



The Best of Exmoor

Building a Sustainable Tourism Economy

Chris Lister • REE Day 2025

Our Impact on Exmoor

~250

Properties
and Growing

4,000

Bookings
Last 12 Months

£5-

8M

Into Local
Economy

The Journey: How We Started

2005: Renovated The Coach House in
Porlock Weir

Neighbour Mike knocked on the door with
St Anthony's Cottage

Simple deal: No bookings = no payment

Success completely aligned

1 → 5 → 10 → 50 → ~250 properties



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St Anthony's Cottage

Where it all began • Mike's property • 2005

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Where Does Commission Money Go?

Airbnb (15-18%)

→ San Francisco

Booking.com

→ Amsterdam

Sykes / Cottages.com

→ US PE Firms

Best of Exmoor

→ Local Economy

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CareMoor: Keeping Money Local

£20,000

Porlock Weir Boardwalk

Small Donations, Big Impact

- Guests add £1-£2 per booking
- Hundreds of contributions
- Real infrastructure for Exmoor



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Reinvesting in Exmoor

Sports Teams

Getting kids outside and active

Village Projects

Churches, phone boxes, letterboxes

Infrastructure

Signposts, footpaths, public spaces



Village Projects: Porlock Weir Church



BEFORE

Weathered and tired



AFTER

Restored and beautiful

The Vision: What's Next

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Grow Local Booking Capacity

Every property choosing local = money staying here

Expand Community Reinvestment

More projects, more villages, more impact

**Silicon Valley Shareholders
OR
Exmoor?**

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Let's Build Together

10



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Property owners • Community projects • Sustainable tourism

Working together to keep Exmoor thriving

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Thank You

Let's Build Something Better Together

Chris • The Best of Exmoor

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