

# Exmoor's Good Tourism Plan



exmoor  
dream • discover • explore

**A collaborative approach to developing a better future tourism in Exmoor National Park**

2025-2030



**EXMOOR**  
NATIONAL PARK

# Foreword

UK National Parks have a shared vision to be leaders in regenerative tourism: Managing tourism in such a way that we don't merely minimise its impact but strive towards tourism making a net positive contribution to our National Parks.

National Parks in the UK are living landscapes, not gated reserves. Exmoor is home to a population of around 10,000 people and a mosaic of habitats that come together to form an outstanding landscape. Exmoor was designated as a National Park over 70 years ago, not only to look after this special asset, but to encourage people to enjoy and understand the special qualities of the National Park. Today Exmoor annually attracts 2.75m visitor days.

*Tourism has the power to transform lives and places for the better. It is through discovery and experience that people will be inspired to value and care for such places.*

*This plan is about recognising the balance in supporting Exmoor's future tourism – encouraging everyone to enjoy and benefit from Exmoor, while contributing to the wellbeing of the communities and landscapes within.*

For many years Exmoor has led the way in sustainable tourism, being one of the first National Parks in the country to gain the European Charter for Sustainable Tourism. This plan builds on that work to deliver a better future tourism for Exmoor.

**Cover photo** View from County Gate by Neville Stanikk, via Exmoor Commons

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## Introduction

Exmoor is designated as a National Park. This classification recognises Exmoor as one of the finest landscapes in the country. The National Park status aims to conserve and enhance the area's natural beauty, wildlife, and cultural heritage while promoting opportunities for public understanding and enjoyment of the area's special qualities.

The aim of this plan is to help everyone that enjoys Exmoor and benefits from its special qualities to contribute to enhancing this special place.

It sets out some shared objectives that different partners can individually and collectively work towards, to ensure that tourism is good for Exmoor – good for the people that live and work here, good for the landscape and natural environment and good for those that visit.

The Exmoor National Park Management Plan (2025-2030) doesn't include a particular target in terms of the volume of tourism but instead focuses on the right management of tourism, to seek a positive net contribution to the area. Exmoor is a very special place, and it takes joint action from all those that love and benefit from Exmoor to help look after it. This plan seeks to bring organisations together to develop truly good tourism for Exmoor through collaboration.

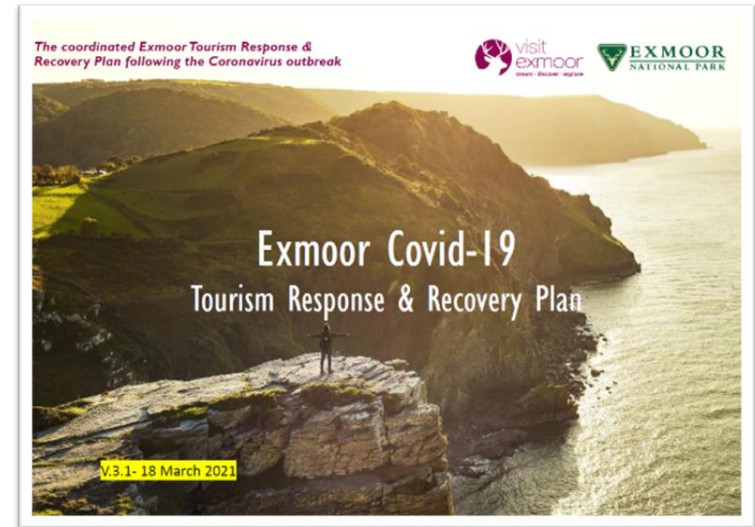
# Purpose of the Plan

Exmoor National Park welcomes over 1.6 million visitors a year, spending almost 2.7 million visitor days, with an economic impact of over £240 million to the rural economy (Exmoor STEAM report, 2024). This has the power to do much good, but if not managed well also has the potential to adversely impact local communities and a nationally significant protected area.

There is no single organisation responsible for tourism within the National Park. Instead, a myriad of partners and stakeholders are involved from individual businesses, tourism associations and marketing bodies, private landowners, communities, charities and public bodies. The 'statutory purposes' of the National Park apply to the area, not any one organisation, and all public bodies have a duty to further them, while it is in the interests of all to protect the asset that tourism on Exmoor is built upon. The National Park Authority itself also has a duty while delivering against National Park purposes to foster the social and economic well-being of local communities.

This plan builds on the collaborative Exmoor Tourism Covid Response and Recovery Plan which successfully brought a range of partners and stakeholders together to collaborate, plan and deliver for a managed and safe return to tourism post the lockdowns of 2020 and 2021. This plan was heralded nationally as an exemplar and provided an opportunity to keep communities and stakeholders engaged in the process.

*This new plan is not a detailed action or delivery plan, rather a coming together of organisations agreeing a shared approach and key objectives to help deliver a better kind of tourism, to guide their own work and actions.*



## National Park purposes

To conserve and enhance the natural beauty, wildlife and cultural heritage of the area.

To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.

# Our Plan

To achieve Good Tourism on Exmoor this plan sets out 3 strategic objectives for Exmoor's future tourism that is:



## Regenerative

*Ensuring that tourism leaves Exmoor a better place, having a net positive contribution on our communities and landscapes of Exmoor.*



## Productive

*Increasing productivity and economic impact to reinvest in the community.*



## Resilient

*Improving the resilience of the sector and the prospects of its businesses and employees and their community contribution over the long term.*

Each partner will have their own work plans and ambitions but have collectively agreed to support these shared objectives to deliver good tourism on Exmoor.





# A Plan for Everyone

A shared approach to managing Exmoor's future tourism is critical for our landscapes, businesses and communities. We will not be successful if we act in silo; Together we maximise our strengths and our reach.

## Exmoor Tourism Network & beyond

While Exmoor National Park Authority is facilitating this plan it is very much a shared plan. Oversight is provided via the Exmoor Tourism Network, which brings together key tourism players. The network has no formal status or legal governance, instead it is a coming together of relevant parties to share ideas, develop partnership initiatives and collaborate on delivery with a shared ambition to help visitors enjoy Exmoor while leaving it in a better place.

