. Wimbleball Lake is said to have averaged about 225,000 visits a year since it opened in 1980 but other figures quoted are closer to half that number and those in the 1994 survey may be an overestimate, particularly for Tarr Steps. The lower percentage to each destination in 2005 may reflect the shorter stay of visitors.

### *Estimates of visitor numbers to areas within Exmoor National Park 1994:*

<i>area</i>	<i>visitor numbers 1994</i>	<i>% of all visitors 1994</i>	<i>% of all visitors 2005</i>
Lynton/Lynmouth	868,000	62	55
Porlock/Bossington/Allerford	700,000	50	50 ('east coast')
Dunster	686,000	49	42
Simonsbath	532,000	38	26
Dulverton	518,000	37	36
Tarr Steps	504,000	36	
Valley of Rocks	490,000	35	
Dunkery area	420,000	30	28
Malmsmead/Brendon/Oare	350,000	25	22
Brendon Hills	280,000	20	12
Hunter's Inn/Woody Bay	280,000	20	41 ('west coast')
Wimbleball Lake Water Park	196,000	14	
Kennisham Hill	28,000	2	
None of these	28,000	2	

***Exmoor is following the fortunes of the British domestic tourism market, which has declined overall since the early 1970s.***

It is notoriously difficult to estimate the overall visitor numbers to areas the size of National Parks. The margins of error in any surveys of Exmoor have been so great that trends in total numbers are not known:

- *A traffic survey in 1967 suggested that there were 1,894,000 day visits by car that year just to the Devon part of the National Park. In the 1988 Somerset Visitor Survey it was 2,184,000 for the whole National Park*

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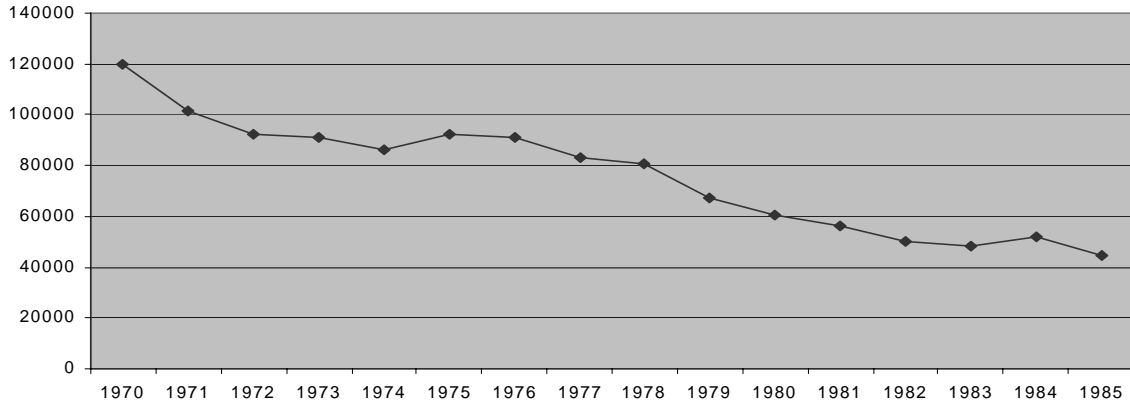
*but in 1994 the estimate was only 300,000. In 1979 it was estimated that 2.25 million visitor nights were spent inside the National Park for the period April to October by people arriving by private vehicle, compared with 200,000 for the whole year for the same group of people in a 1994 survey, 1,219,100 in a survey for 1999 and 1,454,000 in 1988, showing a huge variation by different survey methods. Sources: Edinburgh University TRRU report, All Parks Visitor Survey, Devon County Council accommodation survey, Somerset County Council Visitor Survey*

Data is collected annually by national and regional tourism authorities. Nationally there seems to have been a decline in visitor nights spent from the mid 1970s but the decline has reversed from the mid 1990s. A similar pattern holds for the West Country. We can guess from visitor numbers to attractions and the consistent decline in day trippers shown by surveys that Exmoor follows the overall trend in visitor numbers, although the number of bed nights spent within the National Park appears to be stable from most surveys apart from the 1994 All Parks Visitor Survey:

