



EXMOOR

NATIONAL PARK

**Exmoor Visitor Survey
2021**

RESULTS

January 2022

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Between July and December 2021 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. This survey was originally intended to run in 2020 but delayed 12 months owing to Covid-19.

454 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.

Combe Martin	2%
Doone Valley (Malmsmead / Brendon)	4%
Dulverton	5%
Dunkery Bridge / Dunkery Beacon	7%
Dunster / Nutcombe Bottom	9%
Exford / Landacre	3%
Haddon Hill	3%
Heddon Valley	3%
Lynton / Lynmouth	9%
Porlock	3%
Porlock Common	4%
Porlock Weir	6%
Simonsbath / Brendon Common	2%
Tarr Steps	11%
Valley of Rocks	9%
Watersmeet	5%
Webbers Post	7%
Wimbleball	6%
Winsford / Withypool / Wheddon Cross	2%
Total	100%

Visitor Satisfaction

	Very good	Good	Fair	Poor	Very poor
Accommodation	70%	26%	3%	<1%	0%
Food & Drink	45%	42%	8%	4%	<1%
Visitor Attractions	45%	51%	3%	<1%	0
Car Parking	38%	43%	11%	7%	<1%
Public transport	7%	30%	38%	17%	8%
Roads	13%	59%	2%	5%	<1%
Rights of Way	45%	49%	4%	1%	<1%
Public toilets	24%	50%	16%	9%	<1%
Signage	24%	60%	9%	5%	<1%

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

	Very good	Good	Fair	Poor	Very poor
All visitors	81%	18%	<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		
						<1%	3%	11%	15%	72%

Net Promoter Score (total promoters minus total detractors) = **87%**

Where did you obtain information PRIOR to your visit?

	Staying visitors	Day visitors	First time visitors	All visitors
Previous visit	64%	71%	0%	66%
Friends/relatives	34%	32%	35%	33%
TV, Newspaper or magazine advert/article	8%	3%	6%	5%
Tourist Information Centre	7%	3%	2%	6%
Printed brochure/guide/map	26%	28%	16%	26%
Internet	63%	55%	75%	59%

Where did you obtain information DURING to your visit?

	Staying visitors	Day visitors	First time visitors	All visitors
Previous visit	56%	67%	0%	61%
Information from local people	32%	21%	33%	28%
Tourist Information Centre/National Park Centre	18%	9%	20%	15%
Printed Guides	33%	30%	38%	34%
Information Panels	25%	26%	29%	25%
Internet	16%	5%	17%	12%
Smart phone/ tablet	51%	44%	62%	48%

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

Yes	96%
No	4%

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
18%	12%	10%	31%	30%

Do you agree or disagree that the National Park seems well managed and cared for?

Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
0%	0%	4%	17%	79%

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

Yes	64%
No	36%

How would you rate Exmoor National Park Authority publications?

	Very good	Good	Fair	Poor	Very poor
Quality	49%	44%	6%	1%	0%
Usefulness	52%	40%	6%	2%	0%

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

	Staying visitors	Day visitors	All visitors
Yes	38%	32%	35%
No	62%	68%	65%

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

Wildlife	65%
Culture	38%
History	69%
Landscape	81%

Do you recognise the logo below?

Yes	67%
No	28%
Not sure	6%



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

	All visitors
Scenery / Landscape	90%
Coastline / beaches	73%
Tranquillity / peace and quiet	84%
Wildlife	59%
Events / festivals	5%
History and heritage	44%
Opportunities to sample local food and drink	48%
Opportunities for countryside and field sports	5%
Opportunities for outdoor activities	76%
Dark Sky Reserve Status	25%

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

	All visitors
Short walk (under 2 hours)	65%
Long Walk (over 2 hours)	60%
Running	5%
Cycling or mountain biking	7%
Horse riding	3%
Country / field sports / fishing	3%
Water sports	12%
Visiting attractions	36%
Events	4%
General sightseeing / relaxing	78%
Wildlife watching	29%
Stargazing	15%
Eating out	59%

How often do you visit Exmoor?

	Staying visitors	Day visitors	All
This is my first ever visit	21%	13%	18%
This is my first visit in over 3 years	22%	16%	20%
I visit every 2-3 years	12%	7%	10%
I visit about once a year	17%	9%	14%
I visit at least 2-4 times a year	21%	18%	20%
I visit frequently	7%	37%	19%

If it wasn't for the impact of Covid do you think you would still have visited Exmoor today?

