



The Visitor Economy of Exmoor National Park

This is a summary of the annual tourism economic impact research undertaken for Exmoor National Park for the calendar years 2014-2025. Outputs in this report have been generated using the Scarborough Tourism Economic Activity Model (STEAM), owned and operated by Global Tourism Solutions (UK) Ltd.

COVID-19

Estimated tourism figures throughout all of the UK appear to have mostly surpassed pre-Covid 19 estimates.

2025

1.6 million

tourism visits to Exmoor
National Park in 2025

.318 million visits were made by visitors **staying within the area** as part of a holiday or short break, generating **1.35 million nights** in local accommodation

2.65 million
Visitor Days and
Nights generated by
Visitors in **2025**

On average, visitors **staying in the area** spend **4.2** nights in the area and spend a total of **£69 million** on local accommodation

1.3 million tourism visits
made by **Day Visitors**

Day Visits to
Exmoor
National Park
generated
£70 million
for the local
economy in
2025

In total, **staying**
visitors generate
a **total economic**
impact of
£179 million for
local businesses and
communities

Visitor
activity and
spend
supports
more than
2,246 full
time
equivalent
jobs locally

A total of **£249 million** was generated directly and indirectly within the local economy through visitor and tourism business expenditure

Trends
2024-2025

Economic Impact +2.9%

Visitor Numbers +0.4%

Total Visitor Days and Nights -1.6%

2025

Visitor Types

Staying Visitors encompass all tourists staying overnight for at least one night in one of the following types of accommodation:

- **Serviced Accommodation** - including Hotels, Guest Houses, B&Bs, Inns
- **Non-Serviced Accommodation** – including Self-Catering properties such as Houses, Cottages, Chalets and Flats, as well as Camping and Caravanning, Hostels and University / College accommodation
- **Staying with Friends and Relatives (SFR)** – unpaid overnight accommodation with local residents

Day Visitors visiting the area on a non-routine and non-regular leisure day trip from a home or holiday base

Staying Visitors

20% of Visits

Day Visitors

80% of Visits

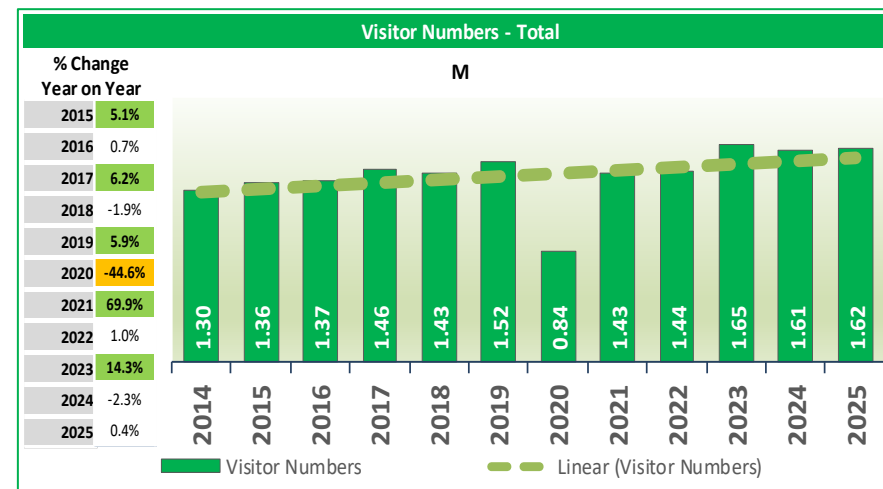
**Total
Visitor
Numbers
1.6m**

Visitor Numbers

There were an estimated 1.6m tourism visits to Exmoor National Park in 2025, slightly up by 0.4% from the previous year, mainly due to small increases in non-serviced accommodation visitors and day visitors; overall visitor numbers are up 24.5% from estimated levels in 2014.