- *In Britain as a whole the domestic tourism market seems to have peaked in about 1973. Between 1951 and 1973 it grew by nearly 40%. Since 1973 there has been a decline in domestic tourism due to the popularity of cheap foreign package holidays. Between 1995 and 2000 there was an upturn in the English domestic tourism market with an increase of 23% in total trips, 12% in tourist nights and 13% in tourism spend in real terms. Source: Office for National Statistics, English Tourism Council*
- *Between 1951 and 1973 the number of foreign visitors to Britain grew by about 300% and has since grown by the same amount. The increase has by no means compensated for the loss of the domestic market. There are currently about 540 million visitor days spent abroad by British visitors each year compared to 211 million spent in Britain by foreign visitors. Since 1998 the strength of the pound has resulted in a slight decline in the number of foreign visitors. Source: Office for National Statistics*
- *The West Country is not a major attraction for foreign tourists, apart from Bath, but the contribution of foreign visitors to its economy is as great as its meat industry. Source: Office for National Statistics*
- *The percentage of overseas visitors to Somerset rose from 4% in 1976 to 13% in 2000. In the West Country as a whole in 2000 it was 7.5%. Various surveys of Exmoor between 1980 and 1994 have shown figures of between 5% and 10%. A survey of 1985 showed that, amongst the main reasons for visiting Somerset, history and heritage rated three times more important to foreign visitors than British visitors and scenery one and a half times as much. Tranquillity, ease of travel and suitable accommodation were much more important to British than to foreign visitors. Source: Somerset County Council Visitor Surveys, ENPA Visitor Surveys, South West Tourism, All Parks Visitor Survey*
- *The West Country has remained Britain's most important tourist region but it has probably suffered more than elsewhere from competition with foreign holidays. Between 1975 and 1980 the number of tourist nights spent in the region declined by 12%, compared with a fall of 3% in Britain as a whole. Figures for Devon, however, suggest relatively stable numbers from 1975 until 2000. Somerset also shows relatively stable numbers from 1987 to 2000. Sources: West Country Tourist Board, Devon County Council, Somerset County Council*
- *There are few figures for Exmoor but the visitors to Oare church seem to echo the trend of steep decline in the 1970s and early 1980s. Here the numbers of visitors fell by about 65% between 1970 and 1985. At this particular site the decline was probably also due to other factors such as the reduction of coach trips. In 1987, however, 89% of visitors surveyed were aware of the connection between Exmoor and Lorna Doone. Sources: Oare Church visitor book, ENPA Visitor Survey*

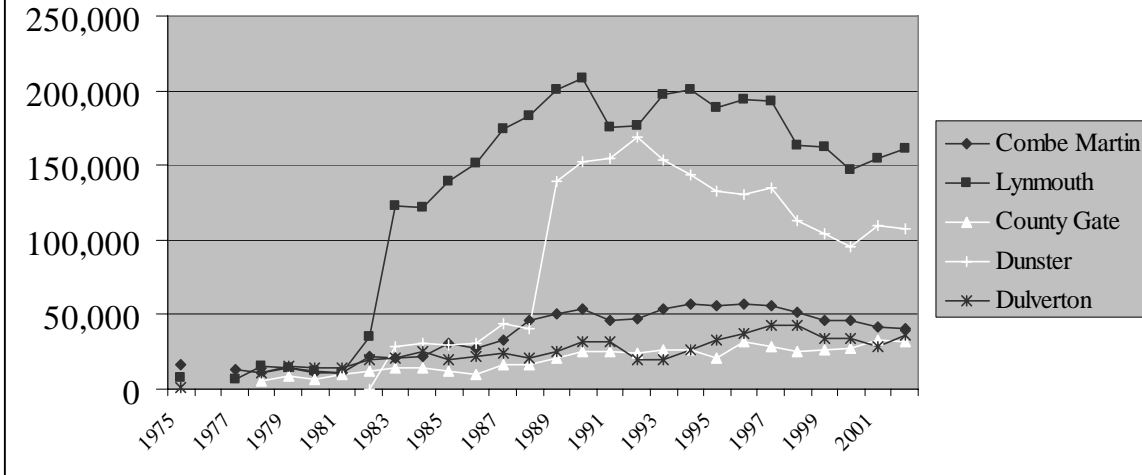
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### Visitors signing visitor book at Oare Church