Information on the work of each partner in this plan is provided on p26.

Through the partners we can reach deeply into the community, but also outwardly to feed into regional and national tourism work for example through the UK National Parks Sustainable Tourism group, the new Local Visitor Economy Partnerships in Devon and Somerset (accredited by VisitEngland) and the Great South West Tourism Partnership.



# The Value of Tourism to Exmoor and the Nation

Virtually every one of us has been, and benefited from being, a tourist. As a National Park Exmoor has been designated as a national asset due to its outstanding landscapes and nationally significant recreational opportunities. Tourism can support local communities, the region and the nation in several ways:

## Recreation and Well-being

We all benefit from new experiences, from time away from the pressures of everyday life. Pretty much everyone is a visitor or a tourist at some point in their life. As a National Park Exmoor was designated in part to provide opportunities for the public to recreate themselves, through enjoyment and experience of this special landscape.

There is a growing body of evidence that demonstrates the value of (re)connecting with nature. The very creation of National Parks in the UK came about as part of social reforms following the 2nd World War to provide opportunities for people to re-create themselves and benefit from the opportunity to spend time in nature and open spaces.

## Supporting Rural Communities

If you take the annual visitor days to Exmoor and were to spread them evenly across the year this equates to a 50% increase in Exmoor's resident population. This helps to sustain vital rural services, which without this additional footfall may no longer remain viable.



## Engaging the Nation with our Special Places.

Not only does Exmoor offer inspiration to millions of people, it also hosts important and unique habitats. Good tourism can provide people with the opportunity to experience these places, leading to stronger connections, appreciation and value – ultimately helping to protect them through a new sustainable relationship with the area.



## The Bedrock of our Rural Economy

The estimated economic impact of tourism within the National Park at over £242m is significant in this rural economy. Tourism and hospitality accounts for an estimated two-thirds of all employment within the National Park. When considering the Greater Exmoor area (all parishes within the National Park and those within 10 miles of its boundary) the value of tourism increases to around £700m through over 8m visitor days.

# The Potential Costs of Tourism

If not managed well tourism can have a detrimental impact on local places and people. Exmoor, in part due to its relative remoteness and limited access, doesn't experience many of the impacts from high visitor numbers that other National Parks do. But there are still pressures and challenges and it is imperative that lessons are learnt from elsewhere to avoid such impacts. This is especially relevant with a rising population, and significant ambitions for new housing in the South West of England which may result in an increase in recreational use of the National Park.

## Environmental Impacts

Tourism can impact on both the natural and historic environment. This might be through travel choices, erosion of popular footpaths, visitor behaviour impacting on sensitive sites and fragile habitats, and increased pollution (visual, noise, air and water etc).

Areas can handle different visitor numbers depending on their infrastructure. Directing visitors to suitable locations and promoting responsible behaviour helps manage these impacts.

Recreational impacts come from both tourists and locals. For example, the 2023 Exmoor Public Opinion Survey reported 95% had concerns about the impact of irresponsible dog walking on Exmoor, but it is unknown what proportion of this stems from visitors vs local resident walking their dogs.

While there are anecdotal examples of visitor impacts more research is needed to accurately measure tourism's environmental effects within Exmoor.

## Pressure on Local Infrastructure and Services

The transient uplift in Exmoor's population owing to tourism can place additional pressures on local infrastructure and services. This can range from pressures around parking and congestion in towns and villages to access to health services.



**Above:** Queuing for the summit of Yr Wyddfa (Snowdon) in Eryri National Park. Too many visitors in a particular area can create erosion and impact the natural environment, while diminishing visitor experience. (Image Hogyn Lleol via Wikimedia Commons),

## Housing Market Distortion

The house price to income ratio on Exmoor is high at 10:1. Some of this will be due to the attractiveness of the area to those that are retiring. Some will be down to second home ownership, which is often an issue in tourist areas given the attractiveness of the offer, and there is also a demand for houses to be used as holiday rentals. Exmoor has one of the highest levels in the country of second homes and holiday homes (19% of the housing stock).

## Cultural and Social Disruption

Tourism has long influenced Exmoor's culture. However, it can negatively impact on communities through social disruption. This can be in the form of competition for finite resources, a dilution of local traditions and practices, a loss of authenticity and commodification of traditions and culture.



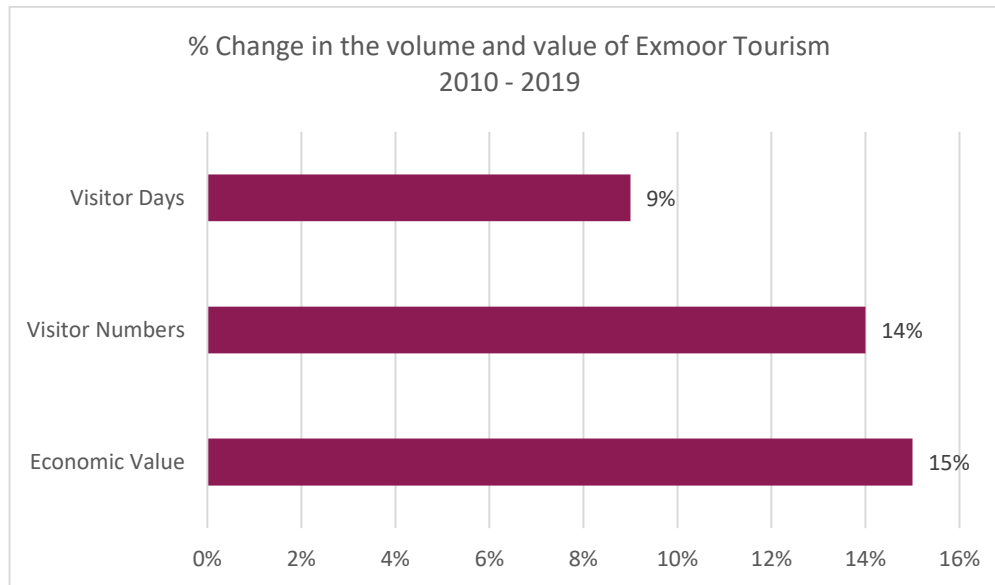
**Above:** Anti-tourist graffiti in Barcelona where over-tourism concerns have led to a change of mood in the local response to tourism in recent years (*Image Mattsjc via Wikimedia Commons*).

