EXMOOR NATIONAL PARK

Rural Enterprise Exmoor

Good Tourism on Exmoor



On the water at Combe Martin

Exmoor Commons / Neville Stanikk.

A complete guide to Exmoor for those within the broader visitor economy. Helping you understand the bigger picture of tourism, who the key players are and how **you** can utilise Exmoor to enhance your business and attract visitors.

www.exmoor-nationalpark.gov.uk

Doing Business on Exmoor Part 2 of 3

How this guide can help you

All the key information, links and resources to help you understand:

The size, scope and opportunity tourism provides on Exmoor >

How tourism is managed and who's who in tourism on Exmoor >

The key opportunities for tourism businesses on Exmoor >

How to use Exmoor in your Marketing & Communications >

Ideas and inspiration to further embed Exmoor into your offer >

This guide is for businesses operating within the wider visitor economy, including accommodation and hospitality providers, attractions, activities and experience providers, retailers and more.

Interested? Then let's get going!

2 million visitors can't be wrong…

Welcome to Exmoor, a truly extraordinary place to visit.

Exmoor National Park is a living, working landscape that inspires. In addition to playing host to spectacular views and over 1,300 businesses, every year a huge number of visitors choose this place to spend their hard-earned leisure time. As a result, tourism businesses can benefit immensely from being located here.

This series of three guides aims to point you to key information and opportunities to help you make the most of being based within or around the National Park.

As a National Park Authority our primary focus and role is around conserving this national asset and helping people to understand and enjoy it. But while focusing on this role we are keen to work with tourism partners and play our part in improving the social and economic well-being of the area.

Tourism plays a vital role in keeping Exmoor special and enabling millions to benefit from this special place. We have a vision for our rural economy (see our **Sustainable Business on Exmoor** guide for further info) and we hope by working together we can support "good tourism" on Exmoor, for the benefit of its environment, and communities.

As a tourism business in the Exmoor region, an important part of your visitor offer IS Exmoor. Therefore, knowing and understanding the National Park, knowing who does what and how you can embed Exmoor in what you do could well be key to attract and retain your visitors.

There are many sources of information available to you and in this document, we hope to identify some key points and useful sources of further reading to give you an advantage in running a tourism business here.



Dan James

Enterprise and Communications Manager
Exmoor National Park Authority
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About these guides

What they are, who they are for and why...

This guide is the second in a series of three guides.

1. Working in Exmoor National Park
2. **Good Tourism on Exmoor**
3. Sustainable Business on Exmoor



Get the guides >

This series aims to help guide local businesses operating within and around the National Park, providing practical ideas and information to make the most of the opportunities afforded by the area for your business.

The guides are applicable to any business operating within Exmoor National Park, OR a business located close by whose primary service/product is specifically related to the National Park.

Who we are

EXMOOR NATIONAL PARK

Exmoor was designated as a National Park in 1954. The coordination of work to achieve National Park purposes in the area is undertaken by **Exmoor National Park Authority**, a free-standing local government organisation.

Exmoor National Park Authority decides what measures to take to achieve the two National Park purposes;

- "To conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park"
- "To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public"

In carrying out these purposes the Authority has a duty to seek to foster the economic and social well-being of local communities within the National Parks.

Rural Enterprise Exmoor is a partnership initiative facilitated by the National Park Authority to bring together key players supporting Exmoor's rural economy to support the development of a strong and thriving economy whilst keeping Exmoor special.

Questions? More Information?

Find out more about the work of the **National Park Authority** and **Rural Enterprise Exmoor** at:

www.exmoor-nationalpark.gov.uk/community/rural-enterprise >

Contact us at:

Email: ruralenterprise@exmoor-nationalpark.gov.uk

Tel: 01398 323665

Address: Exmoor National Park Authority, Exmoor House, Dulverton, Somerset, TA22 9HL

Follow us on Facebook and Instagram at: @RuralEntExmoor

Get in on the conversation at: #WeAreExmoor

Credits

Developed by **Exmoor National Park Authority** in conjunction with Black Spiral Design.

Exmoor National Park Authority 2026.

The Rural Enterprise Exmoor initiative has been established by **Exmoor National Park Authority** in partnership with the **Somerset Council, Devon County Council, North Devon Council, the Federation of Small Businesses, Visit Exmoor, Exmoor Hill Farming Network** and **Skill Up Somerset.**

The first edition was part funded by the UK Government through the UK Community Renewal Fund as part of the Somerset Business Cluster and Networks initiative.

Disclaimer

Whilst all the information in this guide is believed to be correct at time of publication the authors can accept no responsibility for any error and will not accept liability for loss or damage caused by any reliance placed on the information contained in the guide. Our goal is to keep the information updated and we will seek to correct any errors brought to our attention.

The authors are not responsible for the availability or content of external sites / links. The authors do not endorse any specific organisations, processes, or services.

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Exmoor National Park / Nigel Stone

Walkers, Badgworthy

Using this guide

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Navigation

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"**Home**" goes to the contents page

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Links

Link >

button

Click on an underlined link to navigate to the external URL (hover to see the destination).

Click on a button to undertake actions or navigate within this document.

Keep Notes

☑

Click on any "Keep Notes?" checkbox to add the important links to the notes page at the end of the document.

Got the Print Version?

Scan this QR code for the full digital version with all the interactive features.



Exmoor National Park / Jim Johnston Images

Webbers Post

Importance of Tourism on Exmoor

Tourism matters on Exmoor. It's a place that inspires people to visit with its special qualities. A place that enables specific and memorable experiences and a place that welcomes visitors year after year to explore further and do more. Tourism has huge potential and we need to work together to ensure Exmoor as a whole benefits.

What is Exmoor National Park?

EXMOOR NATIONAL PARK

Exmoor National Park was designated as a National Park in 1954. It is one of 15 UK National Parks. It has a geographical area of 267 square miles across Somerset (71%) and Devon (29%) with a resident population of around 10,000. Most of the land within the National Park boundary is under private ownership but Exmoor National Park Authority owns around 7% and the National Trust owns around 10 % .

From wild open spaces to special wildlife habitats, high sea cliffs to a rich tapestry of history, Exmoor has many special qualities.

Read more about Exmoor National Park in the first guide of this series:

Doing Business in Exmoor National Park >



Dunster / Exmoor National Park Authority

Every Year on Exmoor...



2,600,000

visitor days are spent*



Exmoor National Park / Jim Johnstone Images

£249million

is generated for the rural economy*



Exmoor National Park / James Walker



Exmoor National Park Authority

2,200 FTE jobs

are supported by tourism*

*Based on 2025 survey data



Exmoor National Park / Neville Stanikk

WithyPool Common

Visitor Facts & Figures

- **Over 99% of visitors** rate their visits as "Good" or "Very Good"
- **88% of visitors** are planning to return
- **57% of visitors** stayed overnight
- **55% of visitors** recognise the Exmoor National Park brand.

All above based on 2024/25 Visitor Survey.

Exmoor Facts & Figures

- Exmoor is home to approx. **10,000 people**
- Exmoor supports approx: **1,300 businesses**
- **44% of businesses** are in the tourism sector with a further 14% in retail
- **73% of businesses** are established and looking to grow
- **83% of tourism related businesses** see the natural and historic assets of the National Park as a benefit.

All above based on 2020 Rural Enterprise Exmoor Research Data

KEY TAKEAWAY

Tourism and visitors play a hugely significant role in the economy of Exmoor. Understanding the scope and scale of the market can **help you identify new opportunities or ways to enhance your existing activities.**

Why is Exmoor so special for Visitors?

We've seen that Exmoor is special, but visitors value immersive experiences rather than just places or things.