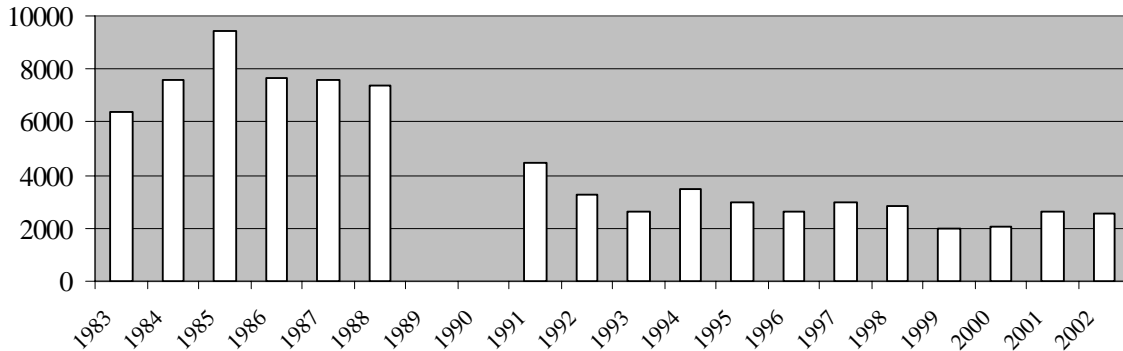
Figures from other visitor attractions, such as the Lyn and Exmoor Museum at Lynton and Exmoor National Park Visitor Centres, suggest a partial recovery of visitor numbers during the late 1980s. The figures for the Visitor Centres are, however, distorted by the relocation of the main centres at Lynmouth and Dunster and increased opening hours. During the 1990s almost all visitor attractions showed a slow but steady decrease in the numbers of visitors. There has been a marked decrease in visits to Lynmouth and Dunster, which is echoed by traffic figures. At the same time, figures for Visitor Centres at Combe Martin, County Gate and Dulverton, although lower, have remained buoyant. This seems to reflect the trend away from the traditional summer seaside holiday towards a more active holiday, such as walking or cycling, inland and off season:

### Visits to National Park Visitor Centres



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**Visitors to the Lyn and Exmoor Museum**



It is difficult to assess why visits to some visitor attractions have decreased. As the proportion of visitors using visitor centres has increased and the number has decreased, there is an assumption that the overall number of visitors to Exmoor has decreased. However, accommodation numbers and the proportion of day trippers seem to have remained stable over the last two decades. Exmoor does have a high proportion of repeat visits and it may be that visitors are less inclined to visit attractions after they have been once. It may also reflect increasing reliance on private transport as public transport was often directed at visitor attractions.

***Most visitors to Exmoor still come in summer months but the pattern is changing:***

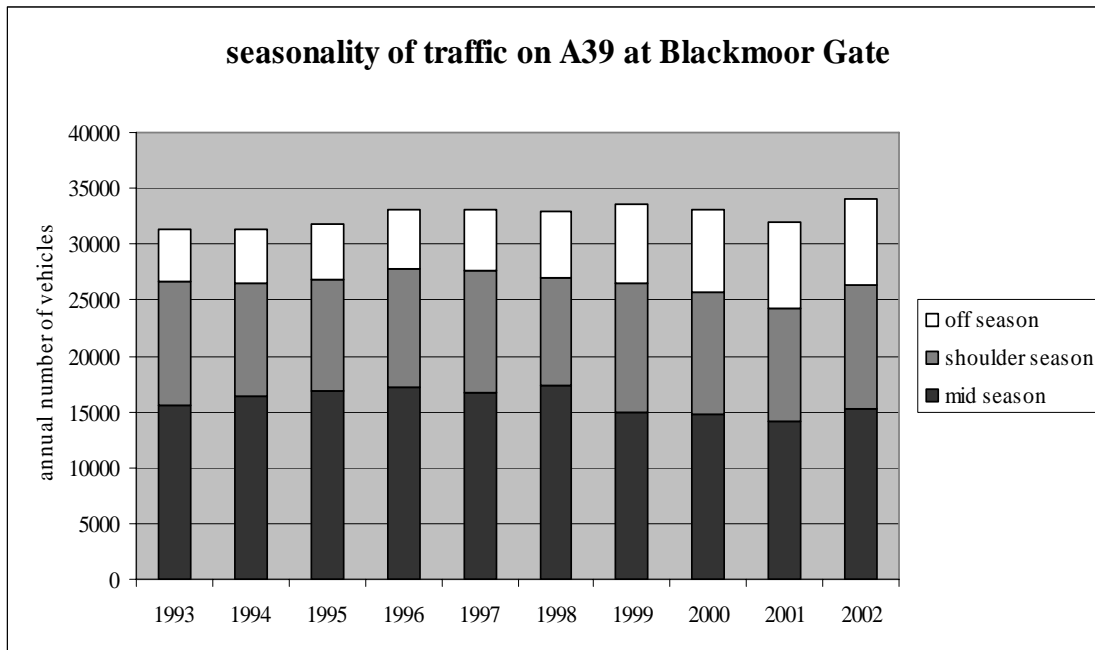
August is the busiest month for traffic on Exmoor and car borne visitors are most frequent in the summer months. However, Easter and September are becoming busier, and the bank holidays at the end of May and October. Some serviced accommodation is not particularly busy in August as, away from the coast, it attracts people without children who prefer not to come in school holidays.

