



**EXMOOR**  

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**NATIONAL PARK**

**Exmoor Visitor Survey  
2010**

**March 2011**

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Between July and December 2010 the National Park Authority conducted a visitor survey to gain a greater understanding of visitor views and ascertain their thoughts on a range of tourism related issues. The survey followed up the last survey conducted by the Quest project / Visit Exmoor in 2005.

Over 320 surveys were completed face to face with visitors. This sample size provides a confidence level of 95% with a 5.5% margin of error. In other words we can be 95% confident that the trends depicted in the survey are an accurate reflection of overall views within 5.5% either way.

Please note the results listed below refer to actual responses – if for some reason a particular question wasn't answered then this is not included. As a consequence where results have been split amongst categories (e.g. staying / day visitors or first time / repeat visitors) the breakdown may not always correlate with the total.

The surveys were conducted at 23 locations with larger samples taken at key towns and honey pots and smaller samples collected at more remote sites. This allowed us to reach visitors at both the main 'honey pot' locations but also in less visited areas of the National Park. Minehead and Combe Martin were included as gateway towns to the National Park. Each survey was conducted face to face taking approximately 10-15 minutes.

<b>Combe Martin</b>	<b>3.5%</b>
<b>County Gate</b>	<b>4.5%</b>
<b>Dulverton</b>	<b>12%</b>
<b>Dunkery (including Dunkery Beacon, Webbers Post &amp; Dunkery Gate)</b>	<b>4%</b>
<b>Dunster</b>	<b>11%</b>
<b>Exford</b>	<b>1.5%</b>
<b>Haddon Hill</b>	<b>4%</b>
<b>Heddon Valley</b>	<b>2%</b>
<b>Lynton / Lynmouth</b>	<b>6%</b>
<b>Doone Valley</b>	<b>1%</b>
<b>Minehead</b>	<b>3.5%</b>
<b>North Hill</b>	<b>2%</b>
<b>Nutcombe Bottom</b>	<b>3.5%</b>
<b>Porlock (including Porlock Weir and Porlock Common)</b>	<b>17%</b>
<b>Simonsbath</b>	<b>3.5%</b>
<b>Tarr Steps</b>	<b>8%</b>
<b>Valley of rocks</b>	<b>4%</b>
<b>Watersmeet</b>	<b>3%</b>
<b>Wimbleball</b>	<b>6%</b>

## Visitor Satisfaction

	Very good	Good	Fair	Poor	Very poor
<b>Visitor Attractions</b>					
Quality	45%	48%	6%	0%	0%
Value for Money	29%	53%	17%	1%	0%
<b>Places to eat and drink</b>					
Quality	33%	56%	10%	1%	0%
Value for Money	19%	53%	27%	2%	0%
Opening times	15%	61%	21%	3%	0%
Use of local produce	30%	55%	14%	1%	1%
<b>Accommodation</b>					
Quality	42%	49%	7%	1%	0%
Value for Money	33%	52%	13%	2%	1%
<b>Car Parking</b>					
Ease	27%	57%	14%	2%	1%
Cost	20%	35%	34%	9%	3%
<b>Public toilets</b>					
Availability	18%	61%	16%	5%	0%
Cleanliness	19%	55%	18%	6%	2%
<b>Cleanliness</b>					
Countryside	39%	54%	7%	0%	0%
Settlements	31%	62%	6%	1%	0%
Coast	30%	58%	9%	3%	0%
<b>Ease of getting around</b>					
Public transport	18%	38%	26%	11%	7%
Roads	12%	62%	23%	3%	1%
Rights of Way	33%	58%	8%	1%	0%

### Were you aware that Exmoor was a National Park before you visited?

Yes	93%
No	7%

### How would you rate your overall satisfaction with your visit to Exmoor?

	Very good	Good	Fair	Poor	Very poor
Staying visitors	55%	44%	1%	0%	0%
Day Visitors	49%	50%	1%	0%	0%
Repeat Visitors	53%	46%	1%	0%	0%
First time visitors	56%	43%	2%	0%	0%
All visitors	54%	45%	1%	0%	0%

### Where did you obtain information PRIOR to your visit?

	Staying visitors	Day visitors	Repeat visitors	First time visitors	All visitors
Previous visit	49%	48%	63%	0%	53%
Friends/relatives	34%	44%	34%	35%	37%
Newspaper or magazine advert/article	7%	7%	7%	4%	6%
Tourist Information Centre	9%	10%	11%	8%	9%
Printed brochure/guide/map	13%	12%	13%	12%	13%
Internet	42%	25%	32%	69%	38%

\*All 'others' have been incorporated within the above categories.

