



Exmoor Food Safaris



The Culbone is Exmoor's highest pub / restaurant with rooms and also boasts a cookery school. Escape the City tours is a small group tour operator who promote opportunities for people to explore the area, whilst supporting local communities and reducing reliance on car travel.

Both work together to provide Exmoor Food Safaris - offering people an insight into how a special landscape like Exmoor is managed and how best to make use of local produce. Escape the City tours provide the transport and guiding for the weekend, with accommodation and a cookery school based at the Culbone.

Over a weekend participants are treated to amazing food, alongside an opportunity to catch their own fish with expert tuition, before taking it back to be shown how to prepare and cook it. The safari also includes a visit to an upland hill farm, to learn about the journey from farm to plate, finishing in a masterclass lunch in the cookery school.

During the trip there are numerous opportunities for guests to explore the area, either with a guide or on their own following suggested options.

Two passionate local companies working together, with others, to celebrate the best of Exmoor by offering unique packaged weekends to discover the landscape, food and the link between the two.

A great example of experiential tourism, offering not only breathtaking views and guided tours, but an opportunity to try out new activities and gain a unique insight into the local landscape.



What have they gained?

- Our customers rate the Exmoor Food Safari as excellent
- The unique angle on local experiences has attracted national PR coverage
- Good relationship networks have been developed with other local businesses.

Through working with the farm, we have been able to create exciting itineraries allowing our guests a genuine insight of what it is like to live in Exmoor. In return, our farmer gets a welcome additional revenue stream, enabling him to benefit directly from the local tourism.



Top Tips

- 1** Find like-minded businesses that share your values to work with.
- 2** Take the time to agree exactly what roles each of the partner businesses will fulfil.
- 3** Run a full trial before launching to ensure that all parties know their part and are happy before going live.
- 4** Make the most of positive reviews and testimonials, they can be key to marketing a new service.
- 5** Allow your visitors to get “hands on”; really being part of something and learning from the experience makes it memorable.
- 6** Make the most of your natural assets, they are the biggest draw you have!



“Their enthusiasm for Exmoor mirrored my own, and their business idea to bring travellers to have a great time on Exmoor fitted with my growing plans for the Exmoor Food Safari.

It’s a pleasure meeting and spending time with people who love food as much as we do and who are really interested in understanding the journey from farm to plate.”

Mark Sanders - The Culbone

Find out more...

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