*From the 1994 All Parks Visitor survey, the distribution of car borne visitors throughout the year was:*

	<i>Number of visitor days (millions)</i>	<i>Percentage of visitor days</i>
July/August	0.4	33
May-September	0.9	75
April-October	1.0	83
January-December	1.2	100

There is also some evidence of an increase in visitors during winter months, particularly during the school Christmas holidays and October and February half terms. The attraction of Snowdrop Valley has increased visitors in February. The following figures from Devon County Council show a steady increase in traffic at Blackmoor Gate in winter, whilst summer traffic is erratic and shoulder season traffic is steady. If this were due to an increase in local traffic, the increase would show throughout the year.

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### ***Current situation:***

*The time spent by visitors staying on Exmoor is below average for National Parks*

*Visitors coming to Exmoor are on shorter holidays than average for visitors to National Parks.*

*Over half of the visitors staying on Exmoor stay for between 4 and 7 nights, a greater proportion staying for that period than in any other National Park*

### ***Trends:***

*There is a decrease in the number of tourists staying for a week or more.*

*There is an increase in the number of tourists on short breaks, both weekend and mid-week.*

### ***Most visitors staying on Exmoor stay for less than a week:***

Not all visitors to Exmoor stay within the National Park but a moderate percentage of them does. Surveys vary as to whether those staying within the National Park stay for a shorter or longer period than those staying outside of the National Park but it appears that they are now staying for a shorter time within the National Park than previously in comparison with surrounding areas.

- *In 1982, 41% of holiday makers visiting Exmoor were staying in North Devon or West Somerset for between one and two weeks but only 28% were staying within the National Park for that time. This reflects the fact that many visitors stop overnight whilst passing through the National Park. Source: ENPA visitor survey*
- *In 1988 the average length of holiday for visitors to Exmoor was estimated at 7.6 nights. In 1994 it was estimated at 7.7 nights. 43% of those holidaying in the area stayed within the National Park and the*

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*average length of stay within the National Park was 5.6 nights. Source: Somerset Visitor Survey, All Parks Visitor Survey*

Surveys showed an increase in the length of visit to the National Park in the early 1980s but a sharp decrease from the mid 1980s onwards:

- In 1983, 60% of those staying within the National Park were staying for a week or under and 40% were staying for over a week. By 1987, 81% were staying for a week or under and 19% for over a week. Source: ENPA visitor surveys*

### *Number of nights spent by visitors holidaying on Exmoor*

	<b>1982</b>	<b>1994</b>	<b>2005</b>
<b>1-3 nights</b>	22%	33%	40%
<b>4-7 nights</b>	48%	55%	50%
<b>8-14 nights</b>	28%	12%	9%
<b>15+ nights</b>	2%	1%	1%

The 2005 survey was in winter, when shorter stays are normal. The decrease in stay generally appears to be due to more people taking their main holiday abroad. However, most visitors staying on Exmoor are still on their main holiday:

- The proportion of staying visitors taking their main holiday on Exmoor fell from 74% in 1982 to 60% in 1987. In 1982 42% of the visitors on their main holiday described it as their only holiday and 47% in 1987. Of those not on their main holiday, the proportion taking their main holiday overseas, however, reduced from 53% in 1982 to 34% in 1987. Source: ENPA visitor surveys*

In compensation for the decrease in time spent per visit, the number of visits appears to be increasing. All of the National Parks have a large proportion of repeat visits, particularly by day visitors and the proportion of repeat holiday visits seems to be increasing.