# Exmoor's Tourism in Context

## Volume and Value

### Pre Covid-19

The five years prior to the Covid-19 outbreak in 2020 saw some growth in visitor volume. Visitor days increased by 9%, while actual visitor numbers grew by 14%. The economic value based on historic prices equates to a 49% increase. When inflation is allowed for (by indexing to 2019 prices) we see a real terms increase of 15%, which represents a real terms increase in the spend per visitor.



#### A note on visitor days vs visitor numbers:

1 person staying for 3 days = 1 visitor number, 3 visitor days.

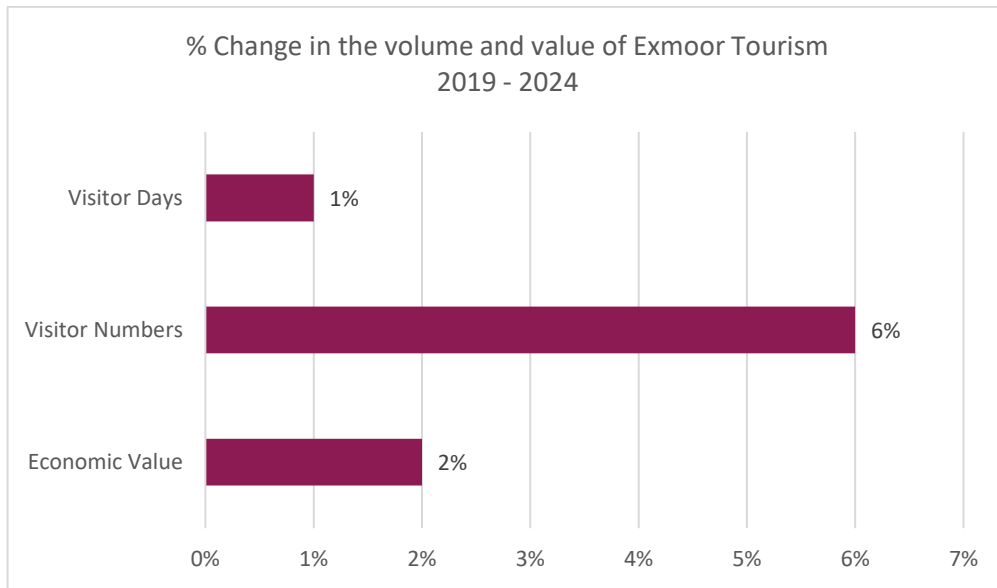
## Covid-19 Impact

The impact of Covid-19 on tourism was significant. In 2020 the economic value of tourism fell by almost 50% compared to 2019. In terms of visitor days staying visitors fell by 53%, while day visitors fell by just 15% due to the increased day visits outside of lockdowns, even when overnight visits were still prohibited.

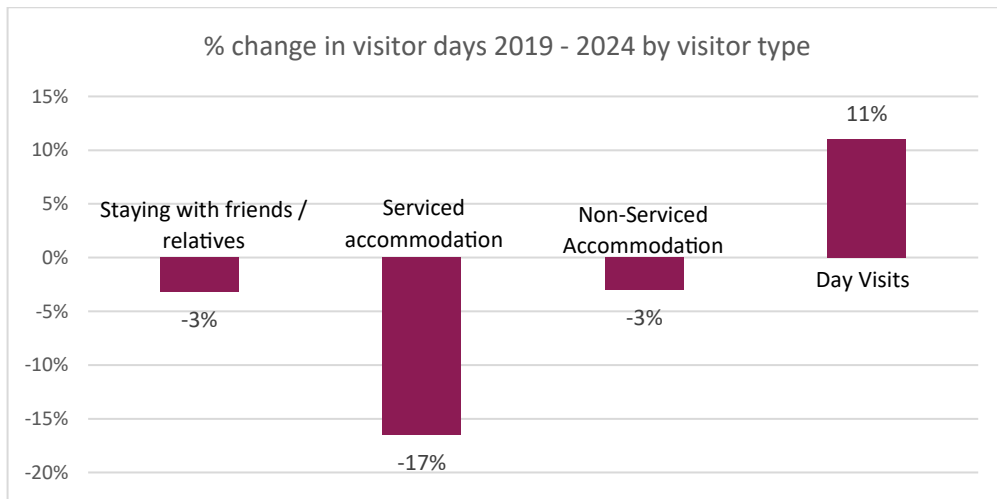
While outside of lockdowns Exmoor was busy, people were generally not spending (at least in part due to restrictions on retail and hospitality businesses, as well as staffing issues). For example, while the volume of day visits dropped 15%, their economic impact fell by over 40%.

