



Exmoor Visitor Survey 2018

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Between July and December 2018 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 every two years from 2010.

433 surveys were completed face to face with visitors. This sample size provides a confidence level of 95% with a margin of error (confidence interval) of 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 and the smaller sample sizes will lower the confidence levels.

The surveys were conducted at a range of locations within the National Park 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 10 minutes.

Challacombe / Chains area	<1%
Combe Martin	2%
County Gate	2%
Doone Valley (Malmsmead / Brendon)	5%
Dulverton	3%
Dunkery Bridge / Dunkery Beacon	5%
Dunster / Nutcombe Bottom	9%
Haddon Hill	<1%
Heddon Valley	9%
Lynton / Lynmouth	9%
Porlock	5%
Porlock Common	2%
Porlock Weir	8%
Simonsbath / Brendon Common	2%
Tarr Steps	9%
Valley of Rocks	12%
Watersmeet	7%
Webbers Post	8%
Wimbleball	6%
Winsford / Withypool / Wheddon Cross	<1%
Total	100%

Visitor Satisfaction

	Very good	Good	Fair	Poor	Very poor
Visitor Attractions					
Quality	51%	47%	2%	0%	0%
Value for Money	40%	54%	6%	0%	0%
Accommodation					
Quality	50%	45%	4%	<1%	<1%
Value for Money	46%	48%	5%	<1%	<1%
Car Parking					
Ease	27%	60%	12%	1%	0%
Cost	20%	54%	23%	2%	1%
Public toilets					
Availability	22%	50%	22%	6%	<1%
Cleanliness	25%	48%	22%	5%	0%
Ease of getting around					
Roads	16%	69%	13%	1%	1%
Signage	20%	67%	11%	<1%	0%
Public transport	7%	36%	20%	31%	6%
Rights of Way	38%	59%	3%	0%	0%

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

	Very good	Good	Fair	Poor	Very poor
Staying visitors	65%	35%	0%	0%	0%
Day Visitors	70%	30%	<1%	0%	0%
Repeat Visitors	67%	33%	<1%	0%	0%
First time visitors	69%	31%	0%	0%	0%
All visitors	67%	32%	<1%	0%	0%

How likely are you to recommend visiting Exmoor to friends and family?

0	1	2	3	4	5	6	7	8	9	10
Detractors						Passives			Promoters	
0%	0%	0%	0.33%	0%	0.33%	0.33%	4%	17%	17%	61%

Net Promoter Score (total promoters minus total detractors) = **77%**

Where did you obtain information PRIOR to your visit?

	Staying visitors	Day visitors	Repeat visitors	First time visitors	All visitors
Previous visit	62%	72%	77%	0%	65%
Friends/relatives	21%	23%	22%	24%	21%
Newspaper or magazine advert/article	3%	5%	5%	2%	4%
Tourist Information Centre	11%	5%	6%	21%	7%
Printed brochure/guide/map	24%	17%	17%	41%	20%
Internet	58%	25%	36%	79%	41%

Where did you obtain information DURING to your visit?

	Staying visitors	Day visitors	Repeat visitors	First time visitors	All visitors
Previous visit	51%	74%	71%	0%	59%
Information from local people	28%	11%	16%	40%	19%
Tourist Information Centre/National Park Centre	39%	18%	29%	29%	28%
Printed Guides	38%	26%	32%	33%	32%
Information Panels	34%	18%	27%	28%	26%
Internet	9%	12%	10%	10%	10%
Smart phone/ tablet	28%	14%	16%	45%	20%

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

Yes	97%
No	3%

How important was the designation of the area as a National Park in your decision to visit?

	Not at all important	Not very important	Neither important or unimportant	Quite important	Very important
Staying visitors	<1%	3%	2%	44%	50%
Day Visitors	<1%	2%	2%	39%	57%
Repeat Visitors					
First time visitors	0%	4%	2%	57%	37%
All visitors	1%	2%	2%	42%	53%

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

	Staying visitors	Day visitors	All visitors
Yes	58%	57%	57%
No	42%	43%	43%

How would you rate Exmoor National Park Authority publications?

	Very good	Good	Fair	Poor	Very poor
Quality	37%	59%	4%	0%	0%
Usefulness	39%	55%	6%	0%	0%

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

	Staying visitors	Day visitors	All visitors
Yes	47%	43%	45%
No	53%	57%	55%

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

Wildlife	68%
Culture	46%
History	70%
Landscape	72%

Do you recognise the logo below?