### Where did you obtain information DURING to your visit?

	Staying visitors	Day visitors	Repeat visitors	First time visitors	All visitors
Previous visit	31%	38%	39%	0%	36%
Information from local people	19%	21%	18%	26%	19%
Tourist Information Centre/National Park Centre	46%	37%	39%	43%	40%
Printed Guides	44%	18%	38%	36%	37%
Information Panels	24%	19%	24%	13%	23%
Internet	22%	18%	20%	29%	21%
Mobile phone/internet	3%	1%	3%	2%	3%

### Have you seen a copy of the free Exmoor Visitor?

	Staying visitors	Day visitors	All visitors
Yes	51%	35%	45%
No	49%	65%	55%

### How would you rate the Exmoor Visitor

	Very good	Good	Fair	Poor	Very poor
Quality	33%	54%	13%	0%	0%
Usefulness	31%	57%	11%	1%	0%

### Have you visited any of the National Park / Visitor Centres?

	Staying visitors	Day visitors	All visitors
Dunster	30%	35%	31%
Dulverton	16%	23%	16%
Lynmouth	20%	27%	22%
Minehead	21%	21%	21%
Lynton	12%	17%	13%
Porlock	24%	20%	23%
Combe Martin	7%	7%	7%
None	39%	46%	42%
Other*	3%	4%	3%

\*County Gate, Ilfracombe, Woolacombe, Bossington

### Has your understanding of any of the following issues been increased during your stay?

Wildlife	59%
Culture	29%
History	56%
Landscape	68%

### Have you found the number of visitor facilities is appropriate within Exmoor?

	Too many	About right	Too few
Visitor / Information centres	0%	94%	6%
Information boards	0%	88%	11%
Public toilets	0%	78%	22%
Food and drink outlets	5%	92%	3%
Outdoor activity provision	2%	85%	13%
Countryside pursuits	3%	92%	5%
Natural attractions	4%	94%	2%
Indoor attractions	3%	60%	37%
Car Parks	2%	85%	13%
Public Transport	1%	59%	39%
Equipment hire	0%	35%	65%

**Are you planning on visiting Exmoor again?**

Yes	89%
No	1%
Don't know	10%

**What aspects were important to you in deciding to visit the area? -Tick all the apply**

	Staying visitors	Day visitors	All
Scenery / Landscape	92%	89%	91%
Coastline / beaches	72%	67%	71%
Tranquillity / peace and quiet	82%	68%	79%
Wildlife	63%	53%	59%
Events / festivals	13%	7%	11%
History and heritage	53%	36%	48%
Quality of accommodation	41%	1%	30%
Easy to get to	42%	39%	40%
Access to local products	29%	24%	27%
Country and field sports	5%	7%	5%
Outdoor activities	71%	60%	69%
Status of Exmoor as a National Park	69%	63%	66%
Other*	3%	2%	3%

\*Work trip, friends / family / relocation / dog friendly

**What activities have you undertaken during your stay in the area? - Tick all that apply**

	Staying visitors	Day visitors	All
Short walk (under 2 hours)	78%	70%	75%
Long Walk (over 2 hours)	43%	37%	42%
Running	3%	6%	3%
Cycling	7%	11%	7%
Mountain biking	3%	10%	6%
Horse riding	2%	2%	2%
Country / field sports	2%	4%	3%
Fishing	3%	11%	5%
Swimming	5%	12%	7%
Water sports	5%	7%	5%
Visiting attractions	54%	39%	50%
Visiting towns and villages	75%	52%	70%
Events	11%	10%	10%
Sightseeing by car / motorbike	50%	40%	47%
Wildlife watching	39%	30%	37%
Other*	3%	4%	3%

\*work / Visiting friends & family / property hunting / rock pooling

**Have you been to Exmoor before?**

	Staying visitors	Day visitors	All
Yes	79%	86%	80%
No	21%	14%	20%

**If yes how often do you come here?**

	Staying visitors	Day visitors	All
Less than once a year	35%	18%	32%
Once a year	29%	16%	25%
2-4 times a year	22%	26%	23%
More than 4 times a year	14%	33%	20%

