



Exmoor Visitor Survey 2012

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Between July and December 2012 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 previous surveys of a similar nature conducted in 2005 and 2010.

415 surveys were completed face to face with visitors. This sample size provides a confidence level of 95% with a margin of error of less than 5%. In other words we can be 95% confident that the trends depicted in the survey are an accurate reflection of overall views within less than 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 20 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. Each survey was conducted face to face taking approximately 5-10 minutes.

County Gate	5%
Doone Valley (Malmsmead / Brendon)	2%
Dulverton	5%
Dunkery Bridge / Dunkery Beacon / Webbers Post	7%
Dunster / Nutcombe Bottom	7%
Exford / Landacre Bridge	2%
Haddon Hill	2%
Heddon Valley	9%
Lynton / Lynmouth	10%
Porlock Common	1%
Porlock Weir	7%
Porlock	10%
Simonsbath	2%
Tarr Steps	11%
Valley of Rocks	6%
Watersmeet	5%
Webbers Post	3%
Wimbleball	3%
Winsford / Withypool / Wheddon Cross	3%
Molland Moor	1%
Total	100

Visitor Satisfaction

	Very good	Good	Fair	Poor	Very poor
Visitor Attractions					
Quality	49%	46%	5%	0%	0%
Value for Money	35%	51%	14%	0%	0%
Places to eat and drink					
Quality	37%	54%	8%	1%	0%
Value for Money	24%	45%	22%	2%	0%
Opening times	22%	50%	24%	3%	1%
Use of local produce	39%	50%	10%	1%	0%
Accommodation					
Quality	49%	40%	10%	0%	0%
Value for Money	44%	38%	17%	1%	0%
Car Parking					
Ease	28%	54%	13%	4%	0%
Cost	23%	34%	32%	8%	3%
Public toilets					
Availability	29%	51%	15%	3%	1%
Cleanliness	28%	46%	22%	2%	2%
Cleanliness					
Countryside	58%	36%	5%	1%	0%
Settlements	48%	45%	6%	1%	0%
Ease of getting around					
Public transport	16%	39%	24%	15%	7%
Roads	16%	59%	21%	4%	0%
Rights of Way	40%	50%	9%	1%	0%

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

Yes	95%
No	5%

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

	Very good	Good	Fair	Poor	Very poor
Staying visitors	62%	36%	2%	0%	0%
Day Visitors	60%	37%	2%	0%	0%
Repeat Visitors	67%	31%	2%	0%	0%
First time visitors	51%	46%	3%	0%	0%
All visitors	64%	34%	2%	0%	0%

Where did you obtain information PRIOR to your visit?

	Staying visitors	Day visitors	Repeat visitors	First time visitors	All visitors
Previous visit	60%	53%	74%	0%	61%
Friends/relatives	38%	34%	37%	39%	36%
Newspaper or magazine advert/article	6%	7%	7%	6%	7%
Tourist Information Centre	15%	12%	15%	8%	14%
Printed brochure/guide/map	23%	31%	25%	30%	24%
Internet	42%	39%	30%	65%	34%

**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	43%	57%	53%	0%	44%
Information from local people	31%	21%	30%	35%	29%
Tourist Information Centre/National Park Centre	35%	26%	29%	42%	39%
Printed Guides	38%	30%	32%	52%	38%
Information Panels	12%	27%	12.3%	27%	15%
Internet	21%	8%	15%	23%	15%
Smart phone/ tablet	9%	4%	6.7%	17%	7%

Have you seen any National Park Authority publications (e.g. Pocket Guide or Exmoor Visitor)?

	Staying visitors	Day visitors	All visitors
Yes	47%	43%	44%
No	53%	57%	55%

How would you rate Exmoor National Park Authority publications?

	Very good	Good	Fair	Poor	Very poor
Quality	38%	54%	8%	0%	0%
Usefulness	41%	52%	8%	0%	0%

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

	Staying visitors	Day visitors	All visitors
Yes	42%	53%	45%
No	58%	47%	55%

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

Wildlife	63%
Culture	30%
History	59%
Landscape	79%

Are you planning on visiting Exmoor again?

Yes	91%
No	1%
Don't know	8%

If no what are your reasons for not visiting again?