From getting away from busy working lives and city congestion, to exploring the great outdoors, the experiences of Exmoor that particularly resonate with visitors are:

- 267 square miles of Exmoor National Park contain an amazing variety of landscapes that provide inspiration and enjoyment to visitors.
- On Exmoor it is still possible to find tranquillity and peace as well as rediscover your sense of adventure; to catch a glimpse of wild red deer, be amazed by dark skies full of stars, and explore villages full of character.
- Large areas of open moorland providing a sense of remoteness, wildness and tranquillity rare in southern Britain, while spectacular coastal views, deep wooded valleys, high sea cliffs and fast flowing streams all combine to form a rich and distinct mosaic.
- The unique landscape of moorland, woodland, valleys and farmland, has been shaped by people and nature over thousands of years.
- Cosy pubs and tearooms offer delicious local produce.
- 800 miles of well-maintained and signposted footpaths and bridleways.

Read more about Exmoor National Park in the first guide of this series:

Doing Business in Exmoor National Park >



Exmoor National Park Authority

KEY TAKEAWAY

The landscape, tranquillity and outdoor activities are the top attractors to Exmoor. Understanding the motivations and aspirations of Exmoor's visitors can give you inspiration and ideas to add value to what you do and how you market your business.

What we mean by "Good Tourism"...

Over the years there has been much debate around the role of tourism, especially within protected areas. Like anything, if it is not managed well tourism can have a negative impact on the host environment/communities. But managed well, it can bring multiple benefits.

What's in a name?

There are lots of terms banded about to reflect the right type of tourism – sustainable, responsible, regenerative, transformative, green, eco and many more besides.

> *"**Responsibility** is the process and attitude, **sustainability** is the goal. Nobody is sustainable, but I don't want to do business with someone that is irresponsible."*
>
> ***Professor Xavier Font***

Sustainable tourism has been used to refer to balancing positive and negative impacts on the three 'pillars' of sustainability – the environment, society, and economy, in order to ensure actions taken today do not compromise opportunities for future generations. True sustainability can be very hard to achieve, but we can move towards a more sustainable way of doing things. Exmoor has led the way in developing sustainable tourism. In 2007 Exmoor was one of the first National Parks in the country to gain the European Charter for Sustainable Tourism in Protected Areas.

In more recent years the phrases regenerative and transformative tourism have risen to the fore. Transformative tourism talks about transforming the environment, the lives of host communities and the lives of those who participate in it, whilst regenerative tourism focuses on net gain - not simply minimising impacts, but tourism that helps to regenerate places (physically, economically and socially).

Exmoor's Good Tourism Plan

Partners working in tourism on Exmoor have collectively agreed a shared 'Good Tourism Plan' to co-ordinate efforts to develop a better future tourism on Exmoor that is Regenerative, Productive and Resilient, benefiting Exmoor's landscapes and communities as well as businesses and visitors.

Read the full plan here >





Exmoor National Park / James Walker

Economic Success

Is Dependent on..



Exmoor National Park / Jim Johnstone Images

Visitor Satisfaction

Is Dependent on...



Exmoor National Park / Jim Johnstone Images

Environmental Quality

Is the key to...

The bottom line...

Beyond the buzz words, on Exmoor it comes down to developing, promoting and supporting 'good' tourism – tourism that is good for both people and planet. The natural environment is an intrinsic part of Exmoor's tourism offer, and a good business will protect and invest in its assets.

KEY TAKEAWAY

Ignore the terms used, instead focus on providing a wonderful experience to visitors and making your business work, but not at the expense of the environment that enables all this to happen. The information in this guide can help make this approach easier to implement.

Who's who in Exmoor Tourism

There are several key bodies and organisations with a role in managing, developing and promoting tourism on Exmoor, these and their roles and remits are outlined in this section:

Exmoor National Park Authority (ENPA)

Exmoor National Park Authority is a dedicated organisation working to pursue the core purposes of the National Park (as set out in the Environment Act):

- "To conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park"
- "To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public"

In carrying out these purposes the Authority has a duty to seek to foster the economic and social well-being of local communities within the national park.

Tourism provides a key opportunity to fulfil the second purpose and the socio-economic duty, and requires careful management to ensure there is no conflict with the first purpose. Tourism matters are overseen by the Authority's Rural Enterprise Team, but virtually all National Park teams contribute in some shape or form to tourism through managing our recreational products, and conserving the natural and historic environment that provides so many opportunities and through good planning.

The ENPA website has a wealth of information for tourism businesses and visitors:

www.exmoor-nationalpark.gov.uk >

ENPA Activities

- Visitor & destination management
- In-destination info (National Park Centres, publications, interpretation materials etc)
- Managing rights of way, toilets, car parks,
- Business training and engagement
- Product development and events etc.
- Research to aid management (visitor surveys, volume and value etc)
- Supporting the industry in marketing and promotions

Visit Exmoor

Visit Exmoor is supported by ENPA but is a separate organisation run by an independent board as a Community Interest Company. It is the official tourism organisation for the greater Exmoor area and seeks to promote the area through its website and social media channels. The committee also seek to influence local and regional industry stakeholders to ensure Exmoor is fairly represented and they feed into tourism initiatives,

Visit Exmoor also provide training and networking events and represent Exmoor on wider projects conducted by Visit England and Visit Britain.

To find out about membership of Visit Exmoor visit their website:

www.visit-exmoor.co.uk/membership >

County DMOs

There are also County-based Destination Marketing Organisations (DMOs) - Visit Somerset and Visit Devon covering parts of Exmoor. Some businesses may choose to join both Visit Exmoor and the relevant County DMO, whilst others will see which fits best with their business in terms of core audiences, and relevance of member benefits.

www.visitdevon.co.uk >

www.visitsomerset.co.uk >

Local Visitor Economy Partnerships

Exmoor is covered by two VisitEngland-accredited Local Visitor Economy Partnerships: Somerset & Exmoor and Devon & Partners. These partnerships bring public bodies and Destination Management Organisations together to provide a stronger framework for shared priorities, resources and targets, while improving accessibility, sustainability, visitor experience and support for local businesses and communities.

Somerset and Exmoor LVEP >

Devon and Partners LVEP >

Local Tourism Associations

Many towns and areas have local associations. We would encourage you to think about joining both a local group as well as the larger DMOs. Whilst the larger DMOs focus on promotion to those outside of the area, local associations have an important role to play leading on events, and promoting the local area within the destination, and on projects to enhance the attractiveness of the location.

These are largely voluntary groups and proactive involvement by members is what makes a difference. The more support they have the more they can achieve. Not everyone is a committee person but there are lots of ways you can help such associations whether you serve on a committee or not. By their nature there is some flux in these groups – for the most current links visit the ENPA website.

Exmoor National Park Website >

Estates and Trusts

There are a number of large estates on Exmoor, some of which contain significant visitor hotspots and as such these estates and charitable trusts have a role to play in tourism, for example the **National Trust**, **Forestry Commission**, **South West Lakes Trust**, and a number of privately-owned estates with public access.

Details for some of the main estates and trusts with significant tourism assets are listed below:

South West Lakes Trust >

National Trust >

Forestry England >

Porlock Manor Estate >

Working Together

The work and activities of the above, along with businesses and other tourism stakeholders, is made much more effective by taking a joined-up approach. **Utilising the Exmoor Brand consistently** and across the board helps instil it in the visitor's mind. **Coordination of activity limits duplication** and helps deliver bigger benefits using shared resources, and press and media liaison helps **consistent messages reach further**. Everyone has a role to play here from ENPA to owner-operator businesses and everyone in between.

Regional vs Local

There is often some competition between local and regional bodies, particularly in the promotion of tourism. Often, they are competing for the same members and bodies at differing scales can be fiercely protective of their own identities. What is important, however, is that **we are all Exmoor** and work done to promote 'Exmoor' will cascade benefits down to all the constituent parts within the National Park.

As a business it is up to you which (and how many) associations you join, but if we all support and get behind the work of 'Exmoor' as our primary identity we can reach further and compete better. If you also support your local area, it is better placed to take advantage of the spotlight and interest Exmoor can bring.

ENPA coordinates a tourism network to bring together the different organisations that have a significant role within tourism on Exmoor. The network is informal but meets to share ideas and updates between partners and how we can collaborate.

