

NEWS FROM EXMOOR TOURISM

Exmoor Tourism boosted

Tourism is set for a boost on Exmoor with two key announcements from Exmoor Tourism, the leading body marketing and supporting development of tourism within Exmoor, the Coast and Quantocks. Details of the exciting progress will be shared at its annual Exmoor Tourism conference on the 3 March 2016 at the Beach Hotel in Minehead.

Formed in March 2015 by merging the Exmoor Tourism Partnership and Association into a single industry body, Exmoor Tourism has now appointed a new Development Manager together with a marketing agency to generate PR and raise awareness to attract more visitors to the area.

Porlock-based Elke Winzer, who already runs the successful Exmoor Food Fest, taking place in February across the area, is the new Exmoor Development Manager, helping develop the organisation, recruiting new members and helping to ensure Exmoor Tourism is well placed to support a thriving tourism industry into the future. With a background in marketing and extensive local knowledge, Elke will be well placed to support the implementation of Exmoor Tourism's ambitions and will be joined by Teresa Lovering, the organisation's new Administrator.

In addition Greentraveller has been appointed to provide creative marketing, social media and PR support for the destination over the next 12 months ensuring that key target audiences are aware of the superb experiences that Exmoor can offer - from outdoor adventure to wildlife watching and heritage to fine food. Greentraveller (www.greentravellergroup.com) works with professional travel writers and has extensive experience of marketing rural tourism destinations across the UK, Europe and beyond. The range of work for Exmoor Tourism will include 'blogger trips', traditional PR work, daily social media postings, PR familiarisation trips and much more - all aimed specifically at driving visitors to www.visit-exmoor.co.uk to inspire increased holiday bookings for the area. The Visit Exmoor website has already seen significant growth since re-launching a year ago and this work will further build on that success.

"As an organisation we've come a long way in less than a year, which bodes well for the future" said Evelyn Stacey, Chairman of Exmoor Tourism. "We have a strong committee with some great ideas but until now have lacked the capacity to drive the organisation forward alongside our own business commitments. Having a dedicated Development Manager in post is the start of a new chapter for us and we are excited at the potential achievements we can make utilising the skills, experience and expertise of Elke and Greentraveller.

"We are grateful for the continued support of so many businesses across the area, all of which are most likely to benefit from this new work, in addition to the support and funding received via West Somerset Council, Exmoor National Park Authority and the Hinkley Tourism Action Partnership. We hope as many businesses as possible, both members and non-members, will join us for the annual Tourism Conference on the 3 March 2016 where we will be able to explain the opportunities."

The Exmoor Tourism Conference will this year also incorporate Exmoor Tourism's AGM and the popular Exmoor Exchange allowing attractions, activity providers and accommodation providers to share literature and to network. Full information and booking details for delegates and / or stands will be available shortly from www.visit-exmoor.co.uk/trade. In advance of the AGM anyone wishing to consider standing for election to the Executive Committee to help guide and steer the work of Exmoor Tourism is invited to email chairman@exmoor.com for further details.