



Visit Exmoor 2025 Highlights

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Every year there are around **8.4m Visitor Days*** in the Exmoor Area (around 3.5 of those days visits) attracted by the wide-ranging special qualities of natural beauty, wildlife cultural heritage and the varied recreational opportunities.

*2023 STEAM data

The visitor economy is responsible for generating around **£682m economic activity** each year. Tourism directly accounts for approximately **60% of all employment** across the area.

A thriving visitor economy **sustains our brilliant hospitality services**, ensuring choice and quality for residents and visitors alike.



Tourism underpins **Pride in Place**, celebrating the uniqueness of Exmoor and its vital role in health, well-being, day visits and community benefits.



Why is the visitor economy important?

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- **240,000 visits** to the Visit Exmoor website in 2024
- **550,000 page views** showcasing Exmoor businesses
- **3,467 hours spent** browsing, engaging with content
- **200,000 visits** driven directly from Google



Website

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We have **37,000 social media followers** across all channels and **monthly engagement of 250,000+**



Social Media Channels

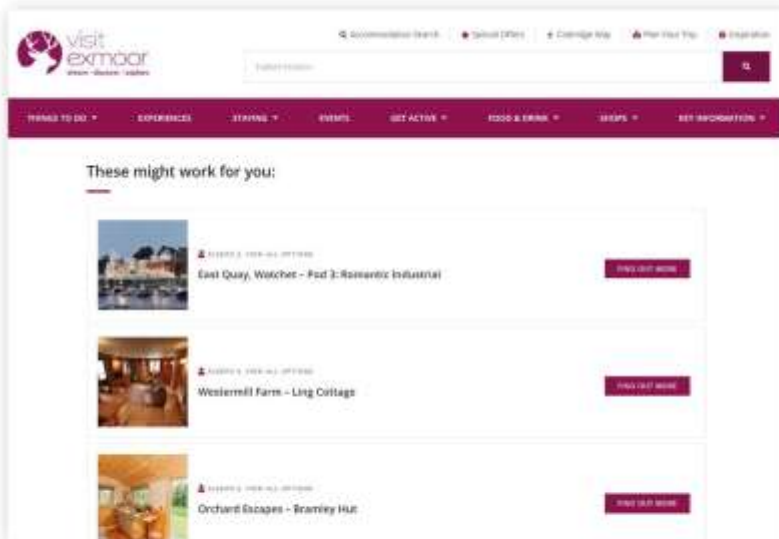
4

The Visit Exmoor Events Calendar is one of the most popular pages on the Visit Exmoor website, its a self service, easy to use calendar that all businesses (not just Visit Exmoor members) can utilise and publicise their events.



Events Calendar

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Where is it?

- Main navigation menu on the Visit Exmoor website
- Appears on key pages related to staying in Exmoor
- Directly linked from accommodation pages.

Why it matters?

- 7,500+ searches in the past year - showing strong demand for bookable accommodation.
- A direct opportunity for accommodation providers to increase bookings.

How do you get listed?

- Ensure your business is a Visit Exmoor member.
- Provide up-to-date availability and pricing details.
- Listings link to SuperControl and other booking platforms for real-time updates.
- Contact Visit Exmoor to check your listing status or to get added.



Accommodation - Availability Booking

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With UKSPSF funding we have invested in #HereALLYear videos and stills promoting Exmoor to be used across all our channels. In addition, we have updated photography for the area to capture seasonal events, vibrant images of towns and settlements and hospitality across the area.



New promotional assets

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Eat Exmoor



#HereAllYear



Seasonal Campaigns



Coastal Campaign



Visit Exmoor 'Pride in Place'



Supporting ENPA messages, events & festivals



Themes & Campaigns

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Countryfile Print & Digital Campaign

The image displays a print campaign for Exmoor National Park. On the left is a magazine cover for 'Countryfile' featuring 'Iconic trails' and 'Britain's most beautiful walking routes revealed'. The cover also lists 'Impossible activities: Canoeing, Bikepacking, Orienteering' and 'Why magical mist is disappearing from our skies'. On the right is a screenshot of the 'Welcome to Exmoor' website, which includes a navigation menu, a main image of the park, and a sidebar with contact information. Below the website screenshot are statistics: '20k+ competition page views' and 'Digital campaign reached over 500,000 people'. At the bottom right, a small box states: 'This project is funded by the UK government through the UK Shared Prosperity Fund, with Somerset County Council being the lead local authority for UKSPF in Somerset.' Logos for the UK Government and Somerset County Council are also present.