Yes	48%
No	39%

Not sure	13%
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What aspects were important to you in deciding to visit the area? -Tick all the apply

	Staying visitors	Day visitors	All visitors
Scenery / Landscape	85%	84%	84%
Coastline / beaches	52%	46%	48%
Tranquillity / peace and quiet	81%	64%	71%
Wildlife	47%	44%	45%
Events / festivals	3%	5%	4%
History and heritage	43%	35%	39%
Opportunities to sample local food and drink	34%	25%	29%
Opportunities for countryside and field sports	5%	2%	4%
Opportunities for outdoor activities	57%	51%	53%
Dark Sky Reserve Status	11%	7%	9%

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

	Staying visitors	Day visitors	All visitors
Short walk (under 2 hours)	74%	61%	71%
Long Walk (over 2 hours)	43%	21%	34%
Running	2%	<1%	1%
Cycling or mountain biking	3%	3%	3%
Horse riding	3%	1%	2%
Country / field sports / fishing	1%	1%	1%
Water sports	8%	4%	6%
Visiting attractions	55%	33%	46%
Events	2%	3%	3%
General sightseeing / relaxing	85%	63%	78%
Wildlife watching	37%	22%	30%
Stargazing	11%	4%	7%
Eating out	52%	38%	47%

Have you been to Exmoor before?

	Staying visitors	Day visitors	All
This is my first ever visit	19%	8%	14%
This is my first visit in over 3 years	24%	19%	21%
I visit every 2-3 years	14%	4%	9%
I visit about once a year	19%	7%	13%
I visit at least 2-4 times a year	18%		18%
I visit frequently	7%	19%	25%

Are you planning to visit Exmoor again?

Yes	86%
No	1%
Don't know	13%

If no what are your reasons?

- Dog
- Too quiet
- Wish to explore other places x 2

Are you visiting...

On your own	9%
With partner	54%
With family inc children	15%
With friends / relatives	20%
With an organised tour	3%

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	18%
45-64 years	44%
65+ years	33%

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

Under 16	12%
16-24 years	4%
25-44 years	16%
45-64 years	38%
65+ years	32%

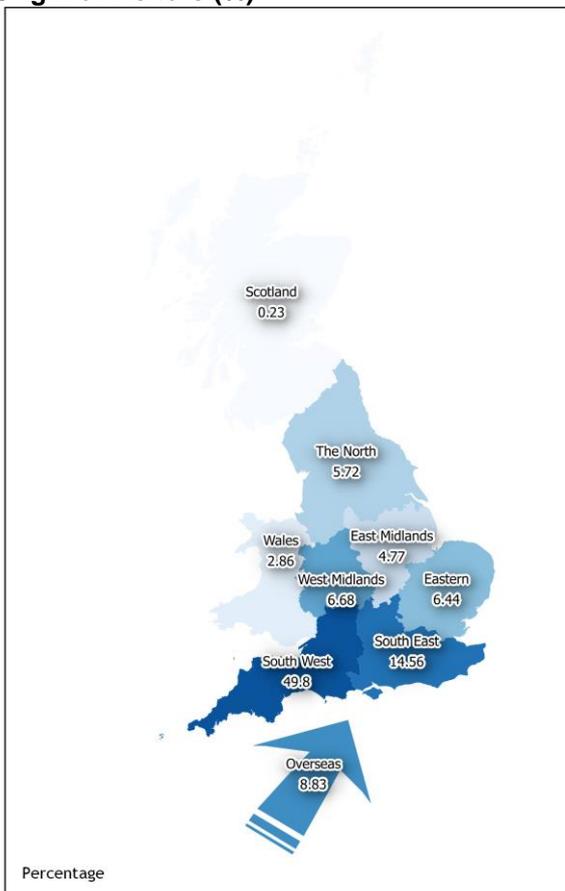
Do you consider yourself a member of an ethnic minority?