<b>Previous visit</b>	<b>1981</b>	<b>1994</b>	<b>2005</b>
<b>Day visitors</b>	96%	91%	
<b>Holiday visitors</b>	68%	74%	80%

- In 1994 72% of holiday visitors said they stayed on Exmoor up to once a year and 25% stayed more than once a year on average. In 2005, of repeat visitors, 54% said they stayed up to once a year and 46% more than once a year. Source: All Parks and QUEST visitor surveys*

### ***Different types of accommodation attract visitors for different lengths of stay:***

People stay for shorter periods in serviced accommodation than in self-catering accommodation. The low average length of stay on Exmoor, therefore, reflects the high proportion of visitors staying in serviced accommodation. Accommodation on farms attracts visitors for the longest periods of time:

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### *Length of stay for visitors to Exmoor in 1979*

<i>Type of accommodation</i>	<i>Average length of stay: nights</i>
<b><i>Serviced accommodation</i></b>	
	6
Licensed hotel	9
Guesthouse	7
Bed and breakfast	6
Farm bed and breakfast	9
<b><i>Self-catering accommodation</i></b>	
	6
Tent	
Touring caravan	8
Rented property	10
Static caravan	10
Visiting friends and relatives	8
Own property	11
Farm cottage	14
Field centre/ youth hostel	5
Other self-catering	7

## WHAT TYPES OF VISITORS COME TO EXMOOR?

### ***Current situation:***

*Most visitors to Exmoor come as small groups of adults without children.*

*A relatively low proportion of children visits Exmoor compared with other National Parks.*

### ***Trends:***

*The average age of visitors to Exmoor does not appear to be changing but it may be increasing.*

*The size of groups visiting Exmoor appears to be declining, with an increasing proportion of couples.*

### ***Typical Exmoor visitors are middle aged couples without children staying in serviced accommodation:***

Surveys from elsewhere indicate a much higher proportion of couples without children staying in serviced accommodation than self-catering accommodation. They also show that the average age of couples staying in serviced accommodation is much higher. As a greater proportion of Exmoor's visitors is staying in serviced accommodation, this would suggest that the average age of visitors to Exmoor is increasing. However, surveys have not been accurate enough to show such a trend:

<b><i>Age group of respondents</i></b>	<b><i>1980</i></b>	<b><i>1981</i></b>	<b><i>1982</i></b>	<b><i>1983</i></b>	<b><i>1987</i></b>
15-24 years	4%	10%	10%	10%	9%
25-44 years	40%	37%	53%	42%	48%
45-64 years	42%	33%	26%	34%	31%
65+ years	14%	20%	11%	14%	12%

*These Exmoor National Park Authority surveys showed most groups were predominantly of adults, with a trend towards couples and towards fewer groups with children. The proportion of couples rose from 30% in 1983 to 43.5%*

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in 1987 and the proportion of groups of more adults correspondingly declined from 40% to 27%. By the 1994 All Parks Visitor Survey 55% of groups was of two adults and 21% was of more than two, without children. The 2005 QUEST Visitor Satisfaction Survey showed 82% of groups was adults only.