Exmoor Tourism Network >

KEY TAKEAWAY

Numerous organisations and bodies manage and promote tourism on Exmoor. **Knowing who does what and what they are responsible for is key.** As a business you can gain big advantages by working with these organisations. At the very least, **consider joining Visit Exmoor and your local tourism group** to maximise exposure and networking opportunities.

Quick Wins for Exmoor Tourism Businesses

This section outlines the basic opportunities any tourism business on Exmoor can take. **All of these actions are generally free of charge but offer considerable value to you and your business.**

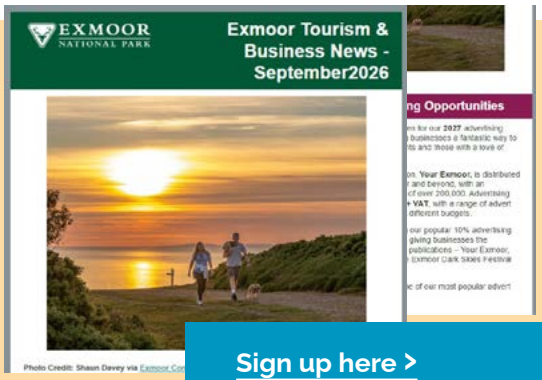


Exmoor National Park / Jim Johnston Images.

Dunkery Beacon

Exmoor Tourism e-newsletter

All tourism-related businesses are encouraged to sign up to the regular free Tourism (Trade) E-newsletters from ENPA to keep in touch with the latest news and opportunities.



Sign up here >

The Exmoor Tourism Update is circulated regularly to keep those involved with tourism up to date with the latest news and resources in support of tourism.

How will this help me?

Get the latest news and development within tourism on Exmoor as soon as they are released. It's a simple way of staying on top of what's happening and getting early access to trade events, training courses, research and other opportunities as they arise.

How to get started

Simply sign up at the link below and tick the "Tourism Update (trade)" box:

Sign up for the newsletter >

There are also other ENPA newsletters about news, events, conservation, farming, dark skies etc. If these are relevant to you and your business, we recommend signing up for them too (you can unsubscribe at any time).

KEY TAKEAWAY

Sign up to the ENPA e-news letter to get connected and keep in touch.

Sign up here >

National Park Centres – not just for visitors.

We have three award-winning National Park Centres in Lynmouth, Dulverton and Dunster. Each Centre is staffed by expert staff with a vast knowledge of Exmoor and all that can be experienced here. There are films, interactive displays as well as information, books and free leaflets.



Exmoor National Park Authority

Find out more >

How will this help me?

First and foremost, they are a fantastic resource for your customers and places you absolutely should be signposting them to. However, they can also act as key hubs for tourism businesses so you can access key information and advice. Finally, building a good relationship with the staff and keeping them informed about your business will help them to spread the word.

How to get started

Pay a visit to your local Centre, introduce yourself and your business and forge a relationship with the staff there.

The Centres are located at:

Dulverton

Open 7 days a week Easter to October and limited winter opening

Tel: **01398 323841**

Address: Exmoor House, Kemps Way, Dulverton, TA22 9HL.

Find on Google Maps >

Dunster

Open 7 days a week Easter to October and limited winter opening.

Tel: **01643 821835**

Address: Dunster Steep, TA24 6SE.

Find on Google Maps >

Lynmouth

Open: 7 days a week, year-round

Tel: **01598 752509**

Address: The Pavilion, The Esplanade, Lynmouth, EX35 6EQ.

Find on Google Maps >



Exmoor National Park Authority / James Walker

Dunster NPC

What Services are Available?

Whilst there, also take the opportunity to learn a little more about Exmoor, familiarise yourself with what else is available in your local area and the services on offer at the Centre itself. Each offer:

- Expert staff on hand to provide bespoke information to get the most from your visit to Exmoor
- Inspiring displays and interactive exhibits
- Maps
- Guides, publications and souvenirs for sale
- Event listings
- Multimedia film theatres (Lynmouth and Dunster)
- Exhibitions
- Telescope hire

KEY TAKEAWAY

Visiting one or more of our Centres puts your business on the radar of the staff there and potentially can give you more exposure and opportunities to promote things like special events. Also be sure to encourage your guests to visit a Centre to get their best Exmoor experience.

Free Exmoor National Park Literature

We produce a wide range of leaflets and information to help people enjoy and understand Exmoor. We produce an extensive range of free Pocket Guides and the free annual Your Exmoor newspaper. You can collect stocks from our National Park Centres.



Find out more >

How will this help me?

Not everyone can be an expert on all aspects of Exmoor or have time to pull information together on the wider area. Happily, you can provide the official version by those who do have the time and expertise! Providing these to your customers not only helps them experience Exmoor but also ensures high quality and consistent messages and information are shared.

How to get started

Drop into one of the National Park Centres to get a feel for the literature on offer.

Your Exmoor is published each year full of information and inspiration for people to get the most out of their visit to Exmoor.

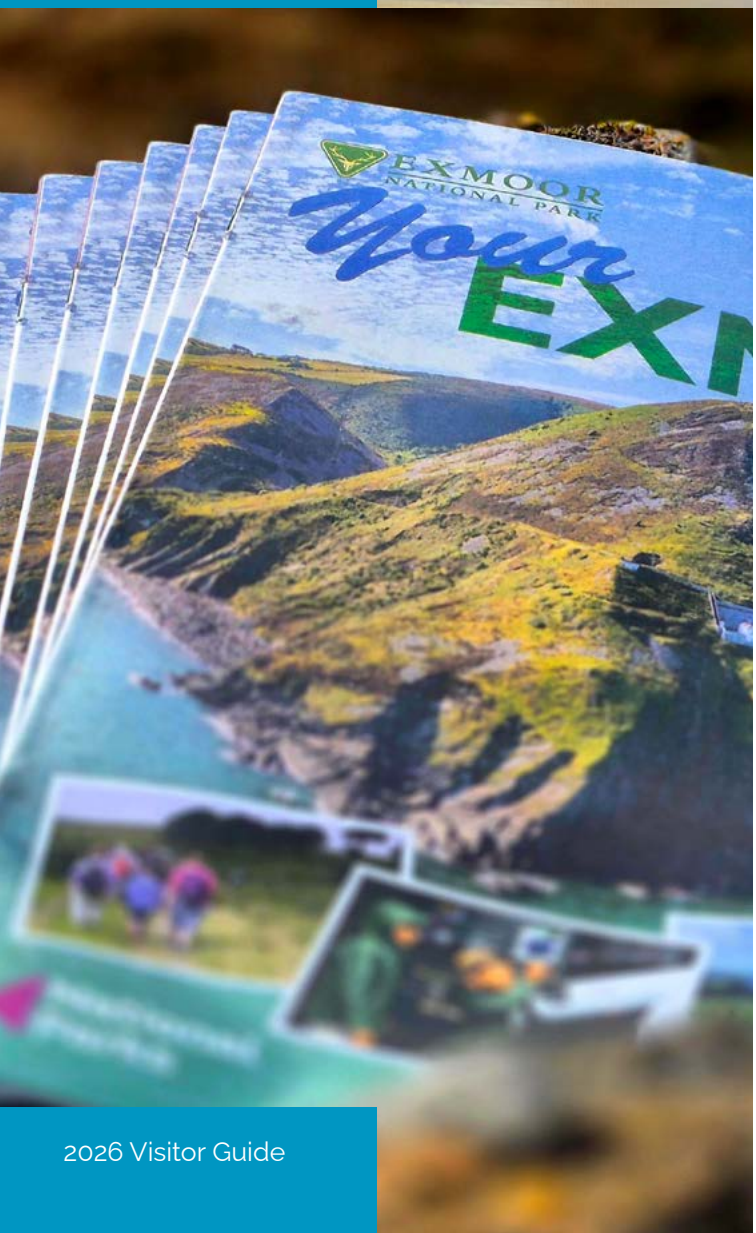
Subjects covered in our free **Pocket Guides** include:

- General intro to the National Park (also available in German, French and Dutch)
- Tarr Steps
- Rivers & Streams
- Wildlife of Exmoor
- Valley of Rocks
- Exmoor Coast
- Porlock Marsh
- Woodlands
- Dark Skies
- Moorland Birds
- Butterflies of Exmoor
- Coleridge Way
- Two Moors Way
- Seashore Wildlife
- Other seasonal event leaflets are also available.