Yes	3%
No	96%
Prefer not to say	1%

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

Yes	12%
No	85%
Prefer not to say	3%

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

- 20 comments about 'keeping Exmoor as it is' / 'no need to change'.
- great motorcycle country
- good to find spaces in car parks for motor homes
- lack of footpaths linking sections of footpaths where they intersect with main roads
- lack of public transport across and to Exmoor
- keep the sun shining
- camping
- signage,
- love to see a bus service to Lynmouth
- changing places for disabled
- Hotel was very poor. Shearing Valley of Rocks, Lynton
- dog bins at tarr steps
- sign in need of repair at higher combe farm leaves the road from higher broford at cattle grid
- castle bridge stile step needs replacing
- query post code on tarr steps parking area
- More open access
- internet access and Wi-Fi
- places being dog friendly is important
- would like to volunteer
- keep it dog friendly
- mobile phone signal
- disappointing bus services reduces opportunities for exploring and spending
- would use more public transport if available
- better public transport
- more public toilets think they have been reduced
- mileage and timings on walking route signs
- cream teas fantastic
- remove 20p toilet charge if possible
- friendliness excellent. signage for road and villages need improvements
- challenging terrain should be highlighted, e.g.. steep slippery tight steps. pre warning in leaflets also to be highlighted.
- Poor signal, mast need especially for emergencies. also to use for maps.
- maintenance of foliage around road signs
- Edge of exmoor to minehead needs tidying, waste on paths
- advertising of attractions
- motorhome height restrictions lifted.
- Park and Ride would be useful like oxford
- bus stop in Dunster - limited seats bus is full, return ticket holders take priority. Not reassuring
- more dog poo bins everywhere. Dunster castle has most
- include signs on moorland layby/ car parks
- woody bay station extension is great on local business, but develop wisely
- North Molton road needs repairing. more laybys to look at scenery and signage
- parking - in towns need to increase capacity
- Replies to emails from general public to the National Park should be made to help explain use of agricultural bale material used (pink colour).
- public footpath signs need improvements. Some more buses to West Exmoor, Lynmouth.
- dog poo bags left in bushes, a strategy to improve. Not extra bins, waste of money.
- not encouraging people to park in inappropriate places.
- literature for multilingual visitors should be better, including exmoor visitor and audios.
- public transport across Exmoor, e.g. luccombe to porlock weir.
- toilets - please no charge. people panic when they have no change, particularly older people.
- parking - voluntary donations more ideal. let people decide how much to pay, more likely to receive more. Make it a civil controller.
- Toilets should be free.
- Don't increase visitor numbers. It will become unsustainable.
- County Gate visitor centre-reinstate with visitor centres and cafe. easy access to walking and info. Cream tea was fabulous.
- toilets were clean but two toilets in ladies were unavailable, using a hand written sign
- wet weather gear needs to be more readily available. Dog harnesses hard to find.
- phone service is poor.
- Not enough toilets. portable toilets well camouflaged.
- Accessibility signs for disabled/elderly to advice them of steps or steep inclines
- more public toilets in the area/car park. especially for coach groups
- increase number of wide tracks for wheelchair. separate tracks for tempers an cyclists. cyclists make grooves
- Resolve poo bag issues in walking areas.
- signage by laybys
- kind and friendly surveyors
- Food and drink honesty boxes (even in churches like in Shropshire).
- More ice cream vans
- soap in ladies toilets county gate
- footpath signage by farm north of Ashton Cleave.
- some signs missing or not matching to guide books.
- poor mobile phone
- dog friendly
- paths are very good for those with mobility concerns
- keep it as it is. more accessible parking spaces. reconsider costs which match state pension income. buildings in keeping with regulations
- Toilets more available in remote areas. more of them for coach parties.
- car parks should be free. car parking in the winter should be free
- continue the good work
- keep it as it is. no adventure parks
- parking machine to accept card!
- more public toilets for coach visitors
- Helping local economy more. Communicate with local businesses more to find areas in need.
- Liz is a lovely person to talk to and ask the questions!
- keep the bracken under controlled
- car parks with no charge. France is free! more layby parking with good signage to warn you
- Fewer the people the better.
- North Devon walking website ideally, not just Devon.
- Signage for start of walks should be improved i.e. SW coast path beside bottom ship pub
- parking is expensive - should be free out of season, evenings and weekends
- Toilets should be better than basic, smell better, need bins, more for large coach parties
- public transport improvements between Ilfracombe and Minehead
- Porlock car park toilets were closed. improvements to be made with toilet facilities
- cost of parking does influence people's decision to stop or not
- we would love to see greater provision for overnight camper van parking off season
- maintain it as it is, including open spaces.
- leave it as it is
- pull in points with parking signs so we can observe the landscape.

- cheaper toilet fee of 10p would be better
- warnings of a hunt. disagree with stag hunting
- keep public toilets open in winter. Older people are the most frequent visitors and require this basic service. particularly coach visits
- more places encouraged to stay open in winter months
- keep it the way it is
- needs to be undisturbed for its natural beauty, please do not spoil this great place we have
- I live at Arlington Beccott and The National Park is wonderful, so close, providing everything I need.
- Logistical improvements on SW coast path transport back to beginning of routes. Maybe volunteers to run the service or YHA.