



From special qualities to special experiences

Exmoor has many special qualities which people enjoy but it's the special experiences they have that make it truly memorable. *Memorable visits are made from strong emotions.*

We want this guide to help you, the vital tourism businesses on and around Exmoor, to promote the experiences that make Exmoor memorable.



THIS GUIDE IS ADAPTED FROM: **FROM QUALITIES OF PLACE TO QUALITIES OF EXPERIENCE. TIM WILKINSON, 2014. UNIVERSITY OF EXETER**





Visitors won't remember this view. They will remember the *experience* they had in it.

■ Ultimate Break

Think of all your holidays; your most memorable moments will be the **most emotional**.

Associating, contemplating, challenging, escaping and **helping** are the five ways people get involved with the countryside of Exmoor.



Use this guide to help inform your marketing strategy. An important message is to focus not only on 'facts' but the ways people engage with Exmoor.

Experiential Tourism

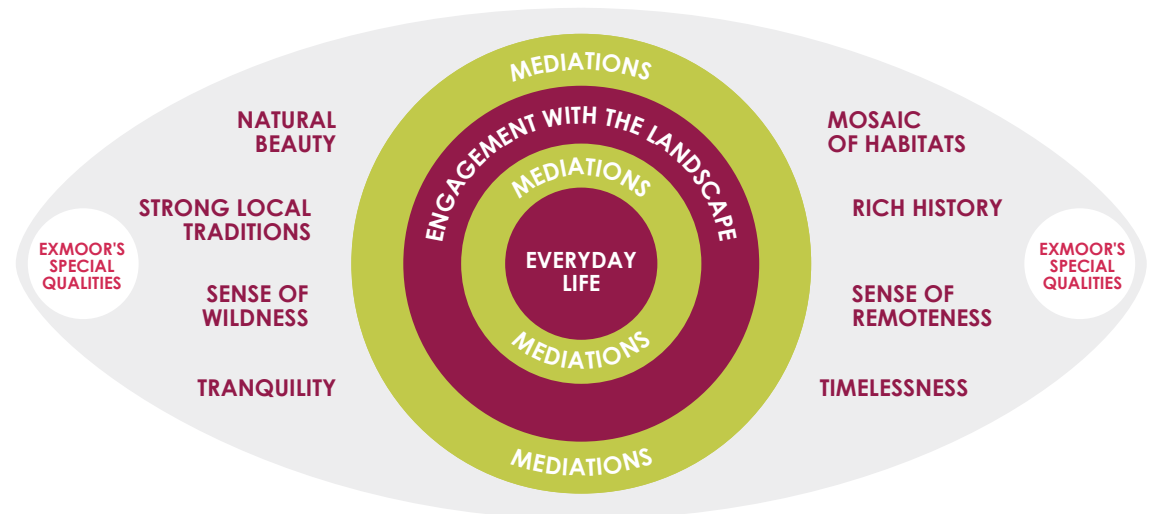
Promoting that you have 'footpaths right outside the B&B' is just the start. To increase your profitability and marketing niche you need to think about moving up the **experiential scale**.

The pinnacle is creating *amazing, memorable experiences* that visitors will talk to others about. Referrals and recommendations from friends are very powerful in people's purchasing decision making process.

Our everyday lives are influenced by many types of media, online and offline. People will be seeing and hearing about Exmoor in many different ways. These representations mediate people's perception of Exmoor, along with the conversations with friends, the memories of previous visits and their interests.

These layers of '**mediation**' before a visit are what you, the tourism businesses and organisations, need to shape to sustain tourism.

Mediations are interventions in a process. In this case they include television, radio, newspapers and magazines, books, films, posters, photographs, postcards, social media and so on.



Layers of mediation sit between people's everyday life and their engagement with the landscape of Exmoor and its special qualities. Adapted from Tim Wilkinson's original diagram.

Dream, Discover, Explore (Share)

People need to be put at the heart of the **Dream, Discover, Explore** brand. When we think about marketing from our target audience point of view we start giving them content they want to hear.

By combining these three stages (Dream, Discover, Explore) with mediations we can see how we need to help people at each stage.

These days visitors are more demanding and discerning. They are far more experienced at travel than any other generation before them.

People don't want to be just visitors anymore, they want deeper connections to the place, landscape and nature. Each stage of mediation must take them deeper.

People are more connected online than ever before. We have added a fourth stage of *Share* to the Dream, Discover, Explore phases. If we can encourage people to share their experiences this will help others to dream and discover Exmoor while reinforcing positive memories with existing visitors and encouraging them to return.