The National Park can also provide tourism and hospitality businesses with free table talkers which provide a welcome to Exmoor and useful



Table Talkers



2026 Visitor Guide

visitor information which you can use on tables or in guest bedrooms etc.

Obtaining Literature

National Park Centres are able to supply smaller amounts but it's best to contact them in advance regarding larger quantities.

More about National Park Centres

Visit Exmoor organises an **annual leaflet exchange** (usually in March) which is an opportunity to grab as many publications as you need for the coming season. Sign up for the **e-newsletter** to get notified:

More about the newsletter

If however you require larger quantities of literature (whole bundles rather than handfuls) you can put in a request directly with us.

Literature Request Form >

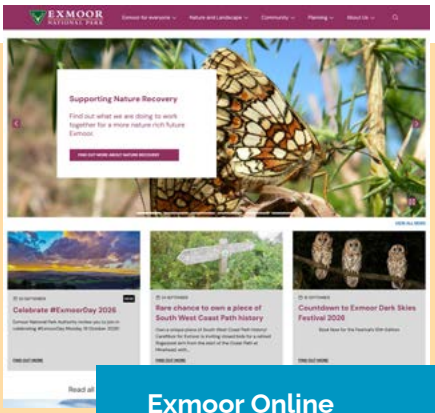
KEY TAKEAWAY

Stocking up on official literature is a free and easy way of giving your customers great information and inspiration and aligning your business with the National Park.

Get yours today >

Exmoor Online Opportunities

There are a number of official and third-party websites and social media accounts used to promote tourism on Exmoor. Depending on your business you could get featured on these with a listing, or have any events, special offers and news showcased



Exmoor Online

How will this help me?

Ultimately it's publicity and the opportunity to reach audiences you may not be able to reach alone. Once again it also has a benefit in aligning your business with the National Park by being featured in established Exmoor-related websites and social media accounts.

How to get started

Do a little research to find out what websites and social media are out there talking about Exmoor that your customer base pays attention to. We have listed the official and some of the more popular ones below:

Exmoor National Park

www.exmoor-nationalpark.gov.uk >

The official National Park website. Information on what makes Exmoor special, enjoying Exmoor, info for those living and working on Exmoor etc. The site does not provide general business listings but you can submit events to the calendar. Note: Park Partners, Dark Sky Friendly Businesses and CareMoor Champions are listed.

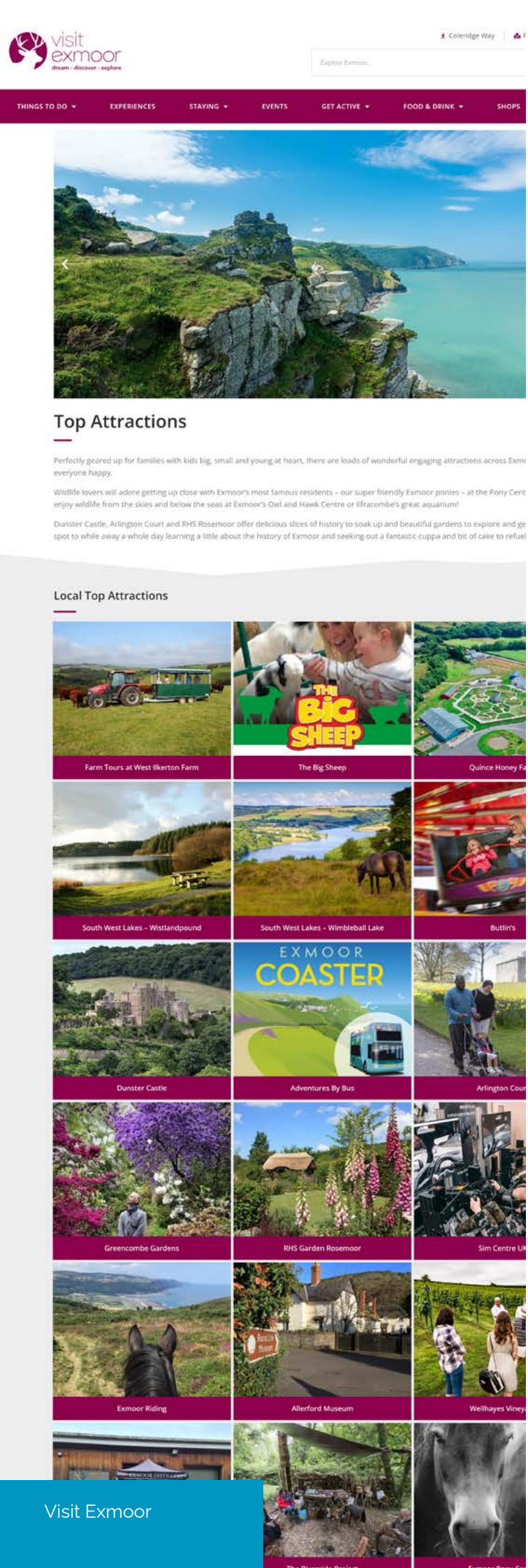
For more information on ENPA Social Media and the #WeAreExmoor hashtag campaign, check out part 1 of this series of guides:

More about #WeAreExmoor

Visit Exmoor

www.visit-.exmoor.co.uk >

Primary tourism site for the National Park. Visit Exmoor membership includes web listings for accommodation/hospitality providers, attractions, activity and experience providers as well as business support and training opportunities.



Local Tourism Websites

There are several local tourism associations with websites covering your local area which can also be a useful place to get listed. A comprehensive list of these is included at the ENPA website.

Exmoor National Park Website >

Other Exmoor Websites

There are various other Exmoor related sites, some of which are privately run. Some focus on tourism and specific types of businesses, whilst others focus more on the area. Research any that may be most useful to you and consider a listing where applicable (note that some may make a charge).

KEY TAKEAWAY

There are lots of organisations with an Exmoor online presence, getting your business featured and highlighted can give you **a big exposure advantage.** Don't neglect the role of social media too! Interacting with established accounts and taking part in Exmoor conversations can also **raise your profile.**

Improve the guest experience

Nothing beats experiencing things first-hand! We would encourage you to try out some of the visitor experiences on Exmoor yourselves, to get to know Exmoor better and to share your knowledge with guests.



Coasteering on Exmoor

Exmoor National Park / Jim Johnstone Images

How will this help me?

Improving your knowledge of Exmoor and experiencing things first hand allows you to offer recommendations and quality suggestions to your guests. You will be offering them insider information and local knowledge; they'll gain a better experience and you will be seen as helping them achieve it. Don't discount the effect this can have on your reviews and repeat business!

How to get started

We've compiled a starting list of opportunities you can explore, broken down by key theme below:

Wildlife

- **Take a guided experience.** Guided experiences such as deer walks and seashore safaris, wildlife safaris, volunteering sessions and guided walks are all great ways to experience Exmoor's wildlife and find out more in a responsible manner. Check out the links below for more info:

Exmoor Event Calendar >

Visit Exmoor Experiences >

- **Look Wild!** Join the biggest citizen's science project that National Parks have ever undertaken. Look Wild uses i-naturalist, a free nature identification app, that will name plants and animals for you and contribute to a huge record of data about wildlife in our National Parks. Download the app and search for Look Wild! within it and start contributing and learning today.

Look Wild - National Parks >

Walking

Visit www.exmoorwalks.org a dedicated website for self-guided walks on Exmoor. An interactive map gives you an overview of different walks, whilst we have specific collections to highlight some great opportunities and encourage people to explore different areas of the National Park:

- **Exmoor Strolls** - Our easier access walks which are all step and stile free and graded using the Miles without Stiles classification, with many suitable for wheelchairs and buggies too. The Countryside mobility project has trampers to hire at selected Exmoor sites for those with limited mobility.