- Too far
- Travelling on to Wales
- Trying to find somewhere more child friendly
- Like a change

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

	Staying visitors	Day visitors	All
Scenery / Landscape	92%	90%	92%
Coastline / beaches	78%	63%	75%
Tranquillity / peace and quiet	79%	73%	75%
Wildlife	57%	54%	55%
Events / festivals	10%	13%	9%
History and heritage	43%	37%	41%
Quality of accommodation	42%	4%	30%
Easy to get to	40%	40%	38%
Access to local products	26%	15%	19%
Country and field sports	6%	11%	7%
Outdoor activities	65%	73%	64%
Status of Exmoor as a National Park	70%	73%	68%
Status of Exmoor as an International Dark Sky Reserve	11%	20%	11%
Other*	7%	6%	7%

*Passing through, good pubs, visiting family, weather, shops, dog friendly, Like what we know, group visit, Lee Abbey

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)	77%	81%	78%
Long Walk (over 2 hours)	42%	33%	39%
Running	7%	4%	6%
Cycling	6%	8%	6%
Mountain biking	2%	6%	3%
Horse riding	3%	1%	3%
Country / field sports	1%	6%	2%
Fishing	3%	8%	5%
Swimming	10%	6%	13%
Water sports	2%	15%	7%
Visiting attractions	47%	29%	43%
Visiting towns and villages	77%	48%	70%
Events	10%	6%	8%
Sightseeing by car / motorbike	53%	41%	50%
Wildlife watching	30%	29%	30%
Stargazing	13%	13%	11%
Other*	4%	4%	4%

*Supervising Dof E group, Foraging, Photography, only just arrived, Geo-Caching, Beach, Climbing Golf, Crabbing, Camping.

Have you been to Exmoor before?

	Staying visitors	Day visitors	All
Yes	83%	97%	83%
No	17%	3%	17%

If yes how often do you come here?

	Staying visitors	Day visitors	All
Less than once a year	43%	12%	38%
Once a year	23%	6%	17%
2-4 times a year	23%	24%	23%
More than 4 times a year	10%	53%	22%

Are you on a day visit to Exmoor?

Yes – on holiday elsewhere in region	21%
Yes – from home	22%
No	57%

What kind of accommodation are you staying in?

Serviced (hotel, B&B, Guest House)	31%
Self catering (cottage, apartment, hostel)	30%
Caravan / campervan	17%
Camping	10%
Staying with friends / relatives	12%

How important is it that your accommodation is environmentally friendly?

I actively look for a business with a green award	7%
If I came across a business with a green award I would choose it over a similar business without one	24%
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	28%

How did you get to the area?

Private transport (car, motorbike, van)	97%
Public transport (bus, coach, train)	3%
Other*	0.2%

*Walk

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

	Staying visitors	Day visitors	All
Yes	19%	6%	16%
No	81%	94%	84%

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

Cheaper fares	18%
More frequent services	29%
More routes	21%
More information on services	23%
Park and ride facilities	13%
Parking difficulties / costs at destinations	9%
Nothing	39%
Other*	7%

* Dog carrying, direct route from home, if visiting for longer, door to door service, Disabled access, Direct route from home, child friendly, free bus passes for Scottish residents, If roads were busier.

Are you visiting...

On your own	5%
With partner	44%
With family inc children	35%
With friends / relative	21%
With an organised tour	1%
Other	1%

*School group, DofE group

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

16-24 years*	8%
25-44 years	29%
45-64 years	43%
65+ years	20%

Age profile of visitors (Including under 16's)

Under 16	20%
16-24 years*	6%
25-44 years	24%
45-64 years	34%
65+ years	15%

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

Yes	2%
No	95%
Prefer not to say	3%

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

Yes	9%
No	90%
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?

- Activities such as horse riding to be cheaper (e.g. £30 for 1 hr too expensive).
- More public camping areas as in France and more spaces in car parks for campervans
- More shops etc to open more often especially during summer (e.g. Wednesdays).
- Footpaths overgrown at the moment.
- With regard to Q7 - more signs to ease getting around Exmoor area using footpaths and bridleways
- It could be advertised more widely for foreign visitors as it is quite rare to meet people from abroad. Quality of provision will always attract repeat custom, whilst protecting the park environment.
- Please do not close toilets or the Post Office in Porlock village.
- Do not think of closing down the public toilets in Porlock as local pubs and cafes will not like people using their facilities.
- Keep the Post Office in Porlock - Minehead is too far to go for Pensions and buses are few to get there.
- Improve toilet facilities/clean more frequently
- Keep it the same
- Concerned about closure of public toilets in the future.

- Public transport - more frequent and cheaper
- More signage for facilities. "Shout about what you've got"
- Keep it the same but cheaper disabled parking e.g. too expensive in Porlock
- More detailed map for car & walking would be good. I suggest OS Map of Exmoor 1:25,000
- Car parking charges too expensive. Lack of choice for vegetarian/dietary
- Better signposted baby changing
- Remove Butlins
- Take Butlins away from Minehead
- Very friendly shop staff etc. Put off by poor hotel!!
- An enjoyable visit
- Car parking should be free. Only hotel food available after 5pm
- Cleanliness of public toilets is very disappointing - especially since so much care is taken elsewhere & lots of Dutch and German visitors who naturally expect a higher standard than they let get in Exmoor public loos
- Over the course of the year we have a number of visitors - friends and relatives. A visit to Exmoor is compulsory
- The disabled toilet in Lynmouth Memorial Hall is dire. I was under the impression this would be upgraded by now. I did ask in the County Gate Info Centre for a list of disabled toilets but was told nothing was available
- We love Exmoor!