The three brand stages, combined with the mediations, and the fourth stage of 'Share' is the model for sustainable tourism on Exmoor.

From Special Qualities to Special Experiences

Special Qualities Where people can find them

Hidden Exmoor -
the undiscovered
national park

Tranquil Exmoor -
peaceful and undisturbed,
away from the hustle of
urban life

Unspoilt Exmoor - pristine
natural beauty from
coastline to moorland

Timeless Exmoor -
a place rich in history

Wild Exmoor - where
encounters with wildlife
and remote landscapes
happen



Special Experiences What people want

Associating - sharing the
experience, being together with
friends and family

Contemplating - learning
and reflecting on life, the
universe and everything

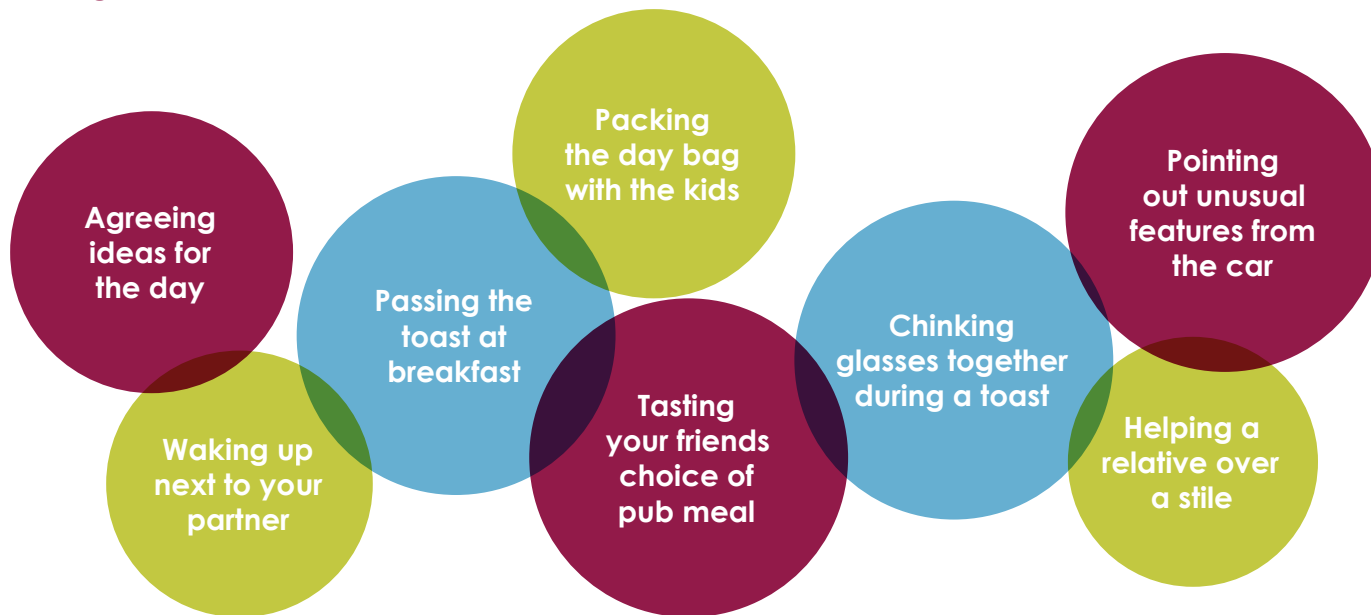
Challenging - exhilarating
experiences, earn the view,
adventure is the goal

Escaping - the experience of leaving
behind normal routines, to find a fresh,
clean breathing space

Helping - from small actions to
large contributions, helping to
conserve and support the
landscape and community

Associating

How we associate is all about passing or sharing something between people. During a visit this can be;



Top places to go for a shared experience with family and friends:

- > Share a cream tea Watersmeet
- > Coasteering (with a guide!) as a group of friends at Watermouth cove
- > Laugh in the back of a LandR over while on a wildlife safari from Wheddon Cross and many other places
- > Go rockpooling at Lynmouth or Combe Martin
- > Find England's tallest Tree at Nutcombe Bottom (children of all ages will remember the name if nothing else!)



Facts and Ideas

Dream

39% of all first time visitors received information from friends and relatives. Create a short video based around a family visit to Exmoor showing lots of interaction between people.

Discover

Have a plan for how you will use TripAdvisor. Your guests are being encouraged to use it more and more.