- **Exmoor Explorers** – Our top shorter walks on Exmoor, suitable for a broad audience including those with less confidence or experience in exploring the countryside. Map reading is not essential and these great walks of up to 2 hours introduce you to some of the most special qualities of Exmoor. Free OS digital mapping is available if you wish and there is also a video guide for each route so you can check out the route in advance! Why not embed the video of one of the walks close to you within your website?

- **Exmoor Classics** – Our top longer walks on Exmoor – slightly harder in terms of distance/duration, terrain and/or navigation than the Explorers these are great for those that want to delve a bit deeper into Exmoor.

- **Long Distance routes** – Full details and links to practical information on completing Exmoor's long distance walking trails. From the iconic South West Coast Path which starts its journey from Minehead traversing the Exmoor coast before continuing around the South West peninsula to Poole Harbour some 630 miles away, to the challenging Two Moors Way or the more gentle yet equally inspiring Coleridge Way, walking in the footsteps of the romantic poets. If you want to benefit from long distant walkers think about working with one of the walking-holiday companies - they will provide a service for walkers by packaging together accommodation along the way, luggage transfers, transport links and route guides.

Heritage

- Take a look at the **Exmoor events calendar** for guided walks, talks and other events unpacking Exmoor's rich heritage and past history.

Exmoor Event Calendar >

- **Visit a local museum** – Exmoor plays host to numerous small museums including:

The Lyn and Exmoor Museum >

Dovery Manor Museum >

The Rural Life Museum >

Combe Martin Museum >

Dulverton Heritage Centre >



Exmoor Commons / Shaun Davey

Dark Skies

Exmoor's Dark Skies are a particularly unique feature. Discover more on our dark skies and stargazing webpage about where to go including our Dark Sky friendly businesses, events at Dark Sky Hubs and the Dark Sky Discovery Trail (as well as the ever-popular Dark Skies Festival held each autumn).

Exmoor Dark Skies >

Families

- Something for younger visitors – take a look at **Your Exmoor** to learn how youngsters can complete a number of simple challenges to help look after and understand Exmoor and become one of our **Exmoor Park Protectors!** A free certificate and sticker are available from National Park Centres for those completing the challenge and a medal can be purchased as well.

Using the information

It's not all about having fun you know! The point of all of this is to gather information and then consider how and where you can provide it to your guests to enrich their experience. Consider using it:

- In your marketing to make links and showcase the wider offer
- During the booking process – e.g. your website
- Pre arrival – Perhaps send them some top tips ahead of arrival?
- On-site – What do you provide at your business, how can you signpost to National Park Centres etc?

KEY TAKEAWAY

Experience is everything to your visitors. By improving your own knowledge and experiencing the best of Exmoor first-hand you can pass on great recommendations and **reap the benefits of being a knowledgeable and trusted guide.**



Exmoor National Park / Jim Johnstone Images

Foraging Experience

Using Exmoor in your marketing

This section focuses on opportunities available to Exmoor based businesses that can **help you gain visibility or promote yourself more effectively to your customers**. Many of these opportunities are free of charge however in each case you will need to consider how you build them into your existing marketing and communications planning.



Exmoor National Park / Jim Johnstone Images

Using the Exmoor Brand

A suite of Exmoor brand materials and imagery is available for free to all businesses within the National Park. It includes materials and designs for use across all medias.

Please ensure you read the guidelines before using the brand.



Get the brand >

How will this help me?

Exmoor enjoys one of the highest profile brands in the South West (itself one of the UK's top holiday destinations) – not only in terms of awareness but also in terms of interest.

Aligning your business with Exmoor, a brand already visible, in demand, and trusted can give you a significant edge in a competitive tourism industry. Building the brand into your communications is an extremely easy way to make the connection between your business and the National Park. ENPA therefore encourage all businesses to take advantage of this, and the more it is used the wider the recognition grows for everyone attracting visitors to Exmoor.

How to get started

Read the Exmoor brand guidelines and download the logos here:

Exmoor Brand Guidelines >

Exmoor Brand Flickr Album >

Various versions are available but please get in touch with the REE Team if you need very high-resolution versions for print media or signage.

Need Help?

Further support and guidance on usage of brand materials can be obtained from the Rural Enterprise Team. Contact us at:

ruralenterprise@exmoor-nationalpark.gov.uk

KEY TAKEAWAY

The simplest way possible to build Exmoor into your marketing is to use the Exmoor brand to celebrate your association with the area. By doing so you also help spread the Exmoor message further.

Using the Exmoor Media Library

ENPA, with the support of local photographers, has created a library of media assets for use by businesses and partners. These assets cover a wide variety of the landscapes and experiences on Exmoor that will appeal to your customers and help you show your business in the best light.



Exmoor National Park Authority.

View the library >

How will this help me?

Not everyone is a great photographer or film-maker, and procuring high-quality imagery and video can get expensive quickly. ENPA regularly commissions and curates media covering all aspects of Exmoor and showing it in its best light so you don't have to. These assets make it simple to showcase your surroundings, to talk about what is in your immediate vicinity, and helps you make a strong and visually- appealing connection to Exmoor for your visitors

How to get started

High-quality curated landscape imagery of Exmoor is available, thanks to the generosity of local photographers within Exmoor Commons. It is hosted within the **Exmoor National Park Flickr channel,** where you can also find images linked to specific initiatives.

www.exmoor-nationalpark.gov.uk/enpa/press-room/image-library >

These can be used on your own websites, social media and marketing material. Please credit "Exmoor Commons / PHOTOGRAPHERS NAME" (where the latter is given) alongside any photos used.

Please check the license details for individual photos for commercial use. – the vast majority can be used for free for non-commercial use, in any of your marketing materials. In this instance non-commercial relates to not using the images for 'monetary compensation' such as on saleable goods/publications.

The National Park's **You Tube channel** also contains a range of videos profiling Exmoor and all it offers. Any of these are available as appropriate for you to embed into your websites.

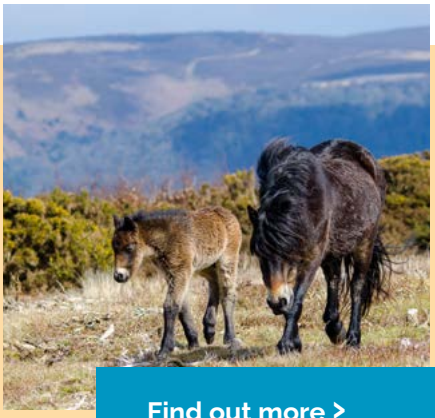
www.youtube.com/user/ExmoorNP >

KEY TAKEAWAY

Great images and videos can help make sales. By taking advantage of the high-quality assets made available you can **show your business in the best light** and help embed the beauty of Exmoor in the minds of your customers.

Using Key Exmoor Messages

ENPA have distilled the essence of Exmoor and developed some key messages for visitors to Exmoor. These quickly and easily communicate what's special and why a visitor would care. They are ready made for you to weave into your own communications.



Exmoor National Park / Nigel Stone

Find out more >

How will this help me?

Again, it will save you time and effort as a business in crafting compelling copy about Exmoor as a backdrop to your own promotional messages about your business. By doing so, you can once again easily make a clear and tangible link between what you do and Exmoor, beyond simply mentioning that it's a National Park.

Need Help?

If you need specific information or deeper insight on a specific subject, why not get in touch with the staff at one of the National Park Centres?

More about NPCs

How to get started

You can view the core messages on the ENPA website:

Exmoor - Key Messages >

Remember, not every message will be relevant to every business and the list should not be used as is, rather they present starting points that you can latch onto and expand as appropriate.

KEY TAKEAWAY

It can be tricky to really communicate why a place is special and by building on the work already begun by the ENPA you have the starting points to craft compelling copy that will **show you and Exmoor in the best light.**

Become a CareMoor for Exmoor Champion

Exmoor National Park is free to access and the work of the Authority is funded nationally through central government. Individuals and businesses however can help us keep Exmoor Special by donating to CareMoor for Exmoor, supporting vital conservation and access work.

