



NEWS FROM EXMOOR TOURISM

Supporting tourism businesses on Exmoor and the Quantocks

EXMOOR TOURISM BUILDS ITS TEAM

'Exmoor Tourism' the body representing tourism businesses in Greater Exmoor, bringing more visitors to the area, is expanding its marketing and membership activities, working with partners to reduce costs and duplication of effort whilst growing its share of the tourism market.

In partnership with Exmoor National Park Authority (ENPA) and West Somerset Council, Exmoor Tourism has unveiled a call for tenders for two critical contracts – Creative Marketing and Public Relations/Social Media, to boost numbers in the 2016 season. Dan James of ENPA advised, "By pooling our resources we can make a significant impact and we are circulating the opportunity widely within the SW of England, hopeful that companies within the Greater Exmoor area are attracted to apply."

Concurrently, Exmoor Tourism is advertising for a part time Tourism Development Manager contractor who will be responsible for increasing visits to Exmoor, increasing membership, accessing third party funding and delivering the organisation's plans. Chairman, Evelyn Stacey, said, "Our organisation is run by fantastic volunteers who operate their own successful businesses. We have already achieved a great deal but clearly recognise that if we want to increase the level of our activities and deliver more success for our members, we need someone dedicated to the project. This is a very exciting time for us and we are delighted with the encouragement and support we have received from our partners - our work is supported by the Exmoor National Park Partnership Fund, West Somerset Council and the Hinkley Tourism Action Partnership. There are some very talented people in this area and I hope they will be tempted to apply."

At a recent Tourism Networking meeting held in Dulverton, Committee members liaised with other key organisations, including representatives of the National Trust, Devon Tourism Partnership, Ilfracombe Tourist Association, Dunster Tourism Forum, Minehead Tourist Information Centre and the North Devon AONB.

Presentations included progress made since Exmoor Tourism was formed in March 2015 and a clear explanation of the benefits of joining Exmoor Tourism and of

sharing best practice. Delegates saw statistics on the Visit Exmoor website which has attracted vastly increased numbers in 2015 and heard about the new Trade Website. The membership of Exmoor Tourism - all very busy people - spend a great deal on services and the aim is to have information on associated businesses, professionals and local suppliers to hand on the website, retaining spend within the greater Exmoor area. ENPA's Dan James was able to share up-to-date survey information on the profile of visitors and levels of satisfaction whilst Robert Downes representing West Somerset Council and the Hinkley Tourism Action Partnership explained Exmoor Tourism's valuable role in the HTAP and what benefits could accrue to tourist businesses from the links.

ENDS

Contract details for all three opportunities are available at <http://www.visit-exmoor.co.uk/trade/vacancies>

More information, Marketing & PR contracts: Dan James, DTJames@exmoor-nationalpark.gov.uk

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