Are you group friendly? Only 5% of visits to Exmoor were taken as an individual.

Explore

55% of visitors want the thrill of a wildlife experience. What information have you got about seasonal experiences?

Half of all visits to the countryside in the UK were with a dog. Love my dog and I'll love you.

Share

Install Wifi, the majority of guests expect it these days and if they're online they're sharing.



Contemplating



How we contemplate - look thoughtfully, deeply and for a period of time. During a visit this can be;



Top places to go to contemplate life, the universe and everything

- > Dark skies top spot is Haddon Hill and Wimbleball is a Dark Sky Discovery centre **(from Pocket Guide)**
- > **Coleridge Way** - walk in the footsteps of the Romantic Poets
- > Watching the sunset from North Hill
- > Feel the past all around you at **Hoarook Cottage**
- > Bird watching at Porlock Marsh
- > Visit Culbone Church – Exmoor's most remote church
- > Touch the Longstone at Chapman Barrows
- > Explore the Brendon Hills and Mineral Line, part of Exmoor's rich industrial heritage



Facts and Ideas

Dream

For nearly 80% of staying visitors the tranquility is the reason they come. Be niche and serve the minority that travel alone and don't want wifi. Make a virtue of this.

Discover

Go deep. Satisfy people's intellectual curiosity with the **Exmoor Landscape Perception Study**

Explore

Offer picnic hampers (or just a packed lunch) of local food with a menu of places to go inside.

Share

91% of Exmoor visitors plan on returning, give them something to take away that they can pass on to others.



Challenging



How we challenge ourselves is all about providing tasks or situations that test our ability. For an increasing number this is the main reason for a visit, while for others it will be a small part of the visit;



Top places to go that provide a physical challenge;

- > Follow the **Exmoor Cycle route**, 60 miles following the route of the pros!
- > Walk the **Coast Path** - the start of England's longest path
- > Take part in an organised adventure of endurance challenge event such as the Ironman triathlon or Exmoor Beast
- > Porlock Hill – Britain's steepest A road (some would say a challenge even to drive!)



Facts and Ideas

Dream

Create a YouTube playlist of the best outdoor adventure videos filmed on Exmoor.

Discover

Can you recommend an experience filled walk that's less than 2 hours long from your doorstep? 77% of staying visitors will want this.

Collaborate with the next adventure race near you to offer accommodation with event ticket.

Explore

73% of all day visits are based around outdoor activities. Everyone's looking for the next adventure, what will you recommend to them?

Share

Offer to take a picture of your guests before & after their big event, put this on your Facebook Page so they will share it with their friends. Brand your own adventure. Sell branded t-shirts or mugs.



Escaping



How we escape - we break free from confinement of routines. On holiday or trips this means;

Reading in bed in the morning

Leaving your watch on the bedside table

On top of the hill with no man-made feature in front of you

Walking away from the car

Building a den with the children

Opening the tent zip to daylight

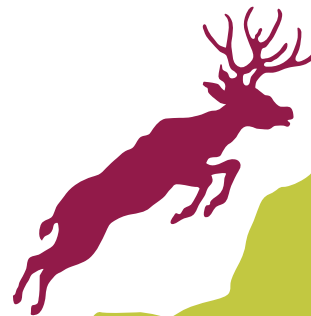
Staying up late and watching the dying embers of the fire

Dishes being cleared away in front of you

Having a glass of wine at lunchtime

Top places to escape from the routine of everyday life;

- > Great Hangman Point, the highest cliff in the country
- > Pinkery Pond
- > Horner Woods
- > Heddons Mouth, a deep gorge with 'hidden' beach
- > Molland Moor, you can see for miles
- > Dure Down, to see the start of the River Exe



Facts and Ideas

Dream

Create a Pinterest board of the best images of your local area, recommend potential guests have a look at this and send the link with any booking confirmation.

Discover

55% of visitors won't visit a Tourist Information Centre or National Park Centre. Become a human tourist info centre and make sure you've got lots of other info for guests.

Explore

Give visitors an escape plan based around sites where 'normal' visitors don't go. This could be as simple as a printed list or a box of treasure trail clues.

Share

Hashtags # create communities. Consistently use hashtags of your location and experiences and tell your guests what they are.

DREAM

DISCOVER

EXPLORE

SHARE



Helping

How we can help. On holiday or trips this means;



Top places to be able to help the National Park;

- > Inside visitors' hearts, minds and wallets
- > Complete the Exmoor 'Eye Spy' in the National Park visitor newspaper
- > Take a car free day – explore locally where you are staying
- > Support local events and activities
- > Reduce, reuse recycle at your accommodation



Facts and Ideas

Dream

Only 28% of visitors say it's not important how environmentally friendly their accommodation is.