**Are you on a day visit to Exmoor?**

Yes	29%
No	71%

**What kind of accommodation are you staying in?**

Serviced (hotel, B&B, Guest House)	36%
Self catering (cottage, apartment, hostel)	21%
Caravan / campervan	16%
Camping	12%
Staying with friends / relatives	15%

**How important is it that your accommodation is environmentally friendly?**

I actively look for a business with a green award	9%
If I came across a business with a green award I would choose it over a similar business without one	23%
I would be happy to visit a business with a green award but would not go out of my way to find one	42%
It would make no difference to me	26%

**How did you get to the area?**

Private transport (car, motorbike, van)	93%
Public transport (bus, coach, train)	6%
Other*	1%

\*Walk / Cycle

**Have you used, or are you planning to use public transport during your stay?**

	Staying visitors	Day visitors	All
Yes	21%	13%	17%
No	79%	87%	83%

**What might encourage you to make more use of public transport within Exmoor?**

Cheaper fares	19%
More frequent services	26%
More routes	24%
More information on services	25%
Park and ride facilities	18%
Parking difficulties / costs at destinations	8%
Nothing	45%
Other	4%

\* Storage / bike racks / dog carrying

**Age profile of visitors** (n.b. includes all those visiting together with a respondent excluding those aged under 16).

16-24 years*	5%
25-44 years	27%
45-64 years	47%
65+ years	21%

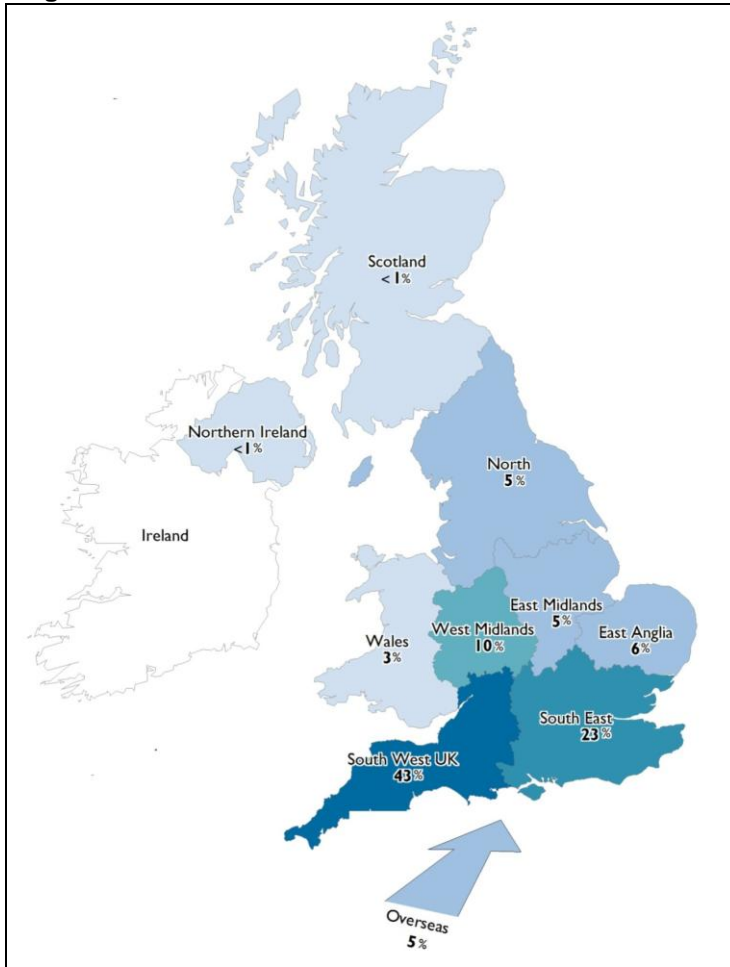
**Do you consider yourself to be a member of an ethnic minority?**

Yes	2%
No	96%
Prefer not to say	2%

**Do you have any longstanding health issues or disabilities that limit your daily activity?**

Yes	12%
No	87%
Prefer not to say	>1%

## Origin of visitors



## Please feel free to make any further comments on how you think the quality of Exmoor as a place to visit could be improved?

