

# Researching new markets for Exmoor National Park: results from a survey of 'Non-Visitors'

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with support from

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# Outline

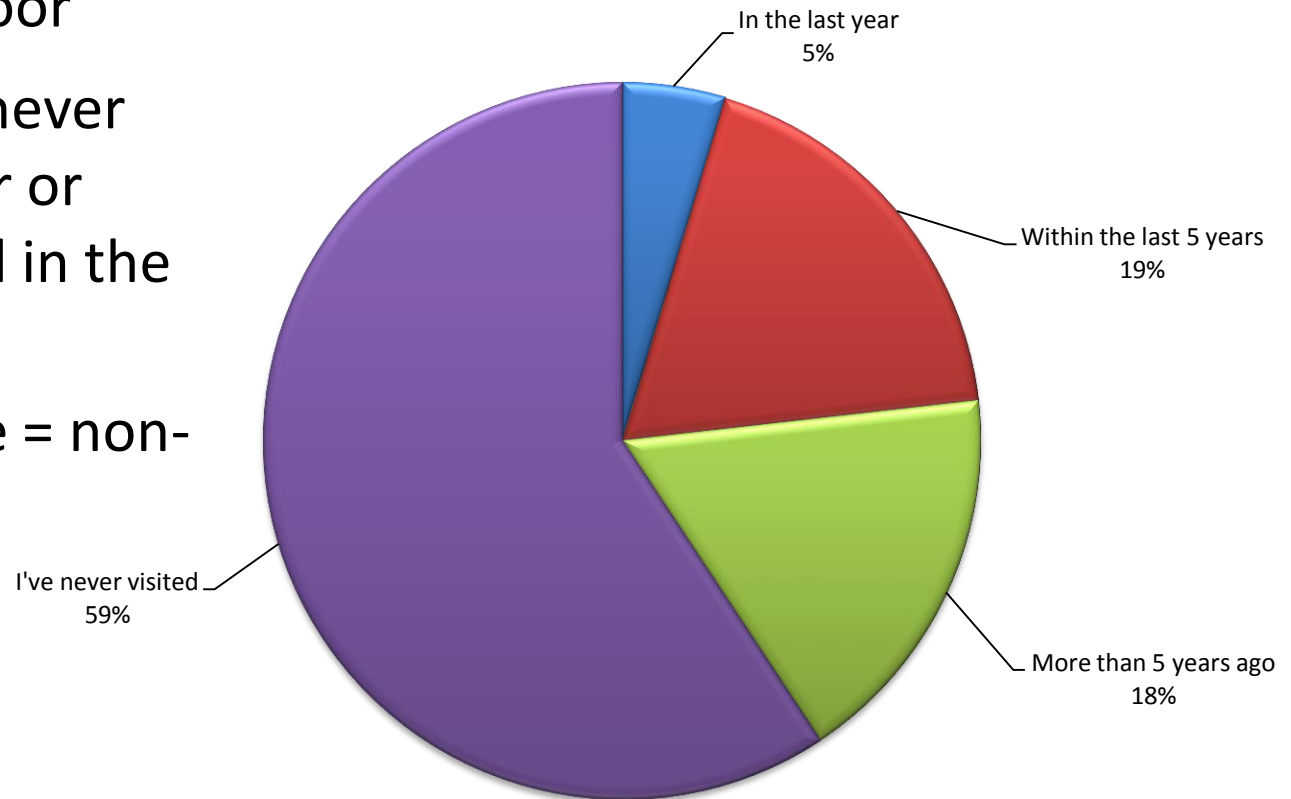
- Introduction: why conduct this research?
- Market for countryside 'product' and National Parks
- Reasons for not visiting Exmoor
- Marketing Exmoor National Park
- Conclusion: outcomes

# Introduction

- Short term project: 8 weeks
- Purpose: to inform marketing of Exmoor by understanding holiday preferences of potential visitors
- Increase volume and value of Exmoor tourism
- 1/3 of local residents rely on tourism as primary income
- Exmoor has relatively low visitor levels in comparison to other National Parks