### IS TOURISM ON EXMOOR SUSTAINABLE?

#### ***Current situation:***

*It is not known how sustainable tourism is on Exmoor*

#### ***Trends:***



*Tourism businesses appear to be becoming greener*

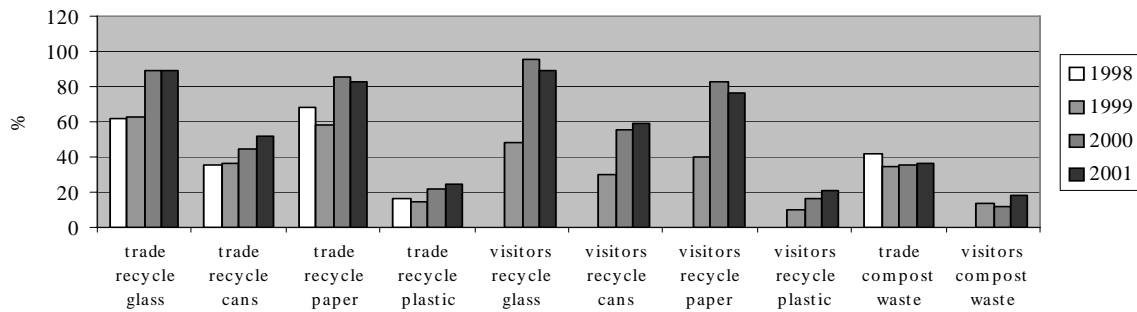
In 2002 the English Tourism Council conducted a telephone survey of attitudes to sustainable tourism amongst visitors who had recently holidayed in England. Over 90% agreed that whilst on holiday in England it was important to: protect the environment; follow a code of conduct; support local businesses; protect traditional character; respect local culture. Over 60% would be willing to pay more for: upkeep of the environment; employing local staff; accommodation with green accreditation. Nearly three quarters agreed that limits should be put on tourism development and visitor numbers. Details of the results are as follows:

- *The most important feature for most people in choosing a destination was a well managed environment eg litter free, clean, safe, locally distinct. For 16-24 year olds the choice of entertainment was more important. Older people were generally more concerned about the environment than younger people and women more than men*
- *Holidaymakers thought that it was important: not to damage the local environment (81%); to consume local produce (77%); to benefit local people (76%); to experience local customs (65%). Again, older people and women were generally more concerned about such issues.*
- *When booking accommodation quality was the most important feature (83%), followed by price (74%); convenience of location (69%); environment friendliness (58%); employing local staff with good wages (47%); using local produce (32%). Older people were less concerned about quality and price and more about sustainability. Men were considerably less concerned about sustainability than women.*
- *Most people (63%) were prepared to pay more for accommodation using local produce. Few (5%) would pay more than 10% more. Roughly the same percentages applied to accommodation employing local staff and paying them good wages. More people (68%) were prepared to pay more for energy efficient, locally distinctive buildings. 98% would pay more for accommodation which was part of a green accreditation scheme.*

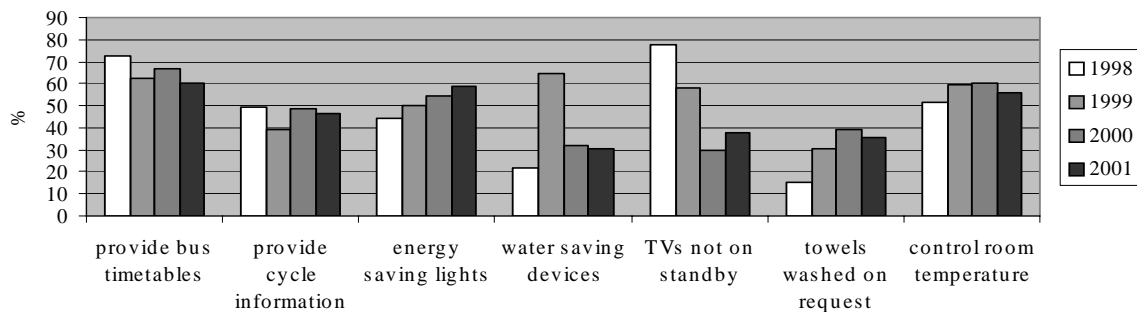
There is usually a considerable difference between what people say they would do given a choice and what they actually do, particularly when it comes to paying more. Much also depends upon whether they are actually given a choice or are made aware of what they are paying for. There are no figures available for Exmoor on such matters. However, Somerset Tourism undertakes an annual survey of tourism businesses and asks questions relevant to sustainable tourism. Roughly a third of businesses questioned respond, which should give reliable results, but some results vary greatly from year to year and trends are difficult to assess. Roughly a quarter of customers to accommodation and visitor attractions show an interest in environmental issues but it is not possible to show a trend. However, it is clear that providers of accommodation and visitor attractions are recycling more, encouraging customers to recycle more and using more energy saving devices. More catering establishments are using local food. A high proportion of establishments provides information on local food and green forms of transport, although that proportion does not appear to be changing. It is not known, however, whether establishments are actually reducing waste or energy consumption. It appears as if people are more prepared to use facilities provided for them and to invest in environment friendly equipment but are increasing consumption and not devoting any more time to undertake tasks such as turning lights and televisions off and composting waste.