Yes	92%
No	8%

If it wasn't for Covid what would you have planned instead?

A holiday outside the UK	79%
A holiday or day trip elsewhere in the UK	21%

Are you planning to visit Exmoor again?

Yes	97%
No	0%
Don't know	3%

Are you on a day visit to Exmoor?

Yes – on holiday elsewhere in region	12%
Yes – from home	17%
No- staying overnight in Exmoor area	61%

What kind of accommodation are you staying in?

Serviced (hotel, B&B, Guest House)	31%
Self-catering (cottage, apartment, hostel)	34%
Caravan / campervan	22%
Camping	7%
Staying with friends / relatives	6%

If camping / caravanning, what type of site are you using?

Established / formal campsite	86%
Pop up site	4%
Roadside / car park	10%

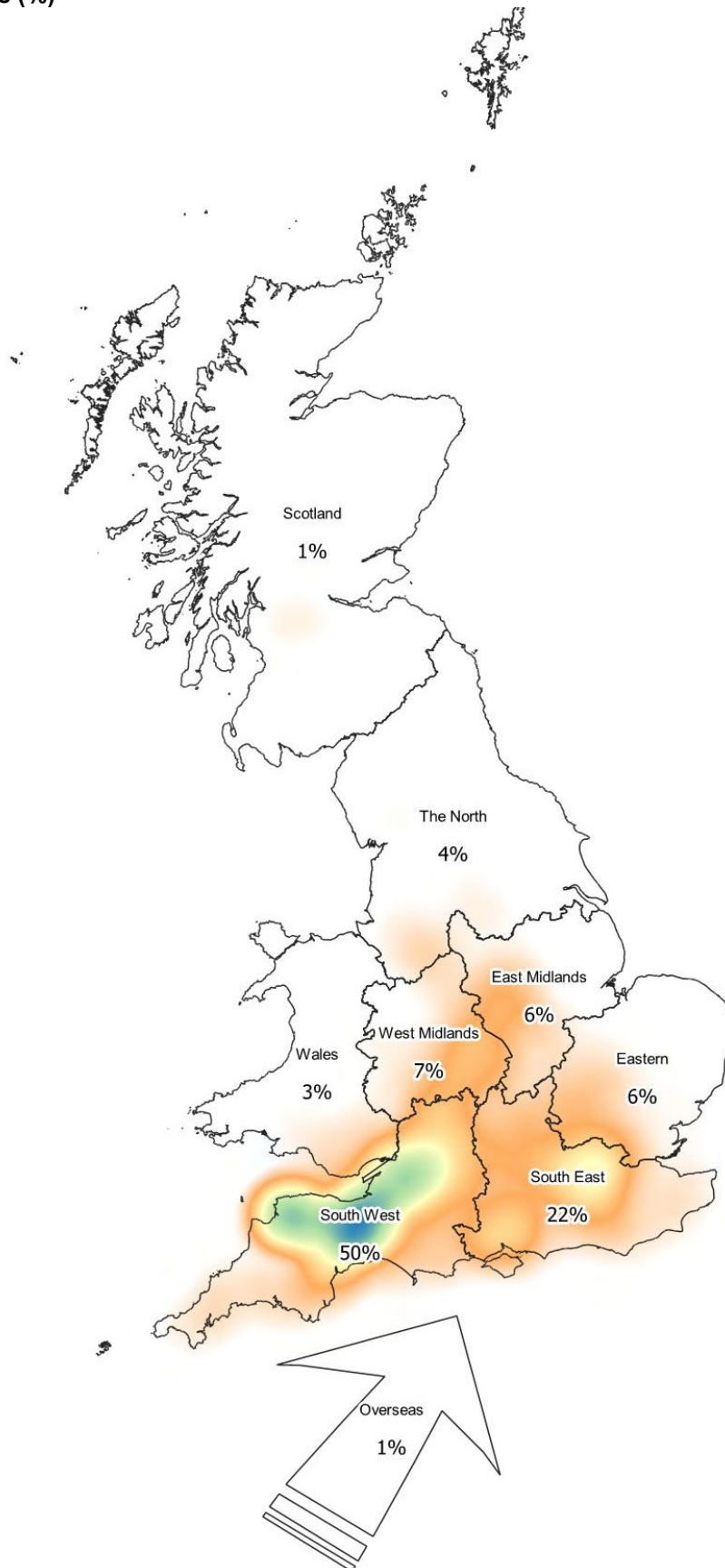
How did you get to the area?