Find out more >

How will this help me?

Increasingly visitors are concerned about the sustainability and the impact of their activities and how that contributes to maintaining what's special about the wider destination. Supporting CareMoor is a great way to show your customers that you are giving something back and directly helping to maintain the landscapes they love.

How to get started

Businesses can sign up to be a CareMoor for Exmoor champion by helping us to both raise funds and raise awareness. It might be hosting a CareMoor collection box, running a fundraising event for CareMoor or offering a percentage contribution to CareMoor for specific bookings, goods or services.

Read more here and download a PDF to find out more about how your business can get involved.

CareMoor for Exmoor >

CareMoor for Exmoor

CareMoor for Exmoor

KEY TAKEAWAY

By becoming a CareMoor for Exmoor Champion, you very visibly show that **your business contributes to keeping Exmoor Special.** This is a powerful message to your customers, another great way for you to be associated with the National Park, and nets you some extra exposure too!

Apply here to get involved >

Apply to become a Exmoor Park Partner

We wish to recognise and reward those businesses that put the National Park at the heart of all they do. The Exmoor National Park Partner Scheme provides a means of identifying those businesses that are acting as ambassadors for the National Park and what it stands for.



Find out more >

How will this help me?

Being a Park Partner is the ultimate logical step in embedding your business into the surrounding area. It's not just a brand or logo, rather it's an accolade that rewards you for your commitment and demonstrates to your customers and suppliers that you are working with us to help keep Exmoor special for generations to come.

It is free to apply and once awarded you can utilise the award within your own marketing materials and have access to numerous other marketing opportunities as a result of your status.

How to get started

Any business or organisation located within or close to Exmoor, or with a strong association with Exmoor National Park can apply to become a National Park Partner.

To qualify, you need to apply and clearly demonstrate a commitment to contributing to the five core themes.

Read through the information at our website that outlines the scheme and the key themes.

Apply to become a Park Partner >

Details for the key themes and example actions can be found in our '**Working in Exmoor National Park'** guide. However, these are just ideas, think through what you're already doing and anything else you can commit to, We are very keen to see innovation and new ideas and approaches to sustaining the area.

KEY TAKEAWAY

Becoming a Park Partner gives you a tangible, visible method of showing that you put the National Park at the heart of all you do. Specifically, it is recognition from the National Park Authority itself that you care and support what makes the place so special. **An absolutely key marketing message!**

Enter your business for a Tourism Award

If you've got it – flaunt it! The South West Tourism Awards and the associated Devon and Bath, Bristol and Somerset Awards, are opportunities to celebrate your successes. With around 25 categories there is something suitable for all types of businesses.

SOUTH WEST ENGLAND TOURISM EXCELLENCE AWARDS

Apply here >

How will this help me?

It's often difficult to appreciate the great things you do as a business or spot opportunities to improve when you are caught up in the day-to-day running of it. Awards provide you with the opportunity to benchmark yourselves against others, encourages you to step back and review what you're achieving and can provide you with expert feedback. Needless to say, **IF** you do well, it provides an opportunity to celebrate your success, a great message to market yourself with and can raise your profile locally, regionally and even nationally.

How to get started

Do your research and seek out the awards that fit with your business and which will resonate with your customers. We have included links below for the key tourism awards for Exmoor-based businesses, but there are plenty more out there.

Regardless of which award you enter, make sure to give yourself enough time to put together a really compelling application and remember you'll need evidence (and probably gather customer testimonials) to support your application. It's also worth mentioning that embedding your surroundings in what you do as a business will almost certainly get you extra credit, so do consider undertaking some of the actions in this guide!

To enter go to the appropriate award website for more details on the application process:

www.somersettourismawards.org.uk >

www.devontourismawards.org.uk >

KEY TAKEAWAY

Applying for an award can be an incredibly useful process for your business, winning an award is the icing on the cake that can provide a **real boost to your profile** and some really **compelling marketing collateral for years to come**.

Embedding Exmoor in your business

This section takes things a step further and looks at ways and ideas for really building Exmoor into the heart of what you do. Much of the elements in this section require some form of investment and may influence you to extend your product or service, or even develop new offerings. **However for the right kind of business, going further and embracing Exmoor can really help you grow and sustain your business.**



Exmoor National Park / Jim Johnstone Images

East Lyn Valley

Utilise the latest Exmoor Tourism Research

ENPA commissions research to help understand who visits Exmoor as well as the wants/needs and behaviours of those visitors. The research programme is undertaken regularly allowing analysis of trends and other developments over time. All research is freely available to businesses.



See the latest >

How will this help me?

Understanding your market, your audience, trends and opportunities is vital to sustaining any tourism business. This data allows you to make decisions and effectively plan for the future, whether you are developing something new, growing an existing business or simply surviving in tricky times.

How to get started

The Exmoor tourism research programme has two main strands:

Qualitative visitor views – through a regular face to face visitor survey undertaken every few years to establish who is visiting, from where, why, what they did, and their experience.

Quantitative Volume and Value trends – published annually. Using the STEAM model to estimate the volume and value of visitors to the National Park, and breakdown between different time periods and sectors within the visitor economy. As well as a report focusing on the National Park (which includes all those visiting as a day or overnight visitor) a further report for the Greater Exmoor influence area is produced which also includes all staying visitors within 10 miles of the National Park boundary.

Results and analysis are published on the ENPA website alongside other research we feel is relevant to businesses on Exmoor.

Exmoor - Tourism Research >

It's also worth signing up for the e-newsletter to get notified when new data is released.

KEY TAKEAWAY

Understanding and being aware of the latest trends and data in tourism research on Exmoor **can help inform you of opportunities to plan, grow and sustain your business.** It also provides a useful foundation if you are planning to undertake your own research.

Promote Local Exmoor Food and Produce

Local food will play a key role in a visitor's holiday experience. Getting the food and drink offer right is therefore vital. Through our Eat Exmoor project we can supply a Local Producers Database and marketing materials to help address this.



How will this help me?

Farming helps sustain the Exmoor landscape and food and drink has a major influence on someone's choice of where to visit, the quality of their experience and the likelihood of return visits.

Food and drink also represent one of the largest components of a visitor's carbon footprint whilst on Exmoor – encouraging them to buy local from sustainable resources will help to limit this. As a tourism business on Exmoor, you play a key role in getting that message to visitors and enabling them to eat local whenever possible. It is also a very visible opportunity to tie your business to Exmoor and support others within the National Park.

How to get started

Firstly, take the time to source local produce for use by your business and make sure you let your customers know e.g. offering an Exmoor breakfast with locally produced sausages, bacon, eggs, bread and jams. You can find details of Exmoor producers within our Exmoor Business Directory:

Local Producers Directory >

Familiarise yourself (and share details with your customers) with the food offer on Exmoor. There are food events, farmers markets and promotions throughout the year to attract visitors.

www.visit-exmoor.co.uk/food >



Exmoor National Park Authority



Exmoor National Park Authority

Selworthy Pantry

Eat Exmoor

Under the banner of Eat Exmoor, we work with partners to promote the importance and quality of local food and its link to the countryside and environment. As well as encouraging residents and businesses to Buy Local, the project seeks to promote Exmoor as a great food destination and the support for this message is relevant to all tourism related businesses.

For businesses we provide marketing tools including:

- A Local Food and Drink Marketing Toolkit
- A dedicated variation of the main Exmoor brand specifically for businesses showcasing local produce.
- Free point of sale materials! ENPA can provide posters and signs specific to both retailers and hospitality providers to promote the availability of local produce within your business. We can also provide retailers with materials such as shelf edges and product stickers to flag up items produced in Exmoor.

