



1

Aims for today

- Make connections with each other
- Understand the opportunities for nature experiences for visitors
- An overview of Exmoor's wildlife and some of the new reintroductions taking place.
- Top tips on creating an experience
- Create your own experience package
- Consider resources to support you

A photograph of two men in outdoor jackets looking at a large map spread out on a surface. The man on the left is wearing a green jacket and glasses, and the man on the right is wearing a dark jacket. They appear to be discussing the map's details.

2

Big opportunities



REGENERATIVE
TOURISM



NATURE
TOURISM



EXPERIENTIAL
TOURISM

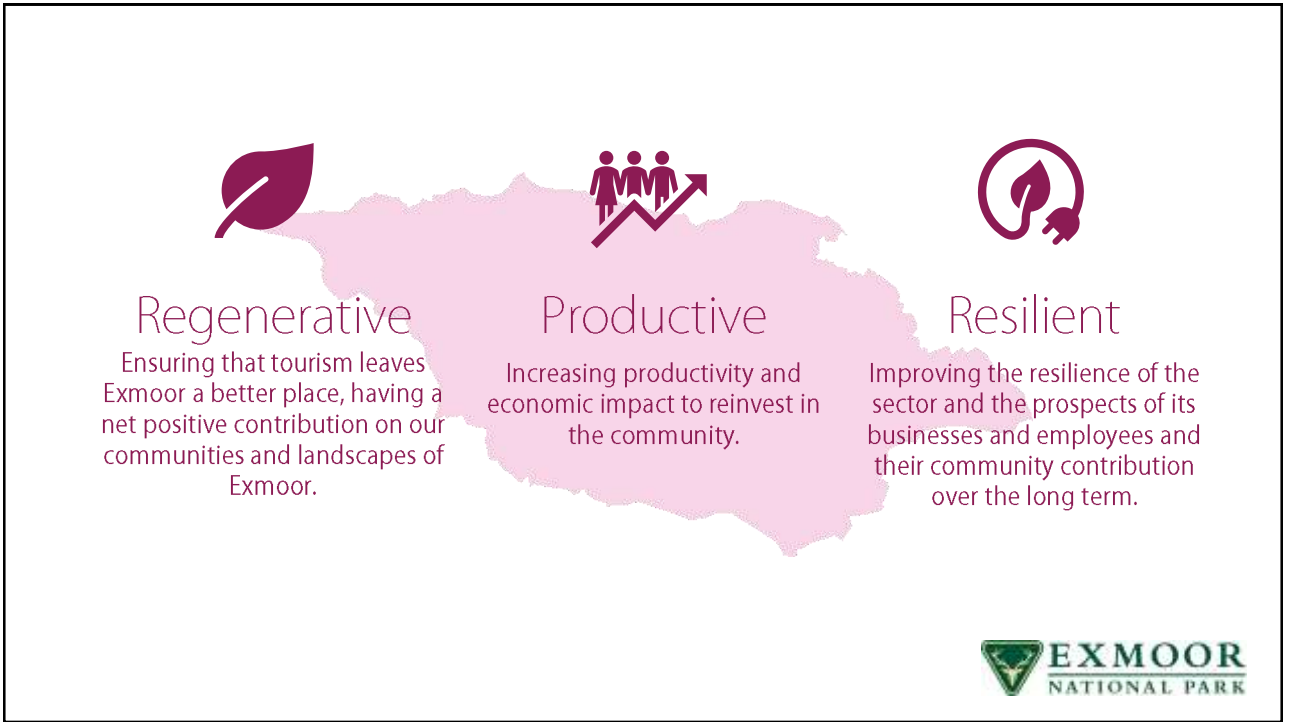
3



www.exmoor-nationalpark.gov.uk/tourism

Helping everyone that enjoys Exmoor National Park, and benefits from its special qualities, to **contribute** to enhancing this special place.

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5

Wildlife and Nature Tourism

"Biodiversity loss has been ranked amongst the greatest threats facing humanity over the next ten years. This is especially true in the travel and tourism industry where the protection of ecosystems will be critical to the sector's future economic success and growth...with over 80 per cent of its goods and services highly dependent on nature."

A greener, wilder National Park.

Exmoor's wildlife is cited by 53% of visitors as a primary attractor to the area, with 43% saying they participate in wildlife watching while here.

6

Nature Connectedness

How much people include nature as part of their identity and perceive themselves as part of the natural environment.



Tuning into
nature through
our
senses



Noticing
Nature's
beauty



Feeling alive
through the
emotion
nature brings



Nature bringing
meaning
to our lives



Compassion
– caring and
acting for
nature

7

What was your
most memorable
holiday moment?

8

A tourism **product** is what you buy.
 A tourism **experience** is what you remember.



9

From commodity to experience



10

From special qualities to experiences



11

Let's hear about you!



- Your business / organisation and your role
- Up to 3 partners you work with
- Do you offer or promote any experiences currently?
- What do you wish to get out of today?

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