Between 2024 and 2025 total visitor numbers rose in the Park, but not uniformly. Visitor numbers were up in non-serviced accommodation (comprising self-catering options and some caravan, camping and touring sites) by 1.9% and within the Day Visitor sector visitor numbers rose by 1.6%. In contrast, visitors within the serviced accommodation sector (primarily comprised

of hotels, guest houses and B&Bs) declined by -12.4% on the year before. This is a consistent pattern seen throughout the United Kingdom to varying degrees, with negative percents in serviced accommodation being commonplace, and one we attribute to the current economic climate. The non-serviced sector is the largest accommodation sector within the Park, with about a third more visitor numbers than the serviced sector and over four times the numbers of bedspaces. Day visitor numbers are on the increase year-on-year, and this is both encouraging and important as they represent 80% of all visitors to the area.



Key Figures: Visitor Numbers 2025

Visitor Numbers		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2025 (Millions)	M	0.119	0.181	0.018	0.318	1.298	1.616
2024 (Millions)	M	0.135	0.178	0.019	0.332	1.277	1.609
Change 24/25 (%)	%	-12.4	+1.9	-1.4	-4.1	+1.6	+0.4
Share of Total (%)	%	7.3	11.2	1.1	19.7	80.3	100.0

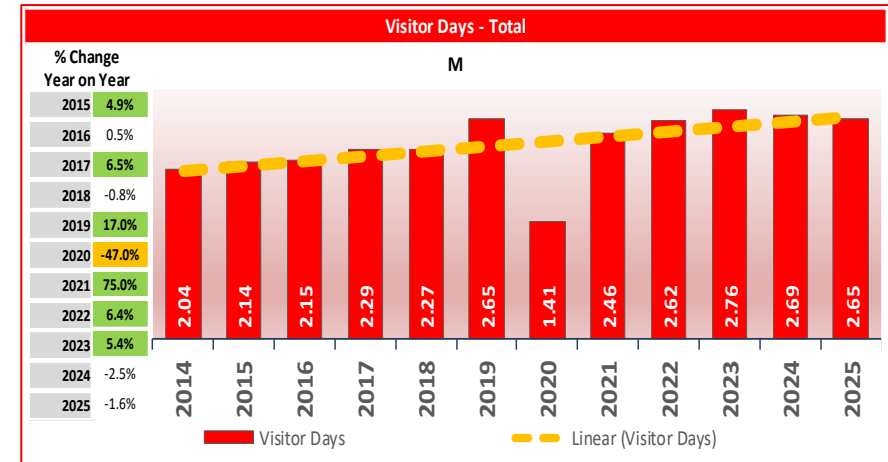
**Total
Visitor
Days
2.65m**

Visitor Days

Visitors spent an estimated 2.65m days in Exmoor National Park during 2025. Visitor days take into account multiple stays. For example, if a family of five stay three nights, they will not only account for five visitors, but also fifteen visitor days. On average, staying visitors to the area stay 4.2 days, which is high when compared to other areas.

Total visitor days decreased marginally by -1.6% from the year before. But as we saw with visitor numbers, there are differences within the overall picture. The non-serviced accommodation sector saw a slight decrease of -3.8%; combined with a small rise

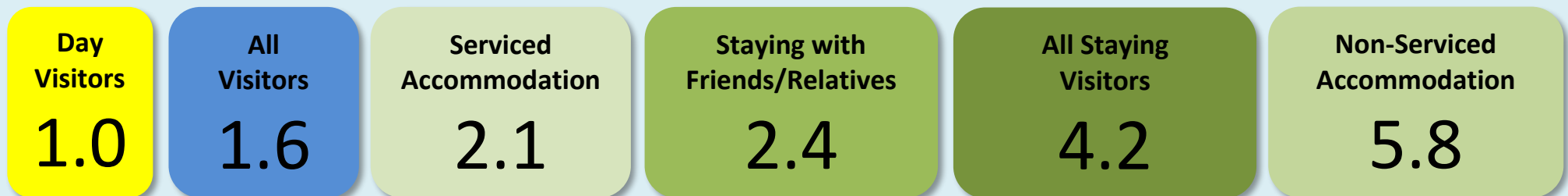
in visitor numbers, this means more visits were made to non-serviced accommodation, but visitors stayed for a slightly shorter stay, but marginally. As mentioned before, we have seen a small downturn in serviced accommodation numbers throughout the UK, and estimates show a decrease in the Park of -7.6%. This means fewer days were spent in serviced accommodation and visitors stayed slightly shorter stays. Given the current economic uncertainties and constraints, this might be expected; it seems to be more apparent in urban locations. Day visitor numbers and days remain at 1.6% as day visitors do not stay overnight.