  Eat Exmoor >

- There are also two short Eat Exmoor films you can embed in your website

https://youtu.be/RgP_mXzhYJw >

https://youtu.be/vKgdInQMSYM >

KEY TAKEAWAY

Show that local matters to you by choosing local produce for your customer offer and signposting to retailers and suppliers that are using local produce. You can gain extra benefit and marketing collateral by making it visible to your customers using the Eat Exmoor and Produced in Exmoor branding.

Promote Stargazing and Dark Skies

Exmoor has some of the darkest skies in the UK and has been designated a Dark Sky Reserve since 2011. ENPA works with residents and businesses to try and minimise light pollution. There are several opportunities to build this asset into your business and be recognised for your efforts.

Find out More >

How will this help me?

Dark skies are a particular asset of Exmoor and one of its special qualities. As a business they represent an easy opportunity for you to expand your product/service or simply tap into the high level of interest. Dark sky tourism is not seasonal and can be enjoyed by everyone from amateurs to experienced astronomers which makes it an attractive opportunity to pursue.

How to get started

If you are new to astronomy then start by building your own knowledge and getting involved in the year-round events to celebrate this special quality.

Exmoor Events Calendar >

Exmoor Dark Skies >

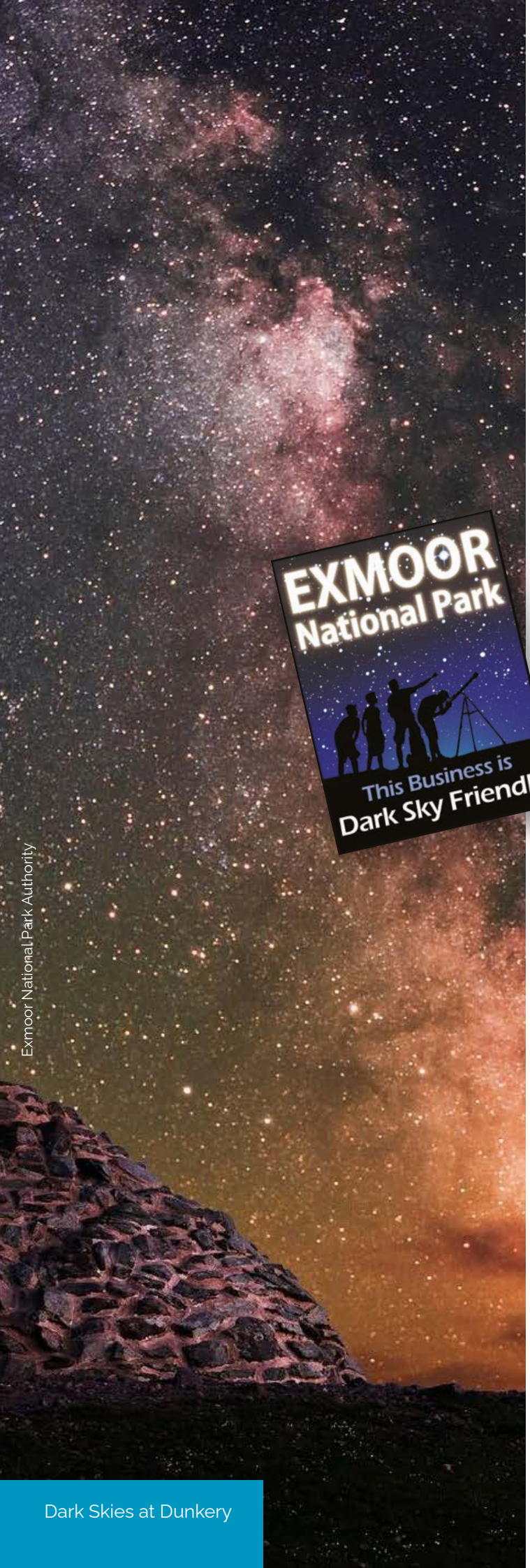
www.facebook.com/ExmoorStargazers/ >

Since 2017 ENPA has coordinated an annual Exmoor-wide Dark Skies Festival with events by ENPA, businesses and organisations spread over several weeks.

Exmoor Dark Skies Festival >



Exmoor National Park Authority



Exmoor National Park Authority

Dark Skies at Dunkery

Dark Skies in your marketing

In terms of marketing you can add the Dark Sky Reserve and Festival logos to your website and use in your social media. You can also add a link to our stargazing webpage.

Exmoor National Park Stargazing >

Exmoor Astronomers Guide >

Dark Sky Friendly Business scheme

The scheme recognises accommodation businesses and activity providers who demonstrate a basic level of understanding of the dark skies and the needs of visitors who come here to stargaze.

Email the Rural Enterprise team for details of how to apply and links to some online recorded training sessions.

ruralenterprise@exmoor-nationalpark.gov.uk

KEY TAKEAWAY

Dark skies are a specific quality of Exmoor and one every business can easily take advantage of. Talk about Exmoor's dark skies in your promotional materials to **add value to your visitor offer,** and apply to become an accredited business if it makes sense for you and your customer base.

Make the most of Seasonality

The majority of visitors come to Exmoor during the peak season of July through to September. But outside of this period Exmoor offers an equally compelling visit and it is in the out of season periods that we've seen the most significant growth in both the volume and value of visitors.



Exmoor in Autumn

Exmoor National Park / Jim Johnstone Images

How will this help me?

A busy summer season is good but increasing business throughout the year can help sustain your business in the long run. Exmoor has a variety of amazing experiences that cannot be experienced during the main season or which are better in off-season months. Capitalise on these and offer your customers something new and different that they will value. Also, don't forget the power of repeat business, promoting the qualities of Exmoor in all seasons you will encourage those who come in summer to visit again at a different time of year.

How to get started

To take advantage of seasonal changes you need to do some research and understand what is happening on Exmoor in any given season. Get out and explore yourself or keep an eye on the Exmoor events calendar for seasonal events you can take part in:

Exmoor Events Calendar >

Read more

Visit our National Park Centres to pick up our range of free pocket guides which cover a range of topics applicable to all seasons from dark skies to wildlife, woodlands to wild flower meadows and moorland birds to sea shore habitats.

More about NPCs

Here's a low- down of the key draws and special qualities of each season on Exmoor.



Exmoor National Park / Jim Johnstone Images

SPRING

As the weather begins to warm Exmoor bursts into life with fresh air and spring colours.

Look out for:

- 'Mad March hares' boxing on the farmland and moorland areas
- The return of migratory bird species to Exmoor from the south to breed.
- The wonderful carpet of bluebells throughout our ancient woods.
- The amazing dawn chorus as our resident birds are joined by an influx of migrants.
- Colourful swathes of yellow gorse across the moorlands.
- Appearance of lambs, foals and other young as the temperatures warm.
- Spring Foraging and Foodie events
- Horse riding
- Annual Exmoor Nature Festival in late May.



Exmoor National Park / Jim Johnstone Images

SUMMER

The long days of summer are a busy time for Exmoor with lots to see and do before the nights begin to draw in.

Look out for:

- The brilliant translucent green of the new beech in Exmoor's high hedges and woods.
- Exmoor ponies with this year's foals are out and about on the higher parts of the moor, building up fat reserves for the winter ahead.
- Flight season for butterflies including the stunning dark green and silver-washed fritillary.
- The "purple headed mountains" of high Moorland (the source of the famous Exmoor heather honey).
- The odd call of the stonechat (like two pebbles being struck together).
- Summer shows in villages and towns



Exmoor National Park / Nigel Stone

AUTUMN

For many, Autumn, with its colours of gold and brown and mist-filled valleys, is the highlight of the Exmoor year.

Look out for:

- The rutting season for our famous red deer, the combes often echoing with the bellows of amorous stags.
- Atlantic salmon returning from the ocean, leaping over any obstructions in their way in their drive to return to the spawning grounds
- The riot of life and colour in Exmoor's woodland as the leaves change and the fungi appear on the forest floor.
- The best chance to spot Exmoor's indigenous lizards and snakes before they hibernate for the winter.
- A great opportunity for stargazing as the nights draw in earlier.
- The Exmoor Dark Skies Festival
- Food events & festivals



Exmoor National Park / Jim Johnstone Images

WINTER

With the colder weather, Exmoor can show its wilder side, but there is still lots to see.