## Post Covid-19 Recovery

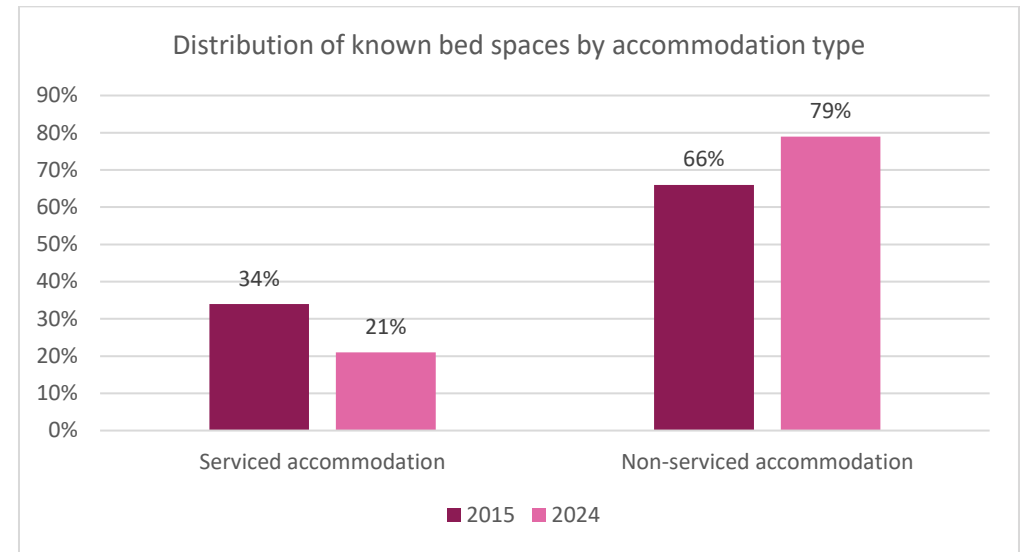
In 2024 visitor numbers were up by almost 6% compared to 2019 (pre Covid baseline), but this masks a more detailed story. Visitor days were only up 1.4% and we have seen a significant shift in visitor behaviour with a greater proportion of day visits vs overnights stays. The impact of overnight visits is often greater in terms of economic value, while day visits can have a higher impact on the environment, especially when travel to and from Exmoor is included. Overall, when taking inflation into account 2024 saw a real terms increase of 2% compared to 2019.



Within staying visits, the proportion using non-serviced vs. serviced accommodation has grown. Anecdotal evidence suggests that in general demand for mid-market accommodation has fallen, while demand has increased for both budget options and higher end options.

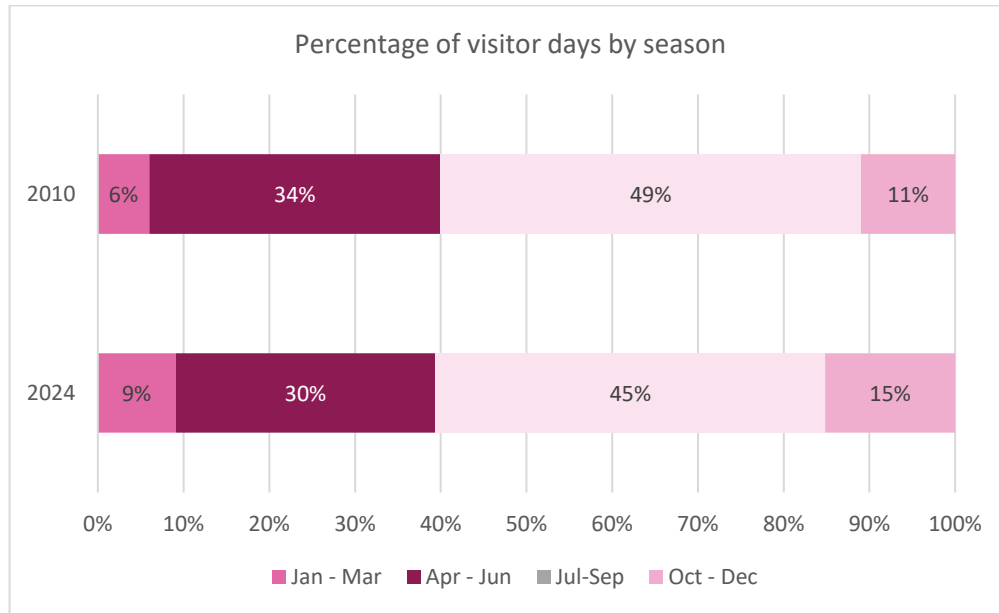


In 2024 the known visitor bed spaces within the National Park (9,592) fell by 1.7% compared to 2019, while the proportion of bed spaces within serviced vs. non-serviced accommodation has fallen over the last 10 years.



## Seasonality

Tourism on Exmoor, like many rural destinations in the UK, has traditionally been very focused on the main season (April to September). However, between 2010 and 2024 the proportion of out of season visits increased from 18% of all visitor days to 24%.



This is likely to be based on a combination of factors including more people taking a higher number of shorter breaks throughout the year, changes in the climate, and a significant focus by many in the sector to promote and offer out of season experiences.

## Visitor Views

Visitor satisfaction has remained consistently high with over 99% of visitors reporting overall satisfaction as good or very good, with a world-class Net Promoter Score of 91.

100% consider the National Park to be well managed and cared for.

The top 5 primary attractors to the area are:



The top 5 activities undertaken while here are closely aligned with the top attractors and the special qualities associated with Exmoor's designation as a National Park:

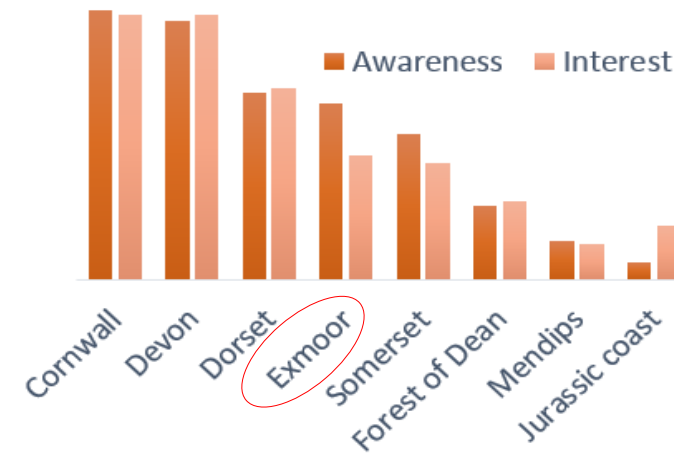
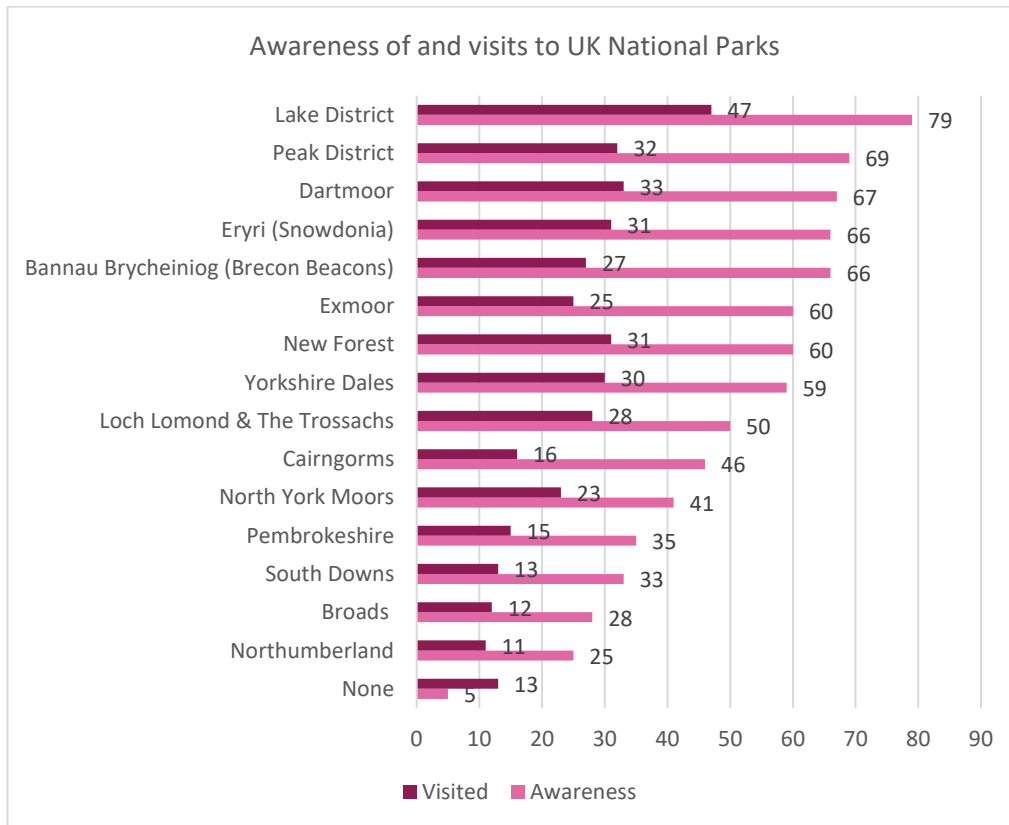


A quarter of respondents in the 2024/25 visitor survey suggested that poor digital connectivity on Exmoor had a significant impact on their enjoyment of the area, while areas that had lower levels of satisfaction were around public transport, roads and public toilets.

## Awareness

It is often wrongly stated that Exmoor is one of the least known National Parks in the UK. Being one of the smallest and most remote it is one of the lesser visited National Parks, but awareness is high in comparison to many other National Parks (and visitor numbers when considered by square mile, or by the number of businesses are also 'mid-table'). Therefore, the challenge is to convert awareness into visits from those that will benefit from and contribute to Exmoor.

Previous research undertaken by the former regional tourism board, South West Tourism, suggested that in terms of both awareness and interest Exmoor was one of the stronger brands within the South West.



Source: National Parks UK: GB public awareness survey (MSS Research, 2018)

## Experiential Tourism

More and more visitors are seeking more authentic and deeper or 'immersive' local experiences while on holiday, rather than seeking out well-trodden 'iconic' tick-box sights. Research undertaken by Exeter University, 'Exmoor – from qualities of place to qualities of experience', has helped shape the approach to experiential tourism in both Exmoor and other UK National Parks.

It suggests for tourism that we transition from talking about the special qualities of somewhere like Exmoor and instead focus on the special experiences these qualities enable. From the visitors point of view, Exmoor's special qualities are part of their experience of landscape. This concept is not only relevant to how Exmoor is marketed but can also be used in relation to encouraging visitors to give back to the landscape that has enabled them to have memorable experiences – this could be from following the countryside code through to taking part in practical conservation work as part of a visit.



## Travel

Over 97% of visitors travel to Exmoor via private motor vehicles, and travel to/from Exmoor accounts for 84% of the overall carbon impact of visitors to Exmoor.

Once here only 9% of visitors have used, or indicated they are intending to use, any form of public transport. The opportunities for public transport on Exmoor are limited, are subject to change year by year. Many areas have no public transport at all. Public funding to subsidise public transport services is limited and is often prioritised towards urban area and community travel (e.g. home to work) rather than on recreational services.

Encouraging more sustainable, active and slow travel to/from and within Exmoor has many benefits from Carbon reduction to reducing visual and noise impacts, encouraging more local exploration and expenditure, and enhancing peoples' experiences of Exmoor.

Nearly half of respondents in the 2024/25 Visitor Survey said nothing would motivate them to reduce car use in the area. Those open to change cited better public transport provision and improved service quality/reliability as top incentives, though both are challenging and expensive to implement.

## Business Challenges

Many of Exmoor's tourism businesses are micro and most often owner-occupied – these businesses can adapt quickly but sometimes lack financial or time resources to develop.

Key challenges facing businesses currently are

- The impact of rising prices, both in terms of their own costs increasing (especially utility bills and employment costs), as well as inflation denting consumer demand.
- A continued struggle for some to attract and retain staff with the relevant skills, especially in hospitality.
- Adapting to changes in consumer behaviour – for example ever reduced lead times for bookings with over 50% now made less than 8 weeks in advance with implications for business planning and management.
- Exmoor's tourism sector is dominated by microbusinesses, with many operating under the VAT threshold. For many the cost of tipping over the threshold is a barrier to growth.