Key Figures: Visitor Days 2025

Visitor Days		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2025 (Millions)	M	0.249	1.057	0.044	1.350	1.298	2.647
2024 (Millions)	M	0.270	1.099	0.044	1.413	1.277	2.690
Change 24/25 (%)	%	-7.6	-3.8	-1.4	-4.5	+1.6	-1.6
Share of Total (%)	%	9.4	39.9	1.6	51.0	49.0	100.0

Average Length of Stay for Different Visitor Types: 2025



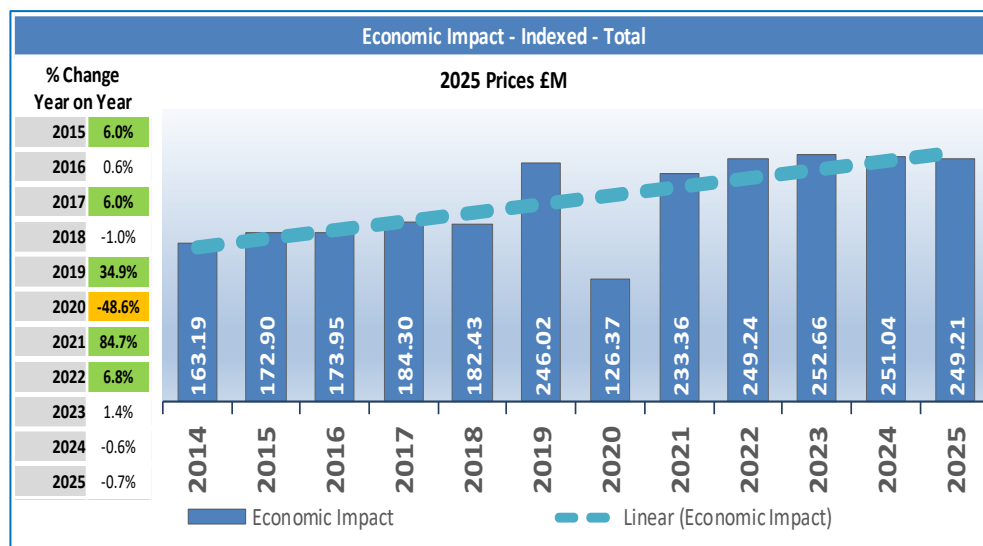
**Total
Economic
Impact
£249m**

Economic Impact

The value of tourism activity in Exmoor National Park was estimated to be £249m in 2025, up by 2.9% on the previous year, and up by 52.7% (indexed for inflation as illustrated in the bar chart below) when compared to 2014 estimates.

Economic impact is comprised of two sections within the model. The first is the direct expenditure on good and services, in this case, £182 million. To this we conservatively add the indirect economic impact within the area of £67 million, to account for the supply chain—those supplying goods and services to support the visitor

sector and its wider infrastructure. By far the most important sector is the non-serviced accommodation sector, at £140 million, up 3.6% on the previous year. This is followed by the day visitor sector at £70 million and then the serviced accommodation sector at £37 million. The model also estimates the sectoral distribution of the economic impact as follows: Accommodation £69m; Shopping £41m; followed closely by Food & Drink at £38m; then Transport £20m; and Recreation at £14m. It is interesting to note that the non-serviced accommodation sector not only has over three and a half times the economic impact of the serviced accommodation sector, which is unusual (usually serviced is larger), but also twice the economic impact of the day visitor sector.



