



Exmoor Visitor Survey 2014

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Between July and December 2014 the National Park Authority conducted a visitor survey to gain a greater understanding of visitor views and ascertain their thoughts on a range of tourism related issues. The survey followed up previous surveys of a similar nature conducted in 2005 and 2010 and 2012.

375 surveys were completed face to face with visitors. This sample size provides a confidence level of 95% with a margin of error (confidence interval) of 5%. In other words we can be 95% confident that the trends depicted in the survey are an accurate reflection of overall views within less than 5% either way.

Please note the results listed below refer to actual responses – if for some reason a particular question wasn't answered then this is not included. As a consequence where results have been split amongst categories (e.g. staying / day visitors or first time / repeat visitors) the breakdown may not always correlate with the total.

The surveys were conducted at 20 locations with larger samples taken at key towns and honey pots and smaller samples collected at more remote sites. This allowed us to reach visitors at both the main 'honey pot' locations but also in less visited areas of the National Park. Each survey was conducted face to face taking approximately 5-10 minutes.

Combe Martin	3%
County Gate	2.5%
Doone Valley (Malmsmead / Brendon)	3%
Dulverton	4%
Dunkery Bridge / Dunkery Beacon / Webbers Post	8%
Dunster / Nutcombe Bottom	11%
Exford / Landacre Bridge	2%
Haddon Hill	3%
Heddon Valley	3%
Lynton / Lynmouth	10%
Porlock Common	10%
Porlock Weir	6%
Porlock	5%
Simonsbath	3%
Tarr Steps	7%
Valley of Rocks	6%
Watersmeet	5%
Webbers Post	5%
Wimbleball	2%
Winsford / Withypool / Wheddon Cross	4%
Total	100

Visitor Satisfaction

	Very good	Good	Fair	Poor	Very poor
Visitor Attractions					
Quality	51%	43%	5%	0%	0%
Value for Money	36%	43%	12%	1%	0%
Places to eat and drink					
Quality	38%	54%	7%	1%	0%
Value for Money	26%	56%	19%	1%	0%
Opening times	19%	54%	21%	5%	0%
Use of local produce	39%	47%	12%	1%	1%
Accommodation					
Quality	47%	47%	5%	1%	0%
Value for Money	40%	49%	10%	2%	0%
Car Parking					
Ease	30%	49%	18%	1%	1%
Cost	22%	33%	38%	4%	2%
Public toilets					
Availability	24%	51%	22%	3%	1%
Cleanliness	21%	46%	25%	5%	1%
Cleanliness					
Countryside	51%	44%	4%	1%	0%
Settlements	40%	51%	9%	1%	0%
Ease of getting around					
Public transport	17%	34%	26%	19%	4%
Roads	15%	60%	24%	1%	1%
Rights of Way	40%	53%	6%	11%	0%

Were you aware that Exmoor was a National Park before you visited?

Yes	96%
No	4%

How would you rate your overall satisfaction with your visit to Exmoor?

	Very good	Good	Fair	Poor	Very poor
Staying visitors	69%	31%	<1%	0%	0%
Day Visitors	64%	36%	<1%	0%	0%
Repeat Visitors	69%	29%	2%	0%	0%
First time visitors	47%	50%	2%	0%	0%
All visitors	67%	32%	1%	0%	0%

Where did you obtain information PRIOR to your visit?

	Staying visitors	Day visitors	Repeat visitors	First time visitors	All visitors
Previous visit	60%	65%	72%	0%	69%
Friends/relatives	31%	41%	33%	39%	34%
Newspaper or magazine advert/article	7%	8%	8%	7%	8%
Tourist Information Centre	15%	17%	15%	14%	16%
Printed brochure/guide/map	30%	22%	25%	30%	26%
Internet	45%	38%	36%	65%	41%

**All 'others' have been incorporated within the above categories.*

Where did you obtain information DURING to your visit?

	Staying visitors	Day visitors	Repeat visitors	First time visitors	All visitors
Previous visit	44%	53%	55%	0%	50%
Information from local people	35%	28%	32%	33%	34%
Tourist Information Centre/National Park Centre	37%	26%	30%	40%	32%
Printed Guides	45%	28%	35%	48%	38%
Information Panels	13%	10%	11%	17%	12%
Internet	25%	22%	23%	32%	24%
Smart phone/ tablet	10%	7%	10%	10%	9%

Have you seen any National Park Authority publications (e.g. Pocket Guide or Exmoor Visitor)?

	Staying visitors	Day visitors	All visitors
Yes	57%	40%	51%
No	43%	60%	49%

How would you rate Exmoor National Park Authority publications?

	Very good	Good	Fair	Poor	Very poor
Quality	35%	61%	4%	0%	0%
Usefulness	36%	58%	7%	0%	0%

Have you visited any of the National Park / Visitor Centres in the area?

	Staying visitors	Day visitors	All visitors
Yes	59%	53%	54%
No	41%	47%	44%

Has your understanding of any of the following issues been increased during your stay?

