



www.exmoor-nationalpark.gov.uk/rural-enterprise






Rural Enterprise Exmoor Day




Wednesday 20 November
Lynton Town Hall

11am - 1pm Session: **Business on Exmoor**
 Buffet Lunch provide by The Vanilla Pod
 2.30pm - 4.30pm Session: **Tourism Opportunities**

1



Delivering **Good Tourism** on Exmoor

Dan James,
 Enterprise & Communications Manager
 Exmoor National Park

2

Value of tourism to Exmoor & the nation



3

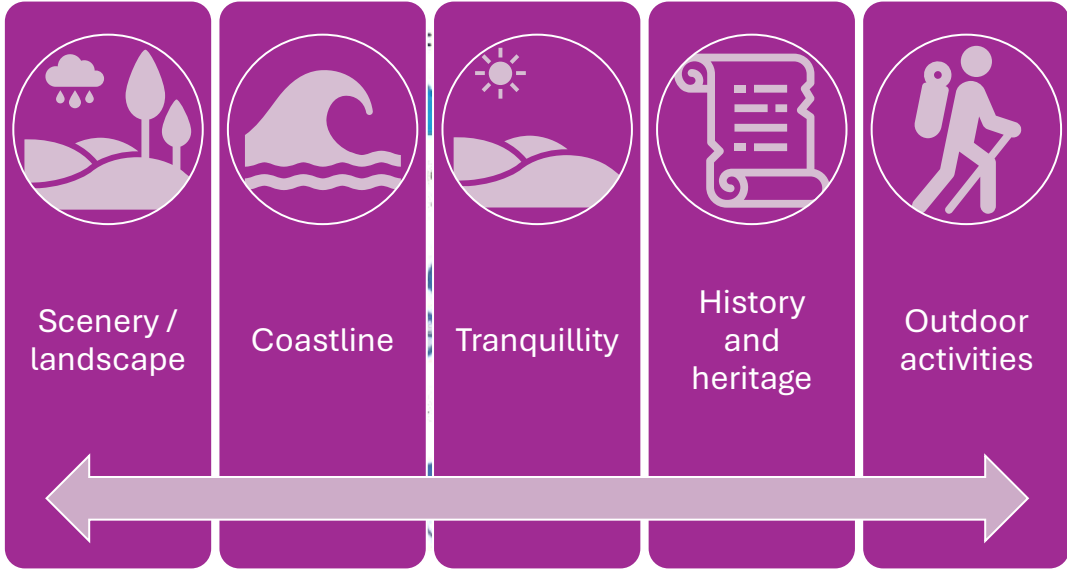
Exmoor's tourism in context



Exmoor National Park
REE research / Visitor Survey
2024 (Interim results)

4

Top attractors to Exmoor



Exmoor National Park
Visitor Survey 2024 (Interim results)

5



EXMOOR WHITE-TAILED EAGLE PROJECT

6

EXMOOR WHITE-TAILED EAGLE PROJECT

Information Events and Family Activities

Join experts from Roy Dennis Wildlife Foundation, Forestry England and Exmoor National Park to find out more about a possible release of White-tailed Eagles on Exmoor to support the ongoing recovery of this iconic species in southern England.

<p>Friday 22 November 5pm-8pm National Park Centre, Dunster The Steep, TA24 6SE</p>	<p>Saturday 23 November 11am-2pm National Park Centre, Lynmouth The Pavilion, The Esplanade, EX35 6EQ.</p>
---	--

Please fill out our Public Perception Survey using the QR code.