- Wonderful place to visit. You need better public transport
- Difficult to improve as it's already perfect
- Love to visit, friendly, helpful natives, clean environments. Quality visit!
- More clothes shops
- Better trails
- Wouldn't want to see any further development of this site
- It's wonderful
- We love Exmoor, been coming 55 years
- good already
- Enjoy whatever the weather
- Rare tranquillity in southern Britain
- Some footpath signage could be improved
- free wifi more widely available
- All locals need to clear up after their dogs - some only do
- Keep it natural - it's lovely
- (we are 83 and 86 - particularly for the elderly, site mens and ladies toilets near each other, not 200 yds apart.
- we love it
- outdoor activities - survival courses for older children
- more toilets
- We would like a weekly/daily parking ticket for the area.
- None - it's very beautiful and we have been pleased with our visit.
- More info about local events/markets/craft fairs etc.
- signposts clearer
- less litter
- We love Exmoor and are lucky to live so near.
- North Hill is favourite place to 'wild camp' in motor home. Unsure of legality, feel uncomfortable when approached by local people. Would like site to be open for more than 4 months of the year.
- Hope it stays the same as it has been for last 10 years!
- Exmoor Zoo - amazing!
- 'Round Robin' bus trips for linear walks, running from campsite would be good.
- No where to park for Minehead Visitor Centre.
- Porlock should have free parking for disabled.

- In Germany motor homes very popular. Plenty of provision of overnight pay to park car parks (£5-£8 per week)
- Camper vans are not well catered for in England. Have met Spanish and Italian motor home users who agree.
- Car Parks should charge £1 as opposed to 80/90p because easier than finding change.
- Porlock charge orange badge holders (disabled) to park, not impressed!
- Due to tides, Porlock Weir would be most ideal place for off shore moorings when coming west along the coast from Wales. However the facilities do not accommodate visitors-missing out on a lot of business.
- Need better signposting to Redwoods 'Tall Trees' from Dunster.  
Signposting at Gallox Hill Car Park needs to be better.
- Exmoor Book used (free)
- Hedges too high on roads. Dog bins not needed just flick it!
- 'Hairy Dog' very good for kids
- Need map, can't rely on trail signs in England.
- On last leg of Two Moors Way, pub was closed very disappointed.
- Pony Centre quiet and unwelcome/ felt like it was private property. Nothing to see there.
- Footpath signs have misleading distances on them
- Passing through to holiday in Woolacombe, lovely area to stop off.
- Were planning on all round UK trip but stayed on Exmoor because so nice.
- Better trail signage with distances and final destinations. Also information on approx. time walks take to complete. Often follow footpath sign to destination then at next junction there is no mention of final destination then get lost.
- Nice to be able to download orange walk leaflets for free.
- Car necessary for exploring freely (not planning) and storing equipment to allow for changes in weather/plans.  
Would like campsites in more remote peaceful areas with easy access to footpaths and surrounding countryside walks.  
Do not commercialise too much like Woolacombe, similar to urban home. (Have come to experience traditional)
- Road not as well surfaced in Somerset
- Just passing through from Croyde to Bristol.
- Can't find local food in Lynmouth.  
Info boards need higher quality info.  
Not interested in cheap entertainment.
- Too many 'peasants'! But realize had rose-tinted view due to previous visit 5 years ago.
- First time visitors
- Don't change Exmoor  
Staying with relatives
- 1st visit but will be back!
- County Gate beautiful.  
Do not over commercialise.  
Not enough places to eat for young people.
- Johnny Kingdom very important in deciding to visit.
- Keep it undeveloped/natural.
- Maps are confusing (upside down - orientation opposite on each map)
- Attractions are expensive
- Public Transport only for sightseeing.  
Audio guides not good for this site but good for others.
- Beautiful
- Car Park charges too much wherever you go.
- Good for dog
- Less is more
- Nice not to have to pay a lot of money to go on walk. Don't want touristy shops (over development)
- First visit to Exmoor  
More publicity as ENPA as a National Park.
- More Shops to be open
- refurb on some buildings
- Good footpaths, Brecon needs improving
- Travelling around Exmoor by bike.
- occasional work visit
- Car parking can be difficult
- Visited Exmoor partly due to National Park designation.
- First visit to Exmoor.
- New toilet not good.
- Breath taking
- Keep it natural