Accommodation:	Payments for overnight stays in accommodation, such as room rates, pitch fees and hire charges for non-serviced accommodation
Recreation:	Covering expenditure on a wide range of leisure activities such as museum, event, concert / theatre and attractions attendance as well as sports participation and spectating.
Transport:	Expenditure within the destination on travel, including fuel and public transport tickets
Food and Drink:	Spend on eating and drinking at restaurants, cafes and other venues, takeaway food, snacks and groceries
Shopping:	What visitors spend on items including clothing / jewellery, household items, music / films / games, gifts and smaller items, books and maps, plants and garden items
Indirect:	The expenditure by local tourism businesses within the local supply chain

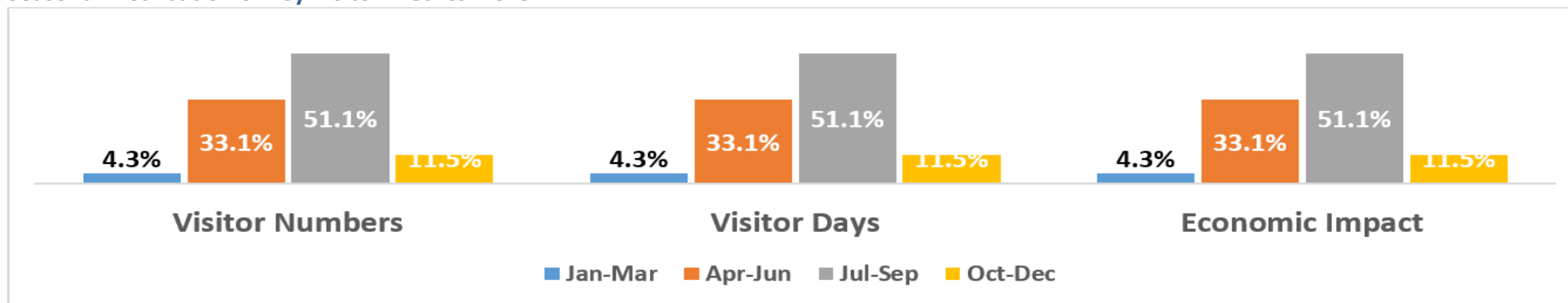
Key Figures: Economic Impact 2025 (Unindexed)

Economic Impact		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2025 (£ Millions)	£M	36.573	139.665	3.104	179.342	69.871	249.212
2024 (£ Millions)	£M	38.089	134.771	3.039	175.899	66.358	242.256
Change 24/25 (%)	%	-4.0	+3.6	+2.1	+2.0	+5.3	+2.9
Share of Total (%)	%	14.7	56.0	1.2	72.0	28.0	100.0

Average Economic Impact Generated by Each Type of Visitor: 2025

Economic Impact	Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
Economic Impact per Day	£ 146.87	£ 132.10	£ 71.09	£ 132.85	£ 53.85	£ 94.13
Economic Impact per Visit	£ 308.21	£ 769.99	£ 169.17	£ 563.27	£ 53.85	£ 154.22

Seasonal Distribution of Key Visitor Metrics: 2025



**Total
FTEs
Supported
2,246**

Employment Supported by Tourism

The expenditure and activity of visitors to Exmoor National Park supported a total of 2,246 Full-Time Equivalent jobs (FTEs) in 2025; a slight decrease of -5.5% on the year before.

Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 1,742 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 504 FTEs. The Accommodation sector is by far the largest employment sector supported by tourism activity, accounting for an estimated 760 FTEs, followed by Shopping at 367 FTEs, followed very closely by Food & Drink at 363 FTEs, then Recreation at 168 FTEs.

Employment Supported by Tourism: Full-Time Equivalents (FTEs) by Type 2025

Employment Supported by Sector 2025	Direct Visitor Employment						Indirect and Induced	Total
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	760	363	168	367	85	1,742	504	2,246

STEAM Comparative Headlines: 2024 and 2025 (Unindexed)