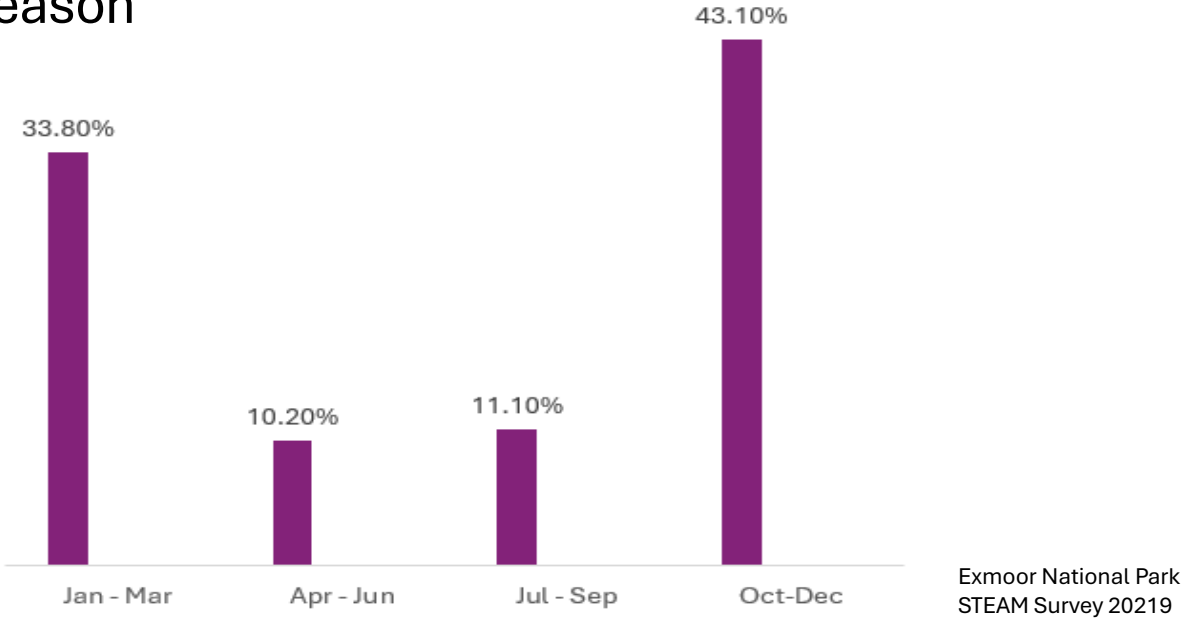


7



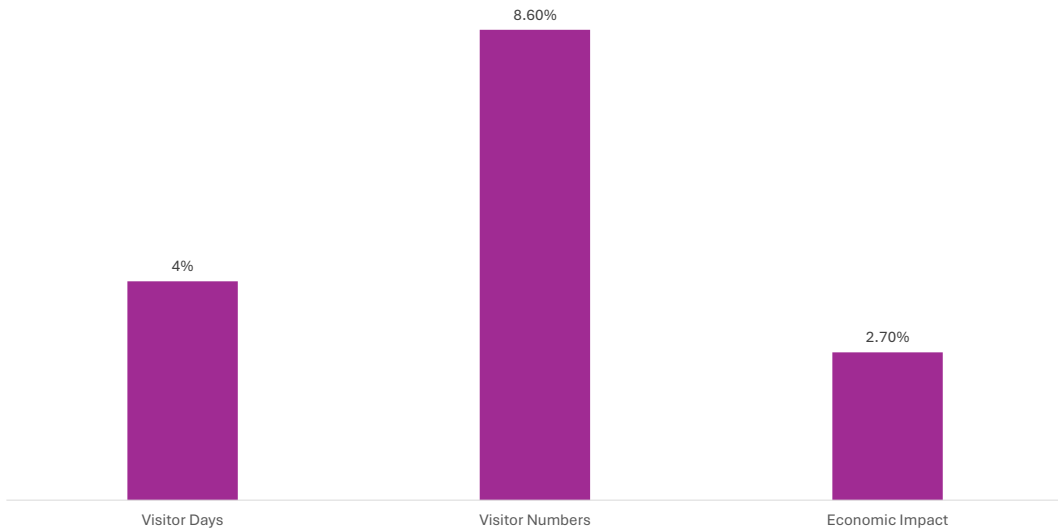
8

Real terms change in economic impact 2009-2019 by season



9

2023 volume and value vs 2019 (pre Covid baseline) *(Prices indexed to 2023)*



Exmoor National Park STEAM Survey 2023

10

2023 value vs 2019 (pre Covid baseline)

(Prices indexed to 2023)

Visitor Type	Increase / Decrease	Economic Impact
Day visits	↑	+13%
Staying visits	↓	-1%
<i>Serviced accommodation</i>	↓	-20%
<i>Non-Serviced accommodation</i>	↑	+6.5%
<i>Staying with friends and relatives</i>	↓	-3.3%
ALL	↑	+2.7%

Exmoor National Park STEAM Survey 2023

11

The potential cost of tourism

- **2007**
65% agreed with seeking to increase visitor numbers by 25%
- **2023**
64% concerned too many visitors at popular sites
61% concerned there are not enough visitors to maintain viability of local services

Exmoor National Park Management Plan / Partnership Plan consultations



12

Building on our collaborative Covid Response & Recovery work



13

What does ‘good’ tourism look like on Exmoor?