Countryfile Campaigns

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Visit Exmoor Business Support Hub

- Newsletters & Facebook member closed group, providing signposting to business, training and grant signposting.
- Easy to use tools to engage directly with visitors – Accommodation Booking Platform, Events Calendar, Facebook holidays group.
- Visit Exmoor growing on LinkedIn.
- Business Hub on the Visit Exmoor website with news, training, toolkits.
- Analysing trends in the marketplace to allow businesses to make informed decisions.



The image shows a screenshot of the 'The Visit Exmoor Business Hub!' website. The page has a green header with navigation links: HOME, BUSINESS INFO, MEMBERSHIP, and FB & BLOG. The main content area includes a title 'The Visit Exmoor Business Hub!', a sub-header 'The Exmoor Area is the leading tourism hub for growing and prospering visitors across the Somerset Exmoor area. The wide coastal Exmoor National Park offers a wide range of activities, from walking to cycling, and from fishing to horse riding.', and a section titled 'OUR SUPPORTERS' with three images: 'BUSINESS SUPPORT & INFO', 'MEMBERSHIP INFORMATION', and 'MEDIA AND FB ASSETS'. On the right side, there is a sidebar with a 'Visit Exmoor' logo, a 'Meet the team' section, and a 'Budget computation' section.



Business Support Hub Overview

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Greater Exmoor National Park
STEAM Tourism Economic Impacts 2023 Year in Review Summary



The Visitor Economy of Greater Exmoor National Park

This is a summary of the annual tourism economic impact research undertaken for Exmoor National Park for the calendar years 2023-2024 for the Greater Exmoor National Park area, which encompasses the National Park, and the 20km Boundary Influence Area surrounding it, which also includes day visitors and short breaks (A-B-B-etc). Outputs in this report have been generated using the Scarborough Tourism Economic Activity Model (STEAM), owned and operated by Global Tourism Solutions (GTS) Ltd.



Visit Exmoor has been able to invest in STEAM data for the Exmoor brand area, to match the data that ENPA receives for the Exmoor National Park area.

Greater Exmoor brand area (2023)

- £682 million economic value (Exmoor National Park - £232m)
- 8.4 million visitor days and nights (Exmoor National Park 2.76m)

This data shows the importance how Visit Exmoor's brand area data aligns nationally and gives us much stronger insight.

This project is funded by the UK government through the UK Shared Prosperity Fund, with Somerset County Council being the lead local authority for UKSPF in Somerset.



STEAM Data

South West Visitor Economy Hub

The new must-have resource for tourism and hospitality

Providing businesses and organisations with the data they need to grow, in a simple and accessible way

DATE FOR BUSINESSES
Data for Organisations
Data for Residents

The South West Visitor Economy Hub provides businesses and organisations with the data they need to grow, like never before

South West Visitor Economy Hub

Tourism Trends: A Year in Review

WEDNESDAY 19 MARCH 2025




With Jess Watkins & Kevin Millington

Visit Exmoor are proud to support and contribute to the **South West Visitor Economy Hub**. Visit Exmoor are part of the steering committee that focus on ensuring we have a consistent, informative and valuable baseline of tourism data to inform everything we do across Exmoor, as Visit Exmoor and for you as individual businesses.



South West Visitor Economy Hub

Thank you so much for your continued support!

Follow us on  @visit_exmoor and  &  @visitexmoor

www.visit-exmoor.co.uk

How you can get the most from Visit Exmoor:

- Join our **Visit Exmoor Members** Facebook Group and our **Visit Exmoor Holidays** Facebook Group.
 - Sign up to receive our newsletters.
 - Engage and share our campaigns and promotions.
- Update website profile, photos and keep us informed (*contact membership@visit-exmoor.co.uk*)
 - Join the Visit Exmoor accommodation availability platform.
 - Connect with us on LinkedIn.



Stay in Touch