STEAM REPORT FOR 2014-2025 - FINAL

EXMOOR NATIONAL PARK

Comparing 2025 and 2024

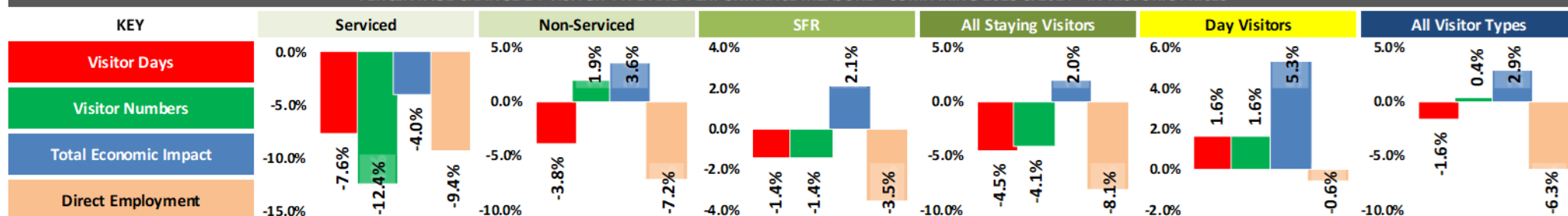
All £'s Historic Prices

COMPARATIVE HEADLINES

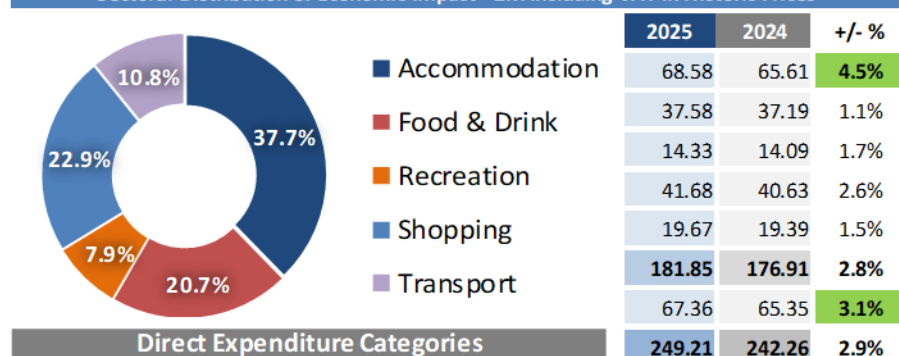
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2024 - IN HISTORIC PRICES

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %	2025	2024	+/- %
Visitor Days	M	0.249	0.270	-7.6%	1.057	1.099	-3.8%	0.044	0.044	-1.4%	1.350	1.413	-4.5%	1.298	1.277	1.6%	2.647	2.690	-1.6%
Visitor Numbers	M	0.119	0.135	-12.4%	0.181	0.178	1.9%	0.018	0.019	-1.4%	0.318	0.332	-4.1%	1.298	1.277	1.6%	1.616	1.609	0.4%
Direct Expenditure	£M																181.85	176.91	2.8%
Economic Impact	£M	36.57	38.09	-4.0%	139.67	134.77	3.6%	3.104	3.039	2.1%	179.34	175.90	2.0%	69.87	66.36	5.3%	249.21	242.26	2.9%
Direct Employment	FTEs	584	644	-9.4%	689	742	-7.2%	20	21	-3.5%	1,293	1,407	-8.1%	450	452	-0.6%	1,742	1,859	-6.3%
Total Employment	FTEs																2,246	2,377	-5.5%

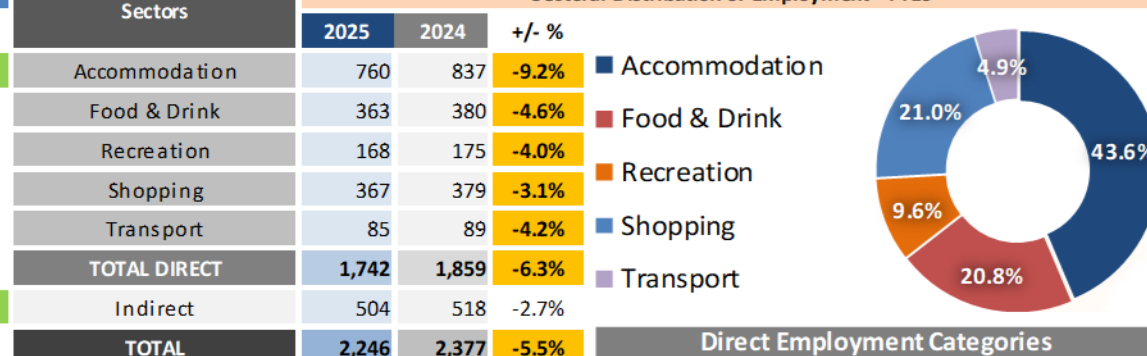
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2024 - IN HISTORIC PRICES



Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectoral Distribution of Employment - FTEs



STEAM Comparative Headlines: 2014 and 2025 (Indexed for inflation)

STEAM REPORT FOR 2014-2025 - FINAL

EXMOOR NATIONAL PARK

Comparing 2025 and 2014

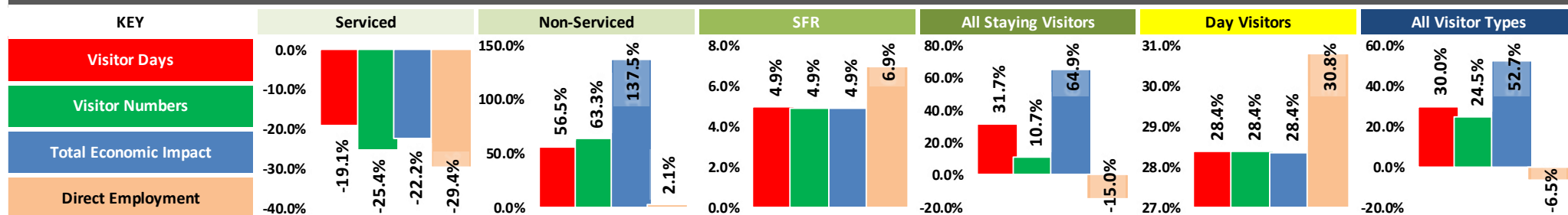
2014 in 2025 prices (1.551)

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2025 & 2014 - INDEXED TO 2025

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2025	2014	+/- %	2025	2014	+/- %	2025	2014	+/- %	2025	2014	+/- %	2025	2014	+/- %	2025	2014	+/- %
Visitor Days	M	0.249	0.308	-19.1%	1.057	0.676	56.5%	0.044	0.042	4.9%	1.350	1.025	31.7%	1.298	1.011	28.4%	2.647	2.036	30.0%
Visitor Numbers	M	0.119	0.159	-25.4%	0.181	0.111	63.3%	0.018	0.017	4.9%	0.318	0.288	10.7%	1.298	1.011	28.4%	1.616	1.298	24.5%
Direct Expenditure	£M																181.85	122.01	49.0%
Economic Impact	£M	36.57	46.99	-22.2%	139.67	58.81	137.5%	3.104	2.958	4.9%	179.34	108.75	64.9%	69.87	54.43	28.4%	249.21	163.19	52.7%
Direct Employment	FTEs	584	827	-29.4%	689	674	2.1%	20	19	6.9%	1,293	1,520	-15.0%	450	344	30.8%	1,742	1,864	-6.5%
Total Employment	FTEs																2,246	2,166	3.7%

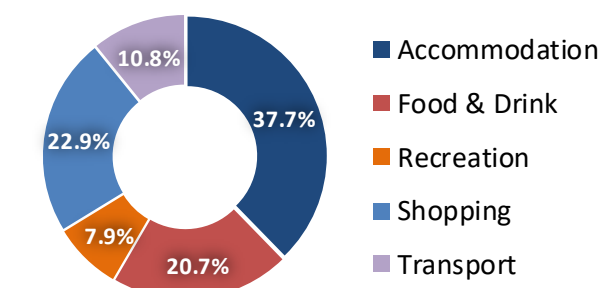
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2025 & 2014 - INDEXED TO 2025



Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2025

Sectors

Sectoral Distribution of Employment - FTEs



Direct Expenditure Categories

Sectors	2025	2014	+/- %
Accommodation	760	1,100	-30.9%
Food & Drink	363	283	28.0%
Recreation	168	131	28.2%
Shopping	367	282	30.0%
Transport	85	67	25.9%
TOTAL DIRECT	1,742	1,864	-6.5%
Indirect	504	302	66.7%
TOTAL	2,246	2,166	3.7%

Direct Employment Categories