Wildlife	69%
Culture	36%
History	61%
Landscape	72%

Are you planning on visiting Exmoor again?

Yes	90%
No	1%
Don't know	8%

If no what are your reasons for not visiting again?

- Too far
- Not staying locally
- Too many other parts of England to visit

What aspects were important to you in deciding to visit the area? -Tick all the apply

	Staying visitors	Day visitors	All
Scenery / Landscape	94%	95%	94%
Coastline / beaches	74%	71%	73%
Tranquillity / peace and quiet	79%	76%	78%
Wildlife	52%	66%	58%
Events / festivals	7%	16%	12%
History and heritage	40%	45%	42%
Quality of accommodation	37%	2%	26%
Easy to get to	28%	47%	36%
Access to local products	15%	18%	18%
Country and field sports	5%	7%	7%
Outdoor activities	69%	49%	59%
Status of Exmoor as a National Park	68%	65%	67%
Status of Exmoor as an International Dark Sky Reserve	16%	14%	16%
Other*	7%	3%	4%

*working, photography, dog friendly, child friendly, Passing through, good pubs, visiting family, weather, shops, dog friendly

What activities have you undertaken during your stay in the area? - Tick all that apply

	Staying visitors	Day visitors	All
Short walk (under 2 hours)	76%	71%	74%
Long Walk (over 2 hours)	54%	36%	44%
Running	7%	3%	6%
Cycling	3%	6%	5%
Mountain biking	2%	3%	2%
Horse riding	10%	3%	7%
Country / field sports	4%	6%	5%
Fishing	4%	6%	4%
Swimming	17%	10%	15%
Water sports	5%	4%	5%
Visiting attractions	56%	42%	52%
Visiting towns and villages	79%	67%	72%
Events	10%	12%	12%
Sightseeing by car / motorbike	51%	54%	51%
Wildlife watching	37%	38%	38%
Stargazing	12%	7%	11%
Other*	6%	7%	5%

*Picnics, Photography, pubs, Geo-Caching, Beach, Climbing, Crabbing, Camping.

Have you been to Exmoor before?

	Staying visitors	Day visitors	All
Yes	86%	91%	85%
No	14%	9%	15%

If yes how often do you come here?

	Staying visitors	Day visitors	All
Less than once a year	43%	19%	31%
Once a year	24%	17%	21%
2-4 times a year	20%	21%	21%
More than 4 times a year	12%	39%	27%

How many nights are you staying?

6 – mean average (excluding day visitors)

Are you on a day visit to Exmoor?

Yes – on holiday elsewhere in region	37%
Yes – from home	20%
No	43%

What kind of accommodation are you staying in?

Serviced (hotel, B&B, Guest House)	25%
Self-catering (cottage, apartment, hostel)	39%
Caravan / campervan	12%
Camping	11%
Staying with friends / relatives	13%

How important is it that your accommodation is environmentally friendly?

I actively look for a business with a green award	11%
If I came across a business with a green award I would choose it over a similar business without one	26%
I would be happy to visit a business with a green award but would not go out of my way to find one	37%
It would make no difference to me	26%

How did you get to the area?

Private transport (car, motorbike, van)	95%
Public transport (bus, coach, train)	5%
Other*	<1%

*Walk

Have you used, or are you planning to use public transport during your stay?

	Staying visitors	Day visitors	All
Yes	25%	13%	20%
No	75%	87%	80%

Can you provide ONE word to describe Exmoor?



Are you visiting...

On your own	6%
With partner	43%
With family inc children	32%
With friends / relatives	22%
With an organised tour	2%
Other	1%

*School trip, DofE group

Age profile of visitors (n.b. includes all those visiting together with a respondent excluding those aged under 16).

16-24 years	6%
25-44 years	26%
45-64 years	39%
65+ years	29%

Age profile of visitors (Including under 16's)

Under 16	20%
16-24 years	6%
25-44 years	20%
45-64 years	30%
65+ years	24%

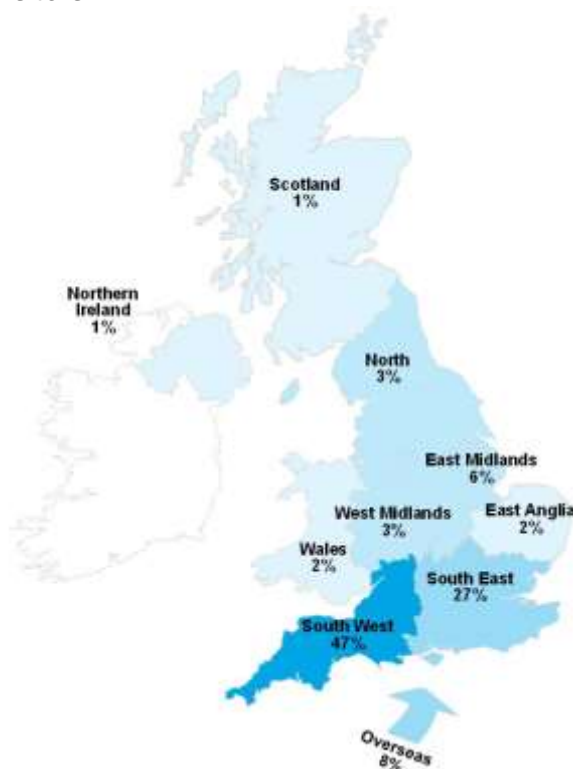
Do you consider yourself to be a member of an ethnic minority?