Individual partners will have their own work plans and indeed their own ambitions – but collectively we can seek to agree some shared objectives to deliver good tourism on Exmoor.



REGENERATIVE

Ensuring that tourism leaves Exmoor a better place – having a net positive contribution on our communities and landscapes.



PRODUCTIVE

Increasing productivity and economic impact *by extending the season, reaching new markets and attracting higher value visitors*



RESILIENT

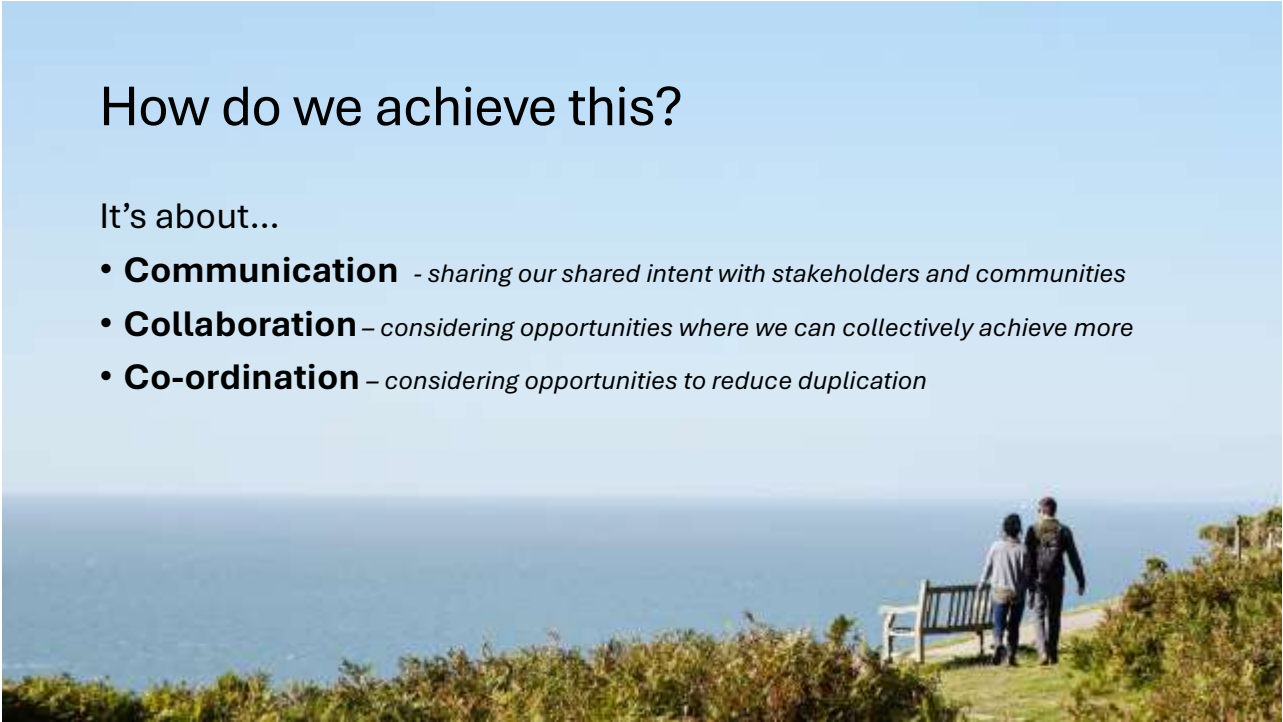
Improve the resilience of the sector and the prospects of its businesses and employees over the long term.

14

How do we achieve this?

It's about...

- **Communication** - *sharing our shared intent with stakeholders and communities*
- **Collaboration** – *considering opportunities where we can collectively achieve more*
- **Co-ordination** – *considering opportunities to reduce duplication*



15



www.exmoor-nationalpark.gov.uk/rural-enterprise

Local Authorities Growth Hub

EXMOOR NATIONAL PARK

Rural Enterprise Exmoor Day



Wednesday 20 November
Lynton Town Hall

11am - 1pm Session: **Business on Exmoor**

Buffet Lunch provide by The Vanilla Pod

2.30pm - 4.30pm Session: **Tourism Opportunities**



16