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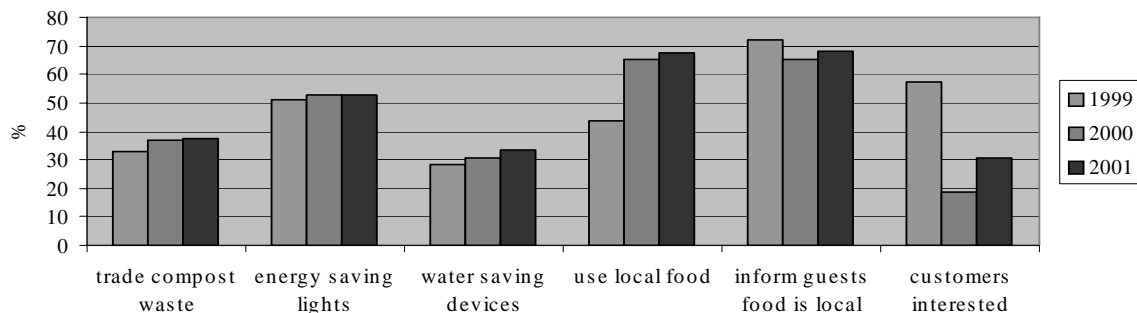
### Recycling by Somerset accommodation



### Energy saving by Somerset accommodation



### Sustainability of Somerset visitor attractions



Exmoor the Exmoor Paths Partnership is the main sustainable tourism initiative. Under the scheme tourists and tourism businesses are encouraged to contribute voluntarily towards the repair of eroded footpaths. The scheme has attracted many thousands of pounds worth of sponsorship in kind, such as clothing and equipment, but 'pay back' donations have been low. Currently the scheme is receiving an average of around £3,000 per annum. Over the initial three year project, starting in 1997:

- *75km of paths were improved, along with 476ha of adjacent land*
- *80 tourism businesses joined the scheme and collected £15,000 from pay back*
- *engaged 4,000 hours of assistance from volunteers*

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- *staged 50 training events, 21 talks and 20 guided walks*

In contrast, the whole scheme cost nearly £½ million, so the contribution of visitor payback was very small in comparison. The National Park Authority spends over £1 million each year on recreation management, rangers, estate services and volunteers. Voluntary work is mostly undertaken by locals but the National Trust runs a scheme at their Base Camp at Countisbury whereby visitors can reduce the cost of their accommodation by undertaking unpaid conservation work on National Trust property in the area.

### WHAT IS THE ECONOMIC IMPACT OF TOURISM ON EXMOOR?

#### ***Current situation:***

*Tourism contributes a moderate proportion of the Exmoor economy*

#### ***Trends:***

? *It is not known how the proportion of the Exmoor economy contributed by tourism is changing.*

#### ***As with most of Britain, the economy of Exmoor is service based:***

The South West has long been established as the leading Region for tourism in the UK. More British tourists visit the South West than any other area of the country outside London (Office for National Statistics, 2001). With overseas visitors, this more than quadrupled the resident population of the Region and brought in well over £3,300 million (Office for National Statistics, 2001). Statistics vary greatly, however, and in 2004 South West Tourism estimated that it brought in over £8,000 million. Tourism is estimated to employ 300,000 people or 10% of the region's workforce.

