

Exmoor's Good Tourism Plan Summary for businesses



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

“ 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 encouraging everyone to enjoy and benefit from Exmoor, while contributing to the wellbeing of the communities and landscapes within. ”

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

What is it?

This plan is a collaborative concept for future tourism on Exmoor, aiming to ensure that tourism benefits everyone - visitors, communities, businesses, and the landscape itself.

It builds on Exmoor's strong track record in sustainable tourism and sets out a shared approach, focusing on making tourism a force for good.

To achieve 'good tourism' on Exmoor the 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.

This new plan is not a detailed action plan. It's a coming together of organisations to agree a shared approach and key objectives to deliver a better kind of tourism, guiding their own work & actions.



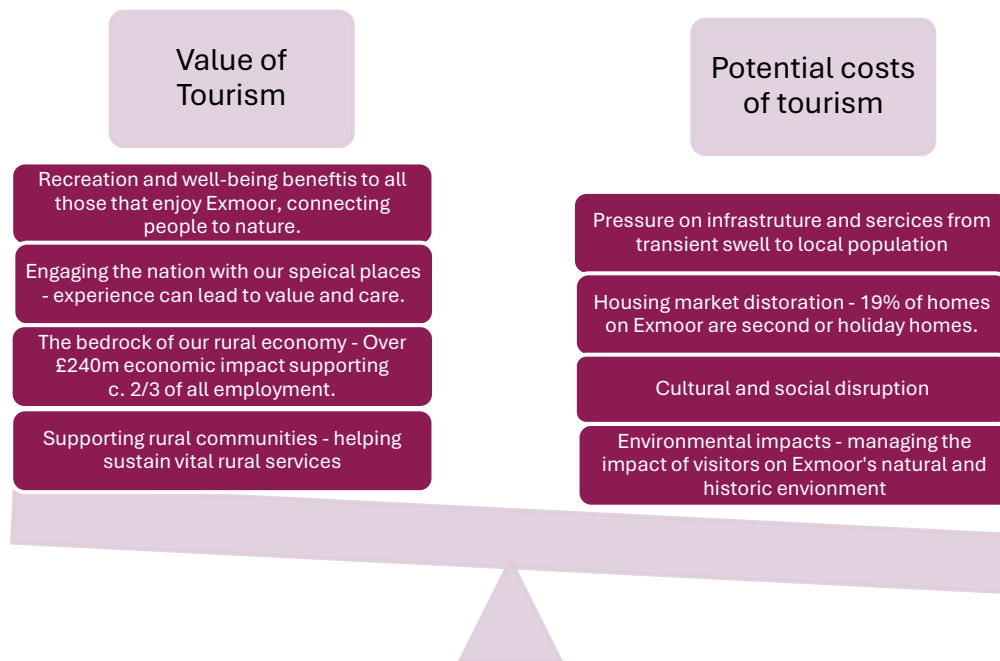
You can download the full plan, with more background context and further information on what can be done to deliver each objective from

www.exmoor-nationalpark.gov.uk/tourism



Why do we need a good tourism plan?

Tourism can support local communities, the region and the nation in several ways, but if not managed well can have a detrimental impact on local places and people.



In a public opinion survey for Exmoor 64% of respondents worry about overcrowding at popular sites, while 61% are concerned about too few visitors for local businesses. This demonstrates that tourism management is needed to balance these impacts.

Exmoor's tourism in context (highlights)

- Visitor volume and value have increased and recovered following Covid – but some significant changes in visitor behaviour – e.g. 11% increase in day visits, 17% fall in serviced accommodation.
- In the last 15 years the proportion of those visiting outside of the main (April – September) season has increased from 18% to 24%
- 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:



- Over 97% of visitors travel to Exmoor via private motor vehicles, accounting for 84% of the overall carbon impact of visitors to Exmoor.
- Businesses face significant challenges especially around rising prices (impacting their own costs and consumer demand), attracting and retaining staff, changes in consumer behaviour (e.g. later bookings) and the black and white threshold of VAT limiting growth.

Good tourism opportunities for your business

Engaging with Exmoor's Good Tourism Plan helps small businesses thrive, builds resilience, and ensures that tourism continues to benefit both people and place. By working together, businesses can shape the future of tourism in Exmoor, attract more visitors, and leave a positive legacy for generations to come. The plan sets out three main goals, each with practical actions for businesses:

Regenerative

Sustainability • Visitor Management & Information • Giving Back



Aim: Leave Exmoor better than you found it.

How: Adopt sustainable practices (e.g. reduce energy use, cut single-use plastics, use local suppliers), promote car-free travel, and support conservation initiatives like CareMoor for Exmoor or volunteering.

Benefits: Enhance your reputation, attract new visitors (83% of travellers say sustainable tourism is important to them), and protect the landscape your business relies on.

Productive

Marketing • Retaining Benefits Locally • Product Development



Aim: Increase the value of tourism to the local economy.

How: Use the Exmoor brand in your marketing, encourage longer stays and off-season visits, promote local produce (e.g. the Eat Exmoor campaign), and develop new experiences for visitors.

Benefits: Higher visitor spend, more repeat business, and a stronger local supply chain retaining benefits locally.

Resilient

Research & Business Support • Accessibility & Inclusion • Community Buy-in



Aim: Build a sector that can withstand challenges.

How: Access research, training, and business support; improve accessibility and inclusion; and engage with community initiatives.

Benefits: Be better prepared for economic shifts or external events that can impact on tourism, and more attractive to a wider range of customers.



What else can you do?

- **Join with others** We are better together. Join visit Exmoor and your local tourism association.
- **Think about some simple steps you can take to further the objectives of the plan** Many small actions can collectively have a great impact, both for your business and the wider area.
- **Adopt the plan's delivery principles** in your business:
Care • Celebration • Communication • Collaboration • Coordination.
- **Promote your businesses pursuit of 'Good Tourism' to your customers** through your website, e-news, guest information folders etc.
- **Champion the Exmoor brand and Engage with campaigns** (e.g. #HereAllYear and #EatExmoor) and support local projects that benefit the community and environment.
- **Pride in Place** Be recognised as a Park Partner or a CareMoor Champion, showing your commitment to Exmoor's future.

Here to help

Exmoor National Park Authority, Visit Exmoor and partner organisations are keen to work with you. There are toolkits, assets, and resources that can help you, and there are numerous opportunities throughout the year to collaborate with others, share ideas and develop new products.

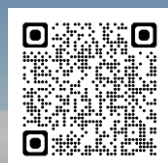
For further information visit:

- www.exmoor-nationalpark.gov.uk/tourism (this includes a full list of other partner websites)
- www.visit-exmoor.co.uk/trade

Who's involved?

No single organisation has sole responsibility for managing tourism in Exmoor. Instead, it's a partnership of businesses, communities, and different supporting organisations.

The plan is overseen by the Exmoor Tourism Network, which brings together key players to share ideas, develop initiatives, and collaborate on delivery. By engaging, small businesses can influence decisions, access support, and benefit from joint marketing and training. Together we maximise our strengths and our reach.



Find out more...

www.exmoor-nationalpark.gov.uk/tourism

