Summary findings from the 2018 Exmoor Visitor Survey

99% Visitor Satisfaction

Over 67% rated their visit as ‘very good’
32% ‘good’
less than 1% rated it as ‘fair’
no one rated it as ‘poor’ or ‘very poor’

Top 5 attractors:
1. Scenery / landscape
2. Tranquility / peace and quiet
3. Outdoor activities
4. Coastline
5. Wildlife

Top 5 activities:
1. General sightseeing
2. Walking
3. Eating out
4. Visiting attractions
5. Wildlife watching

97% were aware of Exmoor’s designation as a National Park before a visit.

National Park designation positively influenced 95% of visitors.

96% agree that the National Park seems well managed and cared for
47% would consider making a voluntary donation to help keep Exmoor special
20% would consider volunteering

70% of visitors aged 45+
51% stayed overnight
31% visited for the day from home
15% visited with family (inc. children)
20% visited with friends
9% visited alone
3% visited on an organised tour
59% visited from within the South West
32% visited from overseas

Top sources of information used by all visitors during a visit:

Internet - 59%
Printed Guide - 32%
Visitor Centre / TIC - 28%
Earliest word of mouth - 24%

Previous visit - 74%
Internet - 41%
Brochure / guidebook - 24%
Word of mouth (friends and relatives) - 18%

Top sources of information used by new visitors prior to trip:

Internet - 74%
Printed Guide - 32%
Visitor Centre / TIC - 28%
Earliest word of mouth - 24%

14% were on their first ever visit
21% on their first visit in over 3 years
Over 40% visit more than once a year
86% are planning to return

A world-class Net Promoter Score (NPS) 77

Net Promoter Scores can be used to gauge overall satisfaction and loyalty to a brand. Scores can range from -100 to 100. Anything over 50 is considered good, over 70 - world class.

For full report and results, visit the research section at www.exmoor-nationalpark.gov.uk/tourism