Yes	3%
No	92%
Prefer not to say	5%

Do you have any longstanding health issues or disabilities that limit your daily activity?

Yes	13%
No	85%
Prefer not to say	2%

Origin of visitors



Please feel free to make any further comments on how you think the quality of Exmoor as a place to visit could be improved?

- Enjoy as it is
- Better advertising, more parking
- Info on walks i.e. difficult gradient?
- Better public transport
- Don't change it too much
- Improved access by public transport
- Re-opening of the Barnstaple to Lynton railway (fully) would be great!
- Well worth visiting
- Good so far
- NPA does quite a good job
- More buses - particularly to Lynmouth
- Please keep it as it is
- Missing signposts on footpaths, bridlepaths and roads could be checked and replaced
- Keep it as it is
- Better disabled parking facilities
- Porlock to Lynton bus service needs re-introducing
- More walk paths
- Cycle hire
- Horse hire
- Leave it like it is
- Do more to raise popularity of Exmoor as a photographic destination.
Fill in potholes!
Replace damaged road signs as they are misleading e.g. caravan stuck at Robbers Bridge
- Improve road signage
- We joined in 2 of the NP activities (deer walk, bogtastic) they were fantastic!
- Have walked Exmoor for 40 years but owing to recent heart problems no longer able to walk for long distances but still love to visit the area
- Toilet servicing
- Always enjoy our visits to Exmoor, it is stunning
- Keep it the same
- Parking seems excessively expensive
- Car Park Rover tickets - pay a fee that allows you to park anywhere for the time purchased - scheme is offered in Cornwall
- If you don't drive may be the buses should run a bit later
- Poor road signage- not enough warning before having to turn
- Lack of swimming facilities. Brilliant for dogs - dog friendly
- Pretty good anyway
- Friendly nature
- Really interesting place
- Exmoor remains unspoiled and well stewarded
- Better bus services
- Just don't let it be spoiled by development or "attractions"
- Don't spoil it
- Keep it as it is
- Keep it as it is, don't make changes for visitors
- Keep local events/adventure days
- Porlock Hill sign (warning) could be better!!
- Natural
- Don't spoil what you've got
- Keep it up and do more of it
- Organic produce to buy
- More access to areas of historic interest i.e. Culbone Stone, Roborough Castle
- Children's playground in Porlock Weir. Maintain. Improvement not needed
- Better signposts
- No roadworks during holidays Signage for walking
- There should be gates
- More family playgrounds
- More gluten free. More places to take dogs
- No ATM in Dunster. Post Office don't do Santander. Only card we have
- Last visited twelve or so years ago, not much has changed which is actually a positive thing
- Please don't make it too commercial
- I think it is perfect - natural beauty
- Don't do "non urgent" road repairs (ever actually see anybody working) during 'high' tourist season.
Improve the road structure
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- *In time (2 days prior to arrival) we got lucky with our 3rd reservation but it's outside of the park. Found 2 cottages online in the park that I liked but they couldn't get a housekeeper*
- *looked after well*
- *Visitor Survey is off putting to local residents as they don't consider themselves visitors, it's really a "user" survey i.e. for all people that use the park. Some of the questions could be reworded to make them equally appropriate for locals, most seem to be written for holiday makers*
- *bus not running in winter*
- *Fantastic to visit with much to see*
- *Poo bins in some car parks*
- *Not well promoted. Too much dog poo in Lynton*
- *Difficult to find an evening meal in winter*
- *Advertise more - it's lovely but didn't know it was. Son in-law moved to Taunton - only reason knew about Exmoor*
- *Not as much publicity as Dartmoor. Off the beaten track - not a through route. Publicise coastal. Not advertised well. Make 1 min highlight video on internet to attract visitors*
- *Car parking in Dunster (by Yarn Market)*
- *Animal sports (more clarification on survey) - very anti cruel sports & badger cull*
- *Keep it as it is*
- *Wider roads, I drive on right side*
- *Dog poo & toilets*
- *More disabled parking*
- *Gym*
- *More buses*
- *Carrying on as it is*
- *A great natural place that was created since time began cannot really be improved*
- *By leaving in unspoilt*
- *The questionnaire did not meet with approbation*
- *Improve some footpath signage around Horner/Webbers Post*
- *Improve signage e.g. Larkbarrow area. Has come across other lost parties in the past. Suggestion - to ask people who use paths regularly where signs should be*
- *Improve footpath signage*