

Exmoor's
tourism:
who, what and
why?

Part 1 Exmoor National Park Visitor
Survey (2014), ENPA.
Part 2 Greater Exmoor STEAM data 2014
– volume and value, GTS UK Ltd.

Dan James
Sustainable Economy Manager
Exmoor National Park Authority

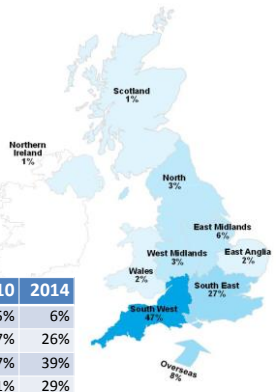


Who's coming?



Visiting....	
On their own	6%
With partner	43%
With family inc children	32%
With friends / relatives	22%
With an organised tour	2%
Other	1%

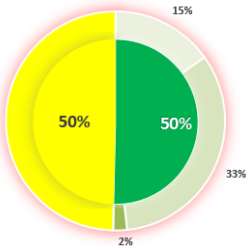
Age Profile	1982	2005	2010	2014
16-24 years	10%	6%	5%	6%
25-44 years	53%	26%	27%	26%
45-64 years	26%	45%	47%	39%
65+ years	11%	23%	21%	29%



Day vs Staying visitors

2014

	M
Serviced	0.31
Non-Serviced	0.68
SFR	0.04
Staying Visitor	1.03
Day Visitor	1.01
Total	2.04



Repeat visits



Obtaining information
- before a visit



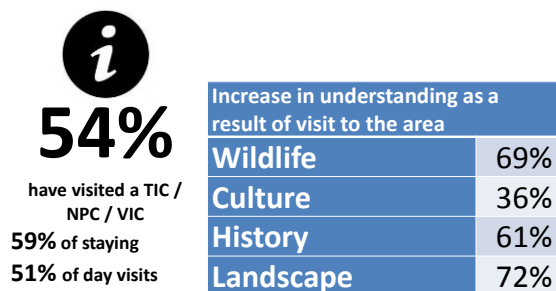
	Repeat visitors	First time visitors	All visitors
Previous visit	72%	0%	69%
Friends/relatives	33%	39%	34%
Newspaper or magazine advert/article	8%	7%	8%
Tourist Information Centre	15%	14%	16%
Printed brochure/guide/map	25%	30%	26%
Internet	36%	65%	41%

Obtaining information
- during a visit



	Repeat visitors	First time visitors	All visitors
Previous visit	55%	0%	50%
Information from local people	32%	33%	34%
Tourist Information Centre/National Park Centre	30%	40%	32%
Printed Guides	35%	48%	38%
Information Panels	11%	17%	12%
Internet	23%	32%	24%
Smart phone/ tablet	10%	10%	9%

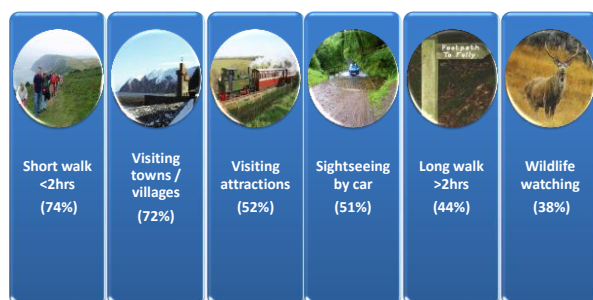
Obtaining information



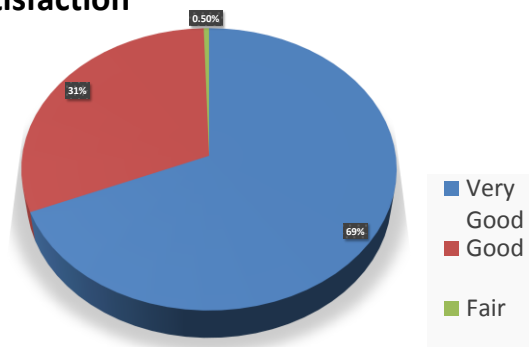
Key motivators / attractors



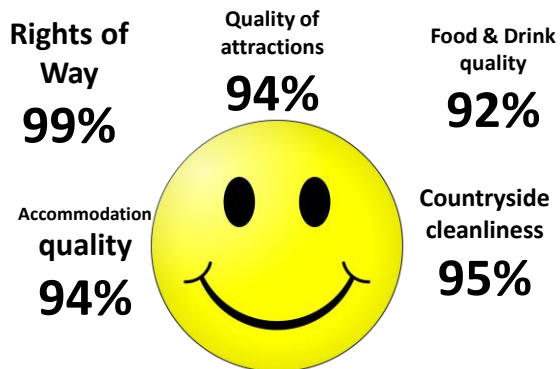
Key activities



Satisfaction



Satisfaction - 'good' or 'very good'

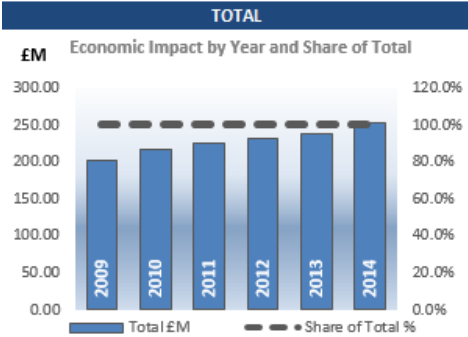


Areas for improvements

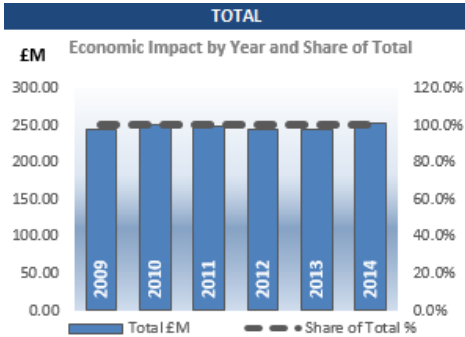
	Fair	Poor / Very Poor
Public transport	26%	23%
Public toilet cleanliness	25%	6%
Food and drink opening times	21%	5%
Car park costs	38%	6%



Tourism Value – historic prices
Greater Exmoor

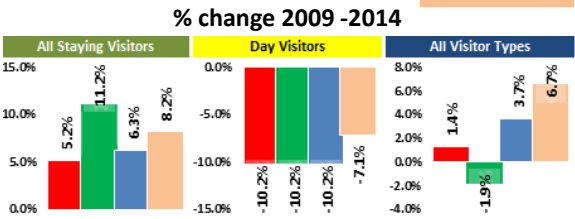


Tourism Value – index linked to 2014
Greater Exmoor



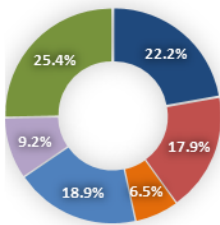
Volume and Value -Greater Exmoor

2014:
Economic impact:£252.82m
Volume: 4.6m visitor days
Employment: 4580 FTE



Distribution of economic impact by sector
Greater Exmoor

2014	2009	+/- %	
56.07	51.87	8.1%	Accommodation
45.22	44.06	2.6%	Food & Drink
16.44	16.07	2.3%	Recreation
47.71	47.65	0.1%	Shopping
23.27	22.74	2.3%	Transport
188.71	182.40	3.5%	
64.11	61.51	4.2%	Indirect
252.82	243.91	3.7%	



www.exmoor-nationalpark.gov.uk/tourism

www.exmoor-tourism.org.uk

Dan James
Sustainable Economy Manager
Exmoor National Park Authority
DTJames@exmoor-nationalpark.gov.uk