Private transport (car, motorbike, van)	96%
Public transport (bus, coach, train)	3%
Walk / cycle	1%

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

	Staying visitors	Day visitors	All
Yes	12%	6%	10%
No	88%	94%	90%

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 (cited as recorded)

- App for out and about
- Signs are unclear
- Phone signal
- parking availability
- motorhomes seem to be unfairly treated. no access to parking
- too much rubbish around overflowing bins
- and accessibility (steps) to beach an issue
- greater range of routes and times for public transport

- roads and parking, waiting time
- moors next to sea is perfect
- lots of maintenance
- when visiting in the winter there are loads of pheasants
- keep up the good work
- well managed
- beautiful part of the world, lots of places to visit and things to do
- ring road around Porlock
- park and ride for hotspots
- lack of dog poo bins
- lack of car parks near paths
- more places for motorhomes overnight.
- more electric car charging. info on how safe beaches are for swimming.
- lack of info regarding levels of access (disabilities in particular)
- dog poo bins
- just don't spoil it.
- stop creep developments. limit second homes.
- clearer policy on bbq. Officially covering TripAdvisor questions.
- don't change it. maybe fewer static caravans.
- cleaner public toilets
- lack of obvious place to start for getting info on area
- more ice cream shops
- more buses to and from Dulverton would be great
- Could be more big fish to catch
- Covid 19 affected places open
- keep it unspoilt,
- the fact surveys is occurring is a good thing , footpath maintenance amazing , parking charges aren't always clear
- accessibility issues ,
- maintain direction, but not commercialise area
- easy to use circular dog walks pdf online,
- more information of mountain bike routes
- easier pathways for rollator
- Wednesday for walking was good ,
- perfect
- back back limit walking capacity
- bad leg prevents walking
- identifying which roads are narrow (signage/map)
- improve signage on roads and in and around car park
- OUTSTANDING BEAUTIFUL, LOVELY PEOPLE
- keep it traditional but encourage young as well
- never been disappointed
- improve environment for insects. fruit trees, bushes
- stop hunting, limit pheasant shooting
- keep road fingerprints but no additional signs
- all good
- clamp down on bbqs. more rangers
- few more public toilets
- all right as it is
- nothing to add as like rugged outdoors. ban hunting
- keep it as it is
- ensure rubbish is taken away. protect the environment. manage forestry
- information about road closures for roadworks and poor diversions
- seems to be more traffic especially lorries.
- 2 moors way not defined enough (markers?)
- improve potholes. keep doing what you're doing
- improve car parking but over use of NP would spoil it
- keep it as it is
- some more footpath signs
- keep as is. information on when teas rooms are open
- few more toilets. best not to spoil it. don't over publicise it.
- keep it as it is. maintain and educate people not to leave litter or dog mess. dog poo bins at some car parks
- car parking charges - either round to pounds or to fifty pence rather than odd coins.
- few more bins but understand that will need people to empty
- car parks on sat nav don't always correspond to reality
- It's fine
- road signs either overgrown or right on junctions. improve Wi-Fi signal
- good to be able to get close to attractions due to limited mobility.
- few more toilets mainly in towns (advertised)
- educate about removing rubbish (bbq). more bins around car park (?) long may exmoor continue
- keep as is
- it's beautiful,, no change
- keep it wild. improve visitor education on how to respect moor
- more viewing spots on back of dunkery. some space just off road to park up.
- change nothing
- it is very clean and tidy. keep up good work
- more toilet facilities carefully positioned.