Discover

Alongside information visitors want interpretation. Why is that place culturally/historically/ecologically important?

Explore

Nearly 80% of visitors say their understanding of the landscape has changed. Visitors want to learn on holiday. Invest in the knowledge of your front line staff. A great product is easily ruined by poor service.

Share

Add guests emails to your newsletter list and regularly send them updates of other people's experiences on Exmoor.



Using the Dream, Discover, Explore brand to your advantage

It's your Exmoor brand, make the most of it. When your guests and visitors repeatedly see a brand logo their confidence will increase that you are a worthwhile business. When they see the brand being used across a large countryside area it gives the area a memorable cohesiveness.

Exmoor Tourism have created brand guidelines as a starting point for you on how to use logo, you can read them [here](http://www.exmoor-nationalpark.gov.uk/tourism) .
(www.exmoor-nationalpark.gov.uk/tourism)

We'd like you to take the brand further and use it to create a **position** in your visitor's mind. Positioning is what you do in a person's mind. Positioning is inserting thoughts in a person's mind that helps them rank your product against another. In this case we'll use Exmoor as the 'product'.


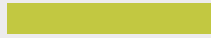



How can a tourism business on Exmoor use positioning?

The common perception of Exmoor is that it's difficult to get to. This position is already in people's minds and you'll find it incredibly hard to change that.

1. *Position Exmoor against other areas of the countryside.*
E.g. Exmoor has fewer visitors than the Peak District. Exmoor is the only national park in the South West with a coastline.
2. *Position Exmoor as a leader. Exmoor is the real deal, a real national park. An area of Britain worth the extra effort to visit.*
3. *Position Exmoor as follower. Exmoor is the quietest national park in the country, we'd like to keep it that way for your sake.*

Colours

Exmoor is russet brown. Cornwall is sky blue. Dartmoor is granite grey.

 C-36 Y-100 M-47 K-22 R-141 G-0 B-76 # 8d004c	 C-32 Y-8 M-82 K-0 R-183 G-200 B-90 # b7c85a
 C-61 Y-16 M-12 K-0 R-93 G-174 B-205 # 5daecd	 C-2 Y-35 M-98 K-0 R-248 G-175 B-32 # f8af20
 C-14 Y-94 M-53 K-1 R-207 G-52 B-91 # cf345b	

Words

Dream: vision, memory, fantasy, aspire, re-visit, haze

Discover: come across, stumble on, chance on, uncover, unearth, turn up, track down, learn, realise, recognise, invent

Explore: traverse, range over; survey, take a look at, inspect, investigate, scout, reconnoitre, search

Images

Spend some quality time with your images. All computers and devices come with editing tools for your photographs. Saturate the colours, add warmth and a cosy feel. Think of a winters evening by the fire, this is Exmoor.

Balance the traditional landscape shot with detailed shots that suggest discovery and exploration. Reveal details.



Learn Dream, Discover, Explore (Share)

The research project undertaken by Tim Wilkinson, on which this document is based, explored relations between people and place, aiming to support the sustainability of the Exmoor tourism industry by informing its marketing strategies.

Tourism is an important part of the local economy on Exmoor. It is a primary source of income for approximately one third of Exmoor residents. As a National Park, Exmoor is a place where natural beauty and cultural heritage are conserved for the nation. Deepening our understanding of the relations between people and place helps to maintain Exmoor as a site for public enjoyment.

Exmoor National Park Authority

Exmoor House, Dulverton,
Somerset, TA22 9HL
Tel: 01398 323665
Fax: 01398 323150

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➔ Exmoor Tourism Resources

Here you will find lots of information to support your business from the latest research, including the report this guide is based on, to brand guidelines, marketing resources and more.

www.exmoor-nationalpark.gov.uk/tourism

This guide has been commissioned by Exmoor National Park Authority as part of the COOL tourism project which is funded by the INTERREG IV A France (Channel) – England European cross-border co-operation programme, with co-finance from ERDF. It is based on research conducted during an Economic and Social Research Council (ESRC) Studentship under its Capacity Building Clusters Award (RES-187-24-0002) in partnership with Exmoor National Park Authority. The research has also benefited from in-kind support from the University of Exeter's Centre for Rural Policy Research, as part of its 'Sustainable Rural Futures Research Programme'.