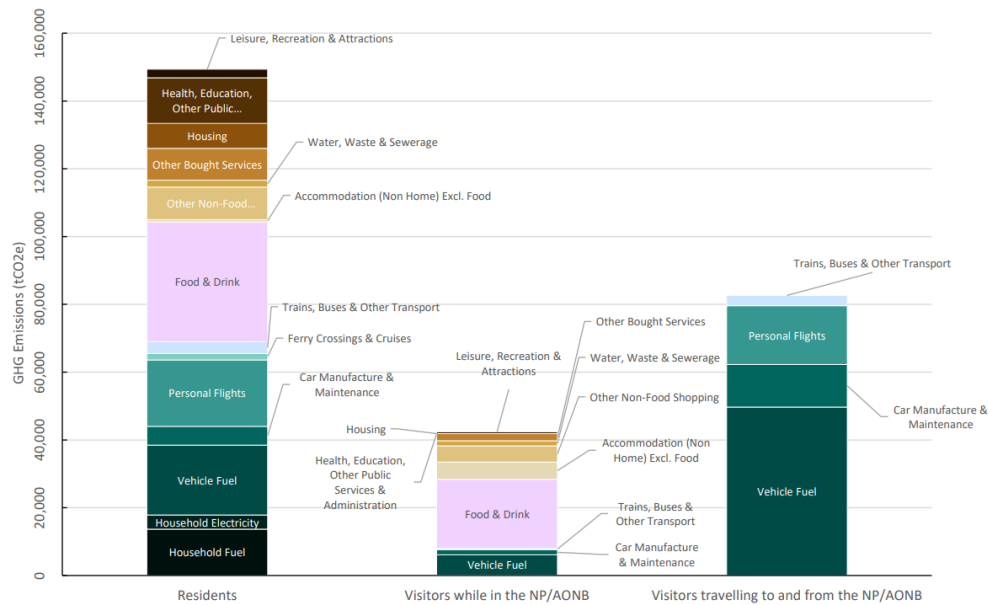
Exmoor businesses, however, are resilient. Many have faced significant existential challenges before, such as the Covid-19 impacts and Foot and Mouth Disease. They are well placed to respond quickly to changing opportunities and to take advantage of the opportunities the area affords them from the strong brand awareness to the quality of the product that attracts visitors and the support networks available to them.

## Climate Impact

Climate change is high on political agendas and is considered by many to be one of the highest global risks faced by humanity. The United Nations Global Risk Report lists climate change inaction as the top identified global risk out of 28.

In 2022 it is estimated that the carbon footprint of residents on Exmoor was 148,381 tCO<sub>2</sub>e, while visitor emissions (from time spent in Exmoor as well as travelling to/from the area) totalled an estimated 125,046 tCO<sub>2</sub>e. If you take the annual visitor days to Exmoor and divide by 365 days you get an equivalent population size of 6,700 – about 67% of Exmoor's resident population of c. 10,000 suggesting a higher per capita footprint for visitors than residents.

For visitors 66% of their emissions come from their travel to/from the National Park (and this contributes 32% to overall Exmoor emissions), further demonstrating the need to focus on visitor travel especially in respect of travel to/from the destination. The visitors' footprint while in the National Park is dominated by food (48%), followed by driving (14%) and accommodation (12%). This data can help us prioritise actions to reduce carbon emissions relating to tourism on Exmoor around travel, food and environmental management of accommodation providers (for example signing up as Plastic Free Champions following Exmoor's designation as the first UK National Park to be awarded Plastic Free status).

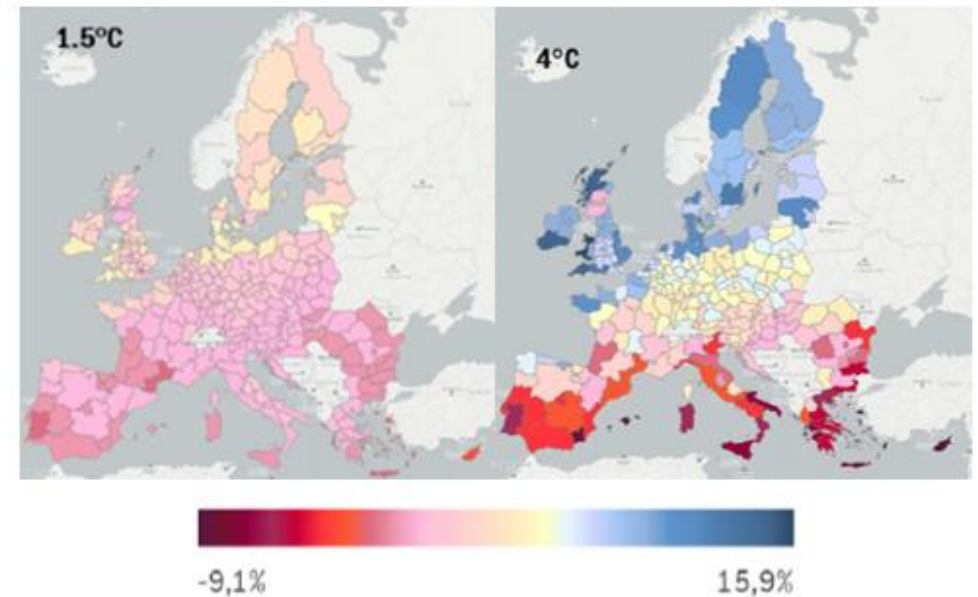


Given the impact of travel to/from the area, increasing the length of stay of visitors would be a priority action to reduce the per capita emissions of visitors.

In addition to mitigating climate change through carbon emissions it will be important for tourism to adapt to the changing climate. This is already leading to changes in weather patterns with more extreme weather events, warmer wetter winters and hotter drier summers as well as an average rise in temperatures between 1 and 7°C. This will have an impact on recreational use and management of the National Park and potentially change the landscape and scenery that is the primary attractor to visitors as traditional land management practices must evolve with the changing climate.

As the climate changes globally, it may also impact where visitors choose to holiday. The maps below show the potential increase and decrease of tourism across Europe with a +1.5°C and +4°C change from 2019 to 2039. In both scenarios the South West of England could see an increase in tourism. While this may bring welcome economic impacts it is likely to also bring further challenges, especially if climate change results in more restrained resources (e.g. lower water resources during the summer months).