- have information on toilet locations.
- redesign the exmoor flag. keep looking after it
- riding school for size over 12st. distance/bearing (Sun dial style) plate on north hill. signs about bbqs and litter particularly about fire risk. signs about Webbers post.
- consider more bins at car parks
- ability to stay in campervan at locations for dark skies. route cards from old books (waymark books) in ring bound format that could be easily removed and carried.
- cant improve it
- more toilets. more litter bins
- keep it beautiful as it is
- leave it as it is
- few more bins (esp poo bins)
- has met our expectations
- open toilets.
- somehow stop litter and dig mess.
- leave it as it is. dont spoil it or change it
- maintained in current state. maintenance
- better control on farming practices (spraying manure).
- no housing estates.no more building. keep as is
- prevent wild camping and overnight campervan and leave litter. educate about dog poo
- better parking. no overnight parking at b&b
- better public transport.
- bridge below hoar oak on Macmillan way esp in winter.
- don't change it. it's fabulous
- don't build on it. keep it as is
- educate dog owners about taking bagged poo and litter home.
- like it as it is. keep preserving it.
- keep it as is. may have to limited traffic if it gets too popular
- keep it unspoilt
- keep balance between visitors and spoiling it. limit numbers?
- keep it quiet. keep good footpath signage
- very good
- no improvement. retain character
- keep maintenance up. sustainable management.
- protect it.
- no need to improve
- really good. spot on
- keep doing what you're doing. great job
- perfect out of season. like solitude. don't over popularised it
- widen a39.
- got right balance between peaceful and tourists. policy on geocaching like dartmoor (permission for certain areas)
- free parking so no parking on narrow lanes. protect it even more now particularly with changes to planning
- you've got it right. dog poo bins
- cheaper carparking at horner.
- educate dog owners about sheep.
- improve mobile signal
- improve Wi-Fi.
- keep toilets open. public toilets are important.
- keep cafes open
- leave it unspoilt
- maintain its beauty and tranquility
- cafes open or up to date info online.
- keep it up
- improve road signs. signs hidden behind vegetation
- more parking. limit off road parking for campervan. too big for some roads, block view. exmoor coaster great - can you expand service. increase festivals, markets and info about them especially dates. speciality festivals. more publicity (flyers etc) about what's going on.
- keep cafe open. keep toilets open
- nothing to add
- keep it quiet, not too busy
- keep it natural. dont expect perfect paths
- do nothing to spoil it. more facilities for campervan but balanced. guidance on where you can park up all seems fine
- more toilets. improve car parking generally in towns
- properly ban stag and fox hunting. spoilt visit due to lots of hunt supporters, dogs etc
- don't over commercialise it. keep it as it is
- slightly larger car parks
- keep doing what you're doing. don't commercialise it
- don't over publicise it and get too many visitors.
- don't change paths
- keep it as it is. don't spoil it
- keep it unspoilt and not too popular

- leave it as it is. don't want visitor attractions away from coast.
- get balance between getting visitors in and spoiling it. educate about dogs (poo bags dumped).
- more signs on gates about picking up dog poo. advice on dogs on leads.
- don't over publicise it. keep it quiet
- keep it special
- more poo bins at start of walks (particularly heddons mouth)
- improve marketing especially about local produce - where to eat
- allow swimming in wimbleball.
- more buses
- more marketing but balanced
- hidden gem. keep it unspoilt
- nice as is. not too commercialised
- engage with modern outdoor pursuits (mountain bikers, etc) and infrastructure e.g. bike buses. feeling that lack of support and engagement from NP.
- don't spoil it
- don't spoil it. keep it as it is
- keep it unspoilt
- up to date info on opening and closing times for business. info on website about parking fees and how to pay (card or cash)
- like it the way it is
- don't spoil it
- don't change it.
- card machine card only could be problem for older people.
- keep doing what you're doing
- don't change it
- keep it as is
- keep it quiet and unspoilt
- don't spoil it
- it's well kept. carry on as you are
- educate people about litter and dig poo
- keep it the same
- keep it as is
- don't over publicise it and spoil it. areas have a max capacity
- keep it as it is
- keep doing what you're doing
- more facilities open (toilet and or cafe)
- National Trust website not up to date about opening times
- More restaurants and pop up eating facilities
- road network
- more places to park as car parks get full very quickly
- roads could be improved and laybys
- nice as it is
- nothing springs to mind
- keep it as it is and safe. more car parks which naturally blend in to the undulations
- little bit more parking
- no. enjoy it as it is.
- poo bins. don't change it too
- don't spoil it
- keep it dog friendly as it is already
- more walks on internet with better descriptions
- leave it as it is
- educate all about taking rubbish and dog poo.
- More marketing but not too busy
- additional wardens
- extend cafe opening times
- it's perfect
- Few more activities for teenagers (e.g. hi ropes)
- keep doing what you're doing. keep it natural
- extend park boundary
- it's perfect
- more public transport
- extend the steam railway
- no. impressed
- restrict holiday lets
- sign boards etc are a lot better now
- maintain as is. don't over develop tourism
- keep doing what you're doing
- don't advertise it. don't let it get too busy. allow harmonious planning for local people not just for rich people with money.
- don't over populate it
- it's perfect
- don't spoil it
- bring back steamer. don't develop it
- don't over advertise it and let it get too busy
- keep it as it is. don't make it a theme park
- it's fine. not too busy
- it's perfect
- free parking
- free parking.
- keep doing what you're doing
- try and keep shops etc open for more of the season
- free car parking off season.