

# Summary findings from the 2021 Exmoor Visitor Survey



**Over 81%** rated their visit as **'very good'**  
**18%** **'good'**  
**less than 1%** rated it as **'fair'**  
**no one** rated it as **'poor'** or **'very poor'**



### Highest areas of satisfaction:

1. Accommodation
2. Visitor attractions
3. Rights of Way

1. Public Transport
2. Public toilets
3. Roads

### Lowest areas of satisfaction:



## A world-class Net Promoter Score (NPS) 86






Net Promoter Scores can be used to gauge overall satisfaction and loyalty to a brand. Scores can range from -100 to 100. Anything **over 50** is considered **good**, **over 70** - world class.



### Top 5 attractors:

1. Scenery / landscape 
2. Tranquility / peace and quiet 
3. Outdoor activities 
4. Coastline 
5. Wildlife 

### Top 5 activities:

1. General sightseeing 
2. Walking 
3. Eating out 
4. Visiting attractions 
5. Wildlife watching 

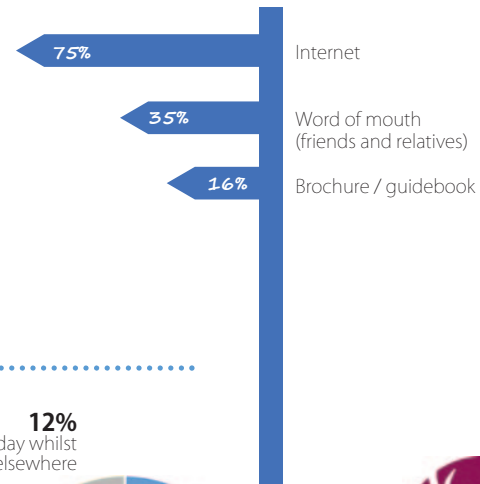
● **96%** agree that the National Park seems well managed and cared for

● **96%** were aware of Exmoor's designation as a National Park before a visit.

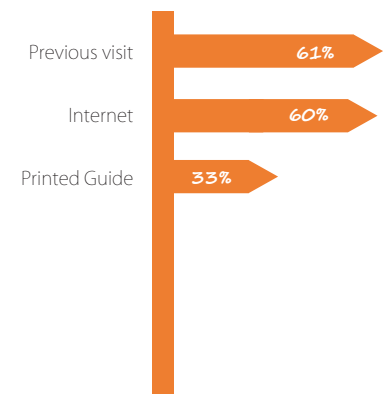
● **Almost two thirds** were positively influenced by Exmoor's designation as a National Park before visit



### Top sources of information used by new visitors prior to trip:



### Top sources of information used by all visitors during a visit:



**96%** arrived by private motor transport.

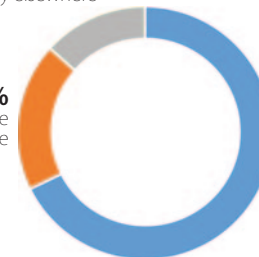


**10%** were planning on using public transport whilst here.

**12%** visited for the day whilst on holiday elsewhere

**17%** visited for the day from home

**61%** stayed overnight



**exmoor**  
national park  
dream • discover • explore

**Over two thirds of visitors recognise the Exmoor tourism brand.**



**18%** were on their first ever visit  
**20%** on their first visit in over 3 years  
**39%** visit more than once a year  
**97%** are planning to return  
**Remaining 3% unsure**