Projected evolution of the European regional tourism demand for global warming scenarios, compared to the present (2019) in percentage terms.



Source: JRC analysis. The values shown refer to the RCP8.5 emission scenario.

## Community Sentiments to Tourism

The views of communities on Exmoor about tourism are shifting. Traditionally Exmoor residents have supported tourism given its impact on the rural economy. While this is still true today there do appear to be increased concerns around the potential impact of visitors.

A public opinion survey conducted almost 20 years ago in 2006 found that 73% of residents within the National Park supported a 25% increase in visitor numbers, compared to 57% of visitors. This difference highlights that visitors valued tranquillity, and the relatively lower number of tourists compared to other UK destinations, whereas local residents recognised the economic and social benefits associated with increased visitors.

Attitudes toward tourism are shifting, potentially as a result of the Covid-19 pandemic impacts, greater media coverage of over-tourism, and a growing awareness of environmental issues. A 2023 public opinion survey for Exmoor found that 64% worry about overcrowding at popular sites, while 61% are concerned about too few visitors to support local businesses. This demonstrates that people often hold conflicting views. As such, effective tourism management is needed to balance these impacts.

## Tourism and Nature

On Exmoor there is an inextricable link between tourism and nature. Nature forms the bedrock of life on earth and is also a significant asset in terms of Exmoor's tourism offer, being a primary attractor to over half of our visitors.

The Nature Recovery Vision for Exmoor recognises that

*"While Exmoor is still a haven for wildlife, it hasn't escaped the declines in biodiversity seen in other parts of England... Our national status means we have a special responsibility to safeguard Exmoor's wildlife and develop a plan to recover what has been lost."*

Visitors can have an impact on nature, but visiting such areas also provides an opportunity to educate and engage people in the importance of conservation (e.g. dark sky protection within Europe's first International Dark Sky Reserve). Similarly, nature recovery schemes have the potential to enhance the visitor experience.

A Deloitte report on The role of nature in the travel industry sums up the approach needed:

*"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. This sector is one of six with over 80 per cent of its goods and services highly dependent on nature."*

## Information Provision

Providing relevant and accurate information to visitors is crucial to maximise their satisfaction and to guide them in appropriate visitor behaviour.

Many visitors don't use any 'official' sources of information, and this reinforces the need to engage everyone (including local service providers and residents) to help deploy relevant information and messages to visitors in the area. It also highlights the role of the network of organisations working together to support good tourism on Exmoor.

A range of channels are available to positively provide relevant visitor information.

Pre arrival just under two thirds of visitors use the internet to source information while 55% use information gleaned from a previous visit. For first time visitors, over three-quarters use the internet with over a third using printed guides and publications.

Once in-destination over half of visitors use printed guides, with information from a previous visit, and National Park Centres / TIC's next on the list, ahead of the internet.



# Finding the balance – developing a better future tourism for Exmoor

Managing protected areas like National Parks often involves considering closely balanced positive and negative impacts. For example, while an influx of visitors can have an impact on the natural environment, the nationally significant recreational opportunities influenced the designation of the area as a National Park, which has helped to secure additional resources and tools to help conserve the natural environment. Similarly, tourism can help sustain the viability of local services, but it can also increase pressures on some services.

*This plan helps to find the balance. Mitigating the negative impacts of tourism on Exmoor and boosting the positive impact so that tourism is good for Exmoor, with visitors having a net positive impact on the area.*

This plan does not set out to provide every answer but looks to build on best-practice and to coalesce key stakeholders around a set of shared objectives. Suggested focus actions are provided to guide the work of individual stakeholders. If implemented together these will set us on a journey to achieve the best possible tourism on Exmoor – tourism that is good for our landscape, communities, businesses and visitors.



**REGENERATIVE**



**PRODUCTIVE**



**RESILIENT**

Under each objective three themes with potential actions are listed as examples that demonstrate the types of actions different bodies can deliver in pursuit of our shared ambition.

# Regenerative

*Ensuring that tourism leaves Exmoor a better place, having a net positive contribution on our communities and landscapes of Exmoor.*

The first focus is on sustainability and reducing tourism's impact on the area through sustainable practices by tourism providers, as well as visitor management to limit and address possible negative effects using relevant information. But to be truly regenerative means not only minimising impacts but leaving Exmoor a better place by giving back. Any good business would

reinvest in their assets, which for Exmoor's visitor economy are the landscapes and communities of the National Park.

**We can achieve this together by supporting best-practice, encouraging and facilitating opportunities for everyone that benefits from tourism to give back to the qualities that tourism is built upon (i.e. the natural environment and landscapes of Exmoor).**

## Sustainability

- Encourage good environmental management practice by tourism providers to reduce energy use, reduce single use plastics and utilise more local supply chains. Support tourism providers to achieve appropriate green accreditation, sharing best practice and case studies and signposting to relevant support and information.
- Seek all opportunities to enhance opportunities and promotion of car free travel to/from and within Exmoor.
- Pursue opportunities to measure and monitor evidenced environmental impacts of visitors to the area.

## Visitor Management & Information

- Attract and disperse – use local knowledge and quality information to direct visitors to the right place at the right time.
- Encourage businesses to be Park Partners and promote them as those that are putting the park at the heart of all they do.
- Provide relevant and accessible information in-destination to enhance the visitor experience and inform / inspire positive visitor behaviour.

## Giving Back

- Promote and support visitor and employee volunteering to give back to the landscapes and communities of Exmoor
- Promote CareMoor for Exmoor to raise funds for conservation and access projects across the National Park.
- Encourage support of local community initiatives by visitors and operators.

## Productive

*Increasing productivity and economic impact to reinvest in the community.*

Productivity in economics often means increasing value per worker, but here it refers to maximising the value of tourism to the area both financially and socially. This can be achieved by improving work practices, extending the season, and keeping more visitor revenue within the local economy to re-invest in the community and environment.