- *The environment has an impact on tourism. Most (78 %) of all holiday trips to the South West are motivated by conserved landscape, bringing in £2,354 million and supporting 97,200 actual jobs (54,000 full time equivalents). Source: National Trust, 1999*
- *In 1998 it was estimated that the South West had 8.5 million visits to historic properties, accounting to 15% of the national total and second only to London. Source: English Tourism Council*
- *Most surveys show foreign visitors spending more per head and a greater proportion in the countryside than British visitors. In 2000 they contributed 24% of tourist spending in the West Country as a whole and 14% of spending in the countryside. Source: Countryside Agency, The State of the Countryside*

Tourism is probably the largest industry in the National Park in terms of persons employed, with more employees than agriculture. Tourism and agriculture together account for about half of the businesses on Exmoor. However, many jobs in service industries rely only partly on tourism and it is difficult to separate the tourism element. Many tourism related jobs are part time and seasonal and taken up by persons resident outside the Park, so it is difficult to compare with full time equivalents. The seasonal nature of the tourist industry means higher unemployment in winter:

- *In 1988 there were estimated to be 2,641 jobs in the tourist industry in the National Park and a further 384 jobs indirectly dependent upon tourism. Source: Somerset County Council 'Economic Impact of Tourism in Somerset'*
- *In 1979, full time equivalents of tourism jobs on Exmoor were estimated to be 1,590. Source: Edinburgh University TRRU study*

Visitors rarely know how much they have spent on their holiday and it is difficult to estimate the total spent by tourists to Exmoor. Surveys, however, have provided estimates:

- *In 1988 it was estimated that all tourists spent £35.5 million in the National Park, contributing, after taxes and other overheads, a net income of £9 million to the Exmoor economy. In 2000 it was estimated that visitors staying in the National Park spent £39.52 million and contributed an income of £15.34 million to the Exmoor economy. Source: Somerset Visitors Survey, Devon County Council accommodation*

*Working to ensure that Exmoor remains beautiful for all to enjoy, in harmony with a thriving community*

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## EXMOOR NATIONAL PARK STATE OF THE PARK REPORT

### survey

The average daily spending of visitors to Exmoor seems to be quite low compared with other National Parks, although accommodation costs are relatively high:

- *From the 1994 All Parks Visitor Survey, the average daily spending of visitors in and around Exmoor National Park, excluding accommodation costs was:*

All visitors	£7.80
Visitors staying in and around the Park	£11.70
Average daily spending on accommodation:	£18.90

In 2002 in the South West region day visitors were estimated to spend an average £9.00 and staying visitors an average £34.76 per 24 hours. Thus daily spend on Exmoor is comparable with the rest of the region but accommodation more expensive on the whole.

- *In 1994 it was estimated that 1,397,000 visitor/days were spent in the National Park and this included 200,000 days spent by visitors staying in the National Park. From the above figures, this would suggest that tourists spent nearly £15 million in the National Park. However, in 2000 it was estimated that visitors staying in the National Park spent £39.52 million. Sources: All Parks Visitor Survey, Devon County Council accommodation survey*

### *Tourist spending in Exmoor National Park, 2000. Source: Devon County Council accommodation survey*

<i>Accommodation type</i>	<i>Annual nights</i>	<i>tourist</i>	<i>Daily spending per night £</i>	<i>Total annual spending £m</i>	<i>Annual income to local area £m</i>
<i>Serviced</i>	374,800		48.79	18.29	9.09
<i>Flats and houses</i>	214,000		28.76	6.16	2.38
<i>Holiday park units</i>	100,800		28.70	2.89	0.75
<i>Touring pitches</i>	250,600		17.92	4.49	0.94
<i>Private houses</i>	303,700		25.33	7.69	2.18
<b>TOTAL</b>	<b>1,242,900</b>			<b>39.52</b>	<b>15.34</b>

**EXMOOR NATIONAL PARK  
STATE OF THE PARK REPORT**

**Actions**

Some of the actions are objectives and actions from the Exmoor National Park Management Plan

**Objective 12/3**

*To obtain information about visitors to Exmoor to enable the National Park Authority and the tourism industry to plan effectively for management of visitor pressures and for other purposes related to the understanding and enjoyment of the National Park.*

**Action 12/1**

*Conduct regular visitor surveys to assess trends.*

**Action 12/3**

*Continue regular visitor centre assessments.*

**Action 12/4**

*Devise methods of measuring the impact of visitors on the Exmoor environment and the sustainability*

*NB The information contained in this report is based upon the best information available at the time. Although every effort has been made to confirm its accuracy and ensure that it has been used in the proper context, Exmoor National Park Authority cannot guarantee the accuracy of the information.*