Look out for:

- Thousands of starlings turning the sky black as they come together in huge clouds over the Moorland areas.
- The large numbers of wading birds taking advantage of the relatively mild winters on sites like Porlock Marsh.
- The rich communities of lichen that thrive in Exmoor's clean, damp air.
- The carpets of snowdrops throughout Exmoor's woodlands in late winter to early spring.
- Cold and crisp frosty days can offer some of the best views of Exmoor as the moors glisten underfoot.
- Christmas events



Exmoor National Park

Riding on Exmoor

Using this information

- Consider using this changing seasonal picture within what you offer and how you communicate with your customers:
- Refresh your website and visuals for the current or upcoming season, showcasing the best of Exmoor and what's special right now

Exmoor Media Library

- Promote the advantages and appeal of out of season visits – use the hashtag **#ExmoorAllSeasons** online
- Promote and link to the key events and experiences available in each season
- Promote return visits out of season and consider loyalty/winter promotions/ discounts
- Offer extra information and guides to your visitors to help them make the most of the seasons (see useful links below)
- Consider developing extra services or products yourself that can bring these experiences to life for your customers

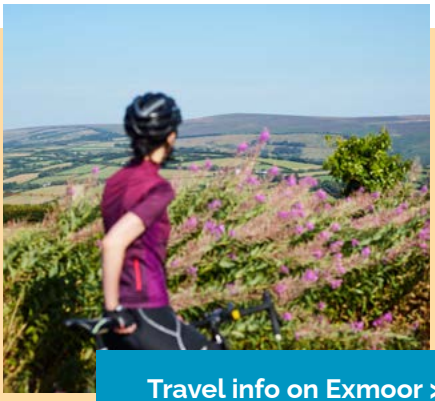
More about Experiences

KEY TAKEAWAY

Summer is fantastic on Exmoor, but don't neglect the experiences on offer year-round. **There are plenty of amazing things that will draw visitors, and which offer you opportunities as a business.** Build your knowledge and make it simple for your visitors to access them.

Promote Sustainable Travel on Exmoor

The vast majority of visitors to Exmoor arrive by private car and travel around the area by car. Travel accounts for a significant proportion of the carbon emissions from visitors. As a National Park we are committed to reduce these emissions and encourage visitors to travel more sustainably.



Exmoor National Park / Jim Johnstone Images

Travel info on Exmoor >

How will this help me?

Visitors are becoming increasingly aware of the environmental impacts of travel, however the issue with car-free journeys is the lack of visitor confidence in alternatives and difficulty accessing key information. By offering options, ideas and making information on alternatives to car travel easily accessible you can show your commitment to conserving Exmoor **AND** helping your visitors do the same.

How to get started

There are two elements to this – reaching the destination and travelling around the destination.

Getting Here

You can help people travel to the area more sustainably by promoting links to public transport services and connections. You'll find everything you need to know about reaching Exmoor at the ExploreMoor pages on our website:

ExploreMoor Travel Information >

Getting Around

Once here there are a few ways you can help visitors to lower their emissions by ditching the car. It may not be easy for people to give up the car every day but by following some of these tips we can work towards limiting car use and encouraging people to have a better experience of Exmoor.

- **Take the bus** – Whilst not all of Exmoor is served by good bus links many of the main settlements are, especially in the main summer season, and the routes allow you to leave the car behind and to undertake linear walks too. Some services are operated by open-top vehicles which really do offer the best views around – allowing you to see over the iconic Exmoor hedgerows to get vistas unseen when travelling by road.



Exmoor 300 Bus

- **Keep it local** - Whilst many visitors favour Exmoor for its relatively small size and ease of exploring the whole National Park over a few days, others value it for the rich diversity of landscapes meaning you really don't need to travel far to experience different elements of Exmoor. Create some itineraries of different experiences visitors can have within say 5 miles from your business?

  More about Experiences

- **Active Travel** – help people travel further on foot or bike. Provide route ideas and inspiration, and give them the facilities they need such as drying rooms and secure bike storage and access to charging for e-bikes.

  Active Travel on Exmoor >

- **Plug it in** – E-car use is increasing rapidly, yet some are still nervous about using electric cars in areas like Exmoor where the rurality and topography create additional challenges. Keep up to date with the location of E-charging Facilities within Exmoor – more are being added all the time. You can also think about providing your own charging facilities for guests.

  www.zap-map.com >

- **Encourage them to stay longer** - Travel to the destination accounts for more emissions than travel within the area – encourage them to stay longer. Great for your business and good for the environment.

KEY TAKEAWAY

Make an effort to map out and provide plenty of information on car-free travel to your visitors. It helps them make an informed choice and hopefully **have a richer experience** as well as **showing your commitment to keeping Exmoor special.**

Showcase Immersive Exmoor Experiences

Research shows that demand for immersive experiences is growing. An immersive experience will allow the visitor to learn more about the place they are visiting, try things hands-on for themselves and meet the people and sample the food from the area. Exmoor has many special qualities which people enjoy but it's the experiences they actually have that make it truly memorable.



Exmoor Foraging Experience

Exmoor National Park Authority

What is an Experience?

When we talk about "experiences" we mean bringing together complementary elements to build a combined product that allows a deeper experience than each component alone. Each element should add value to the others and ideally allow the visitor to get involved or do things not normally available.



How will this help me?

Showcasing packaged 'things to do' to your guests before they visit will ensure they have the best possible experience on their Exmoor holiday and will have a positive influence on their customer journey. Knowing about some of the fantastic experiences on offer here will also influence a visitor to choose Exmoor, and your business, over and above another destination.

How to get started

Begin by considering what an experience means to your visitors. What are they looking for? What do they say is the best part of their visit to Exmoor? What things really get them excited?

If you need help with visitor insights, check out the Tourism research on the ENPA website:

Exmoor National Park Tourism Research >

Once you have an idea of the experiences likely to appeal to your visitors do some research and see what is available out there already on Exmoor. Approach other businesses and add information onto your website about their experiences. Advice is available from the National Park Centres to help you find out who does what.

More about NPCs

Developing New Experiences

If you want to go a step further you could consider designing your own experience packages to offer to your customers. The following toolkit has been written to help you do exactly that!

- **Experiences Marketing Guide** - This practical guide is aimed at helping you, the vital tourism businesses on and around Exmoor, to promote the experiences that make Exmoor memorable. It is based on PhD research by Tim Wilkinson from the University of Exeter.

  Experiences Marketing Guide >

- **Exmoor Awareness** - The National Park Authority run occasional training workshops to help tourism businesses better understand the National Park and the experiences you can offer and develop – keep an eye open for these Exmoor Awareness workshops.

Need further help?

ENPA can offer advice and training about experiential tourism and help businesses to develop new experiences. Contact the Rural Enterprise team at:

ruralenterprise@exmoor-nationalpark.gov.uk



Exmoor National Park / James Walker

KEY TAKEAWAY

Experiences make memorable visitor experiences, offering them to your visitors **helps encourage positive reviews, return visits and visitor satisfaction**. Consider how you can promote Exmoor experiences within your promotional materials, or perhaps develop a new experience of your own.

Need more?

A few further links and sources of information:

EXMOOR NATIONAL PARK

www.exmoor-nationalpark.gov.uk/tourism >

visit exmoor
dream · discover · explore

www.visit-exmoor.co.uk/trade >

VISIT Somerset

www.visitsomerset.co.uk/business >

VISIT Devon

www.visitdevon.co.uk/industry >

VisitBritain

www.visitbritain.org/business-advice >



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Rural Enterprise Exmoor
https://www.exmoor-nationalpark.gov.uk/rural-enterprise
ruralenterprise@exmoor-nationalpark.gov.uk

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Doing Business on Exmoor

EXMOOR NATIONAL PARK

www.exmoor-nationalpark.gov.uk/rural-enterprise



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