We can achieve this together by agreeing key marketing campaigns, delivered individually by respective organisations. We can seek to extend the average length of stay as well as extending the tourism season, reaching new markets and developing new products that bring greater value to the local area, and retain a higher proportion of visitor spend locally.

### Marketing

- More effective roll out of Exmoor Brand and marketing messages to enable adoption by multiple stakeholders. Consider how to best reach new audiences.
- Extending the season, identifying the right audiences, for the right place at the right time.
- Promoting opportunities to encourage visitors to stay longer and make return visits.

### Retaining Benefits Locally

- Continue to use the Eat Exmoor brand to encourage greater use of local produce by visitors and tourism providers.
- Collectively encourage visitors to book direct and support providers to strengthen bookability.
- Embrace excellence seeking to add value and quality at all price points to drive productivity.

### Product Development

- Support innovation and networking between stakeholders to share best practice and encourage new approaches.
- Provide enhanced tourism products and packages of exceptional and unique visitor experiences based on the special qualities of Exmoor, especially supporting grass-roots tourism initiatives that are delivered locally in accordance with local needs and opportunities.
- Utilise new technology, including AI, to boost productivity and reduce overheads.

# Resilient

*Improving the resilience of the sector and the prospects of its businesses and employees and their community contribution over the long term.*

Tourism is central to Exmoor's rural economy and culture. Building resilience is crucial for coping with challenges like economic downturns, global events, pandemics, animal diseases, or extreme weather, while still benefiting local communities.

We can achieve this together by supporting our businesses with evidence-based research and training / resources to help them adapt, ensuring our offer is accessible, inclusive, welcoming to all and engaging local communities in our approach.

## Research & Business Support

- Co-ordinate research programmes including qualitative (e.g. visitor surveys and non-visitor views), and quantitative (e.g. STEAM surveys for volume and value) data and jointly disseminate findings, feeding into and benefitting from the South West Visitor Data Hub.
- Develop skills initiatives such as the Exmoor Hospitality 'Centre of Excellence' to increase career pathways for residents and up skill the hospitality sector.
- Disseminate training opportunities, toolkits and business support resources, and seek to fill gaps locally.

## Accessibility and Inclusion

- Ensure accessible and inclusive products are flagged in relevant tourism websites.
- Implement and promote access improvements to the Rights of Way network.
- Work with tourism providers through training, resources and support to improve the access and inclusion offer.

## Community Buy-in

- Monitor community sentiment towards tourism
- Engage communities and residents in key tourism offers alongside visitors.
- Consider the non-monetary benefits of tourism to the area

## The 5 C's approach to delivering Good Tourism on Exmoor

Pursuing the above objectives and suggested actions is something for us to pursue together. In addition to signing up to the objectives in this plan, signatory partners agree to the following principles of delivery:

- Care** Showing care for our landscapes, communities, businesses and visitors.
- Celebration** Celebrating all that is special about Exmoor, instilling a sense of pride in our communities and sharing this with visitors.  
There will be challenges but we counter these by celebrating the good.
- Communication** Sharing our intentions with each other, stakeholders and communities and amplifying messages where relevant.
- Collaboration** Considering opportunities where we can collectively achieve more with a collaborative approach.
- Co-ordination** Exploring opportunities to reduce duplication.

## Exmoor Tourism Network Partner roles

**Exmoor National Park Authority** is a special purpose local authority taking the lead in achieving the purposes for which the National Park is designated (see p 4). The Authority is the Planning Authority for the area and works with others to look after the environment for all to enjoy in partnership with a thriving local community. In terms of tourism the Authority focuses on visitor and destination management, managing the Rights of Way network and visitor facilities such as car parks and toilets in countryside sites, product development, in-destination information through publications and a network of National Park Centres and commissioning research to monitor and manage tourism. [exmoor-nationalpark.gov.uk/tourism](http://exmoor-nationalpark.gov.uk/tourism)

**Visit Exmoor** is a Community Interest Company and works as the Destination Marketing Organisation (DMO) for Exmoor, operating across the Great Exmoor area (including all parishes within 10 miles of the National Park boundary), promoting the area as a tourism destination via its website, social media channels and marketing campaigns. Visit Exmoor also acts as a single voice for its industry members engaging, supporting and representing the interests of tourism operators across Exmoor. [visit-exmoor.co.uk](http://visit-exmoor.co.uk)

### Local Tourism Association

Across Exmoor a number of towns and villages have a form of local tourism association (or promotional brand), marketing their respective areas through websites, social media and some through publications. Many will also host

events and provide different forms of business support. The following includes the main associations, all of whom have signed up to this Good Tourism Plan:

- **Combe Martin Business Association** [visitcombemartin.com](http://visitcombemartin.com)
- **Discover Dunster** [discoverdunster.info](http://discoverdunster.info)
- **Porlock Vale CIC** [porlockvalecic.org](http://porlockvalecic.org)
- **Visit Dulverton** [visitdulverton.com](http://visitdulverton.com)
- **Visit Lynton and Lynmouth** [visitlyntonandlynmouth.com](http://visitlyntonandlynmouth.com)

The **National Trust** is Europe's largest conservation charity, looking after nature, beauty and history for everyone to enjoy. Within Exmoor they are a significant landowner and manage key honeypot countryside sites as well as Dunster Castle as a key attraction. [nationaltrust.org.uk](http://nationaltrust.org.uk)

**Local Authorities including Somerset Council, North Devon Council and Devon County Council** play a crucial role in supporting tourism through their respective roles for example managing Highways, supporting economic development and community engagement, and leading Local Nature Recovery Strategies. [devon.gov.uk](http://devon.gov.uk) [northdevon.gov.uk](http://northdevon.gov.uk) [somerset.gov.uk](http://somerset.gov.uk)



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Exmoor's Good Tourism Plan



Find out more...

[www.exmoor-nationalpark.gov.uk/tourism](http://www.exmoor-nationalpark.gov.uk/tourism)