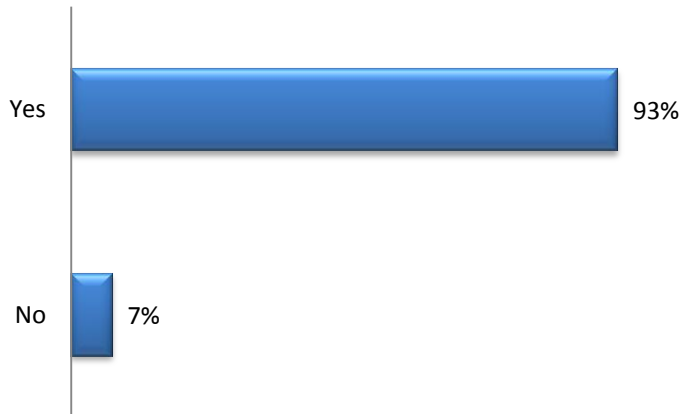
# Survey

- 280 questionnaires
- Conducted at sites within M4 and M5 corridors
- Targeting potential visitors within existing catchment areas for Exmoor
- Non-visitor = never visited Exmoor or haven't visited in the last 5 years
- 76% of sample = non-visitors

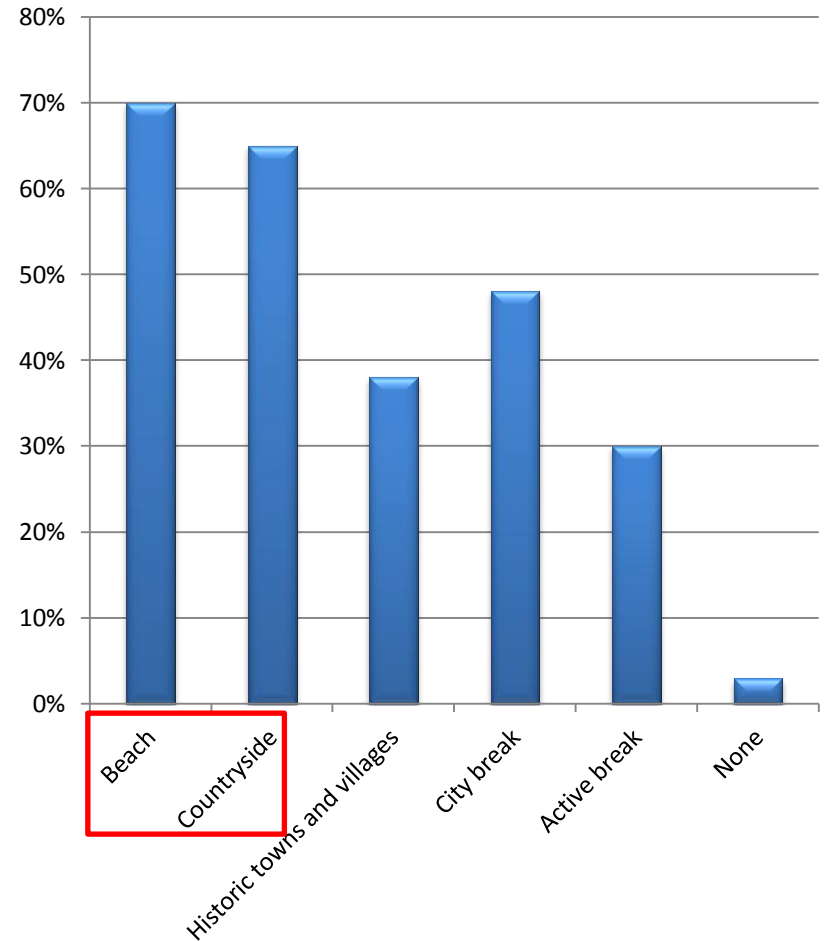


# Market for countryside: Holiday interest and behaviour

**Are you interested in visiting the countryside on holiday?**



- Exmoor tourism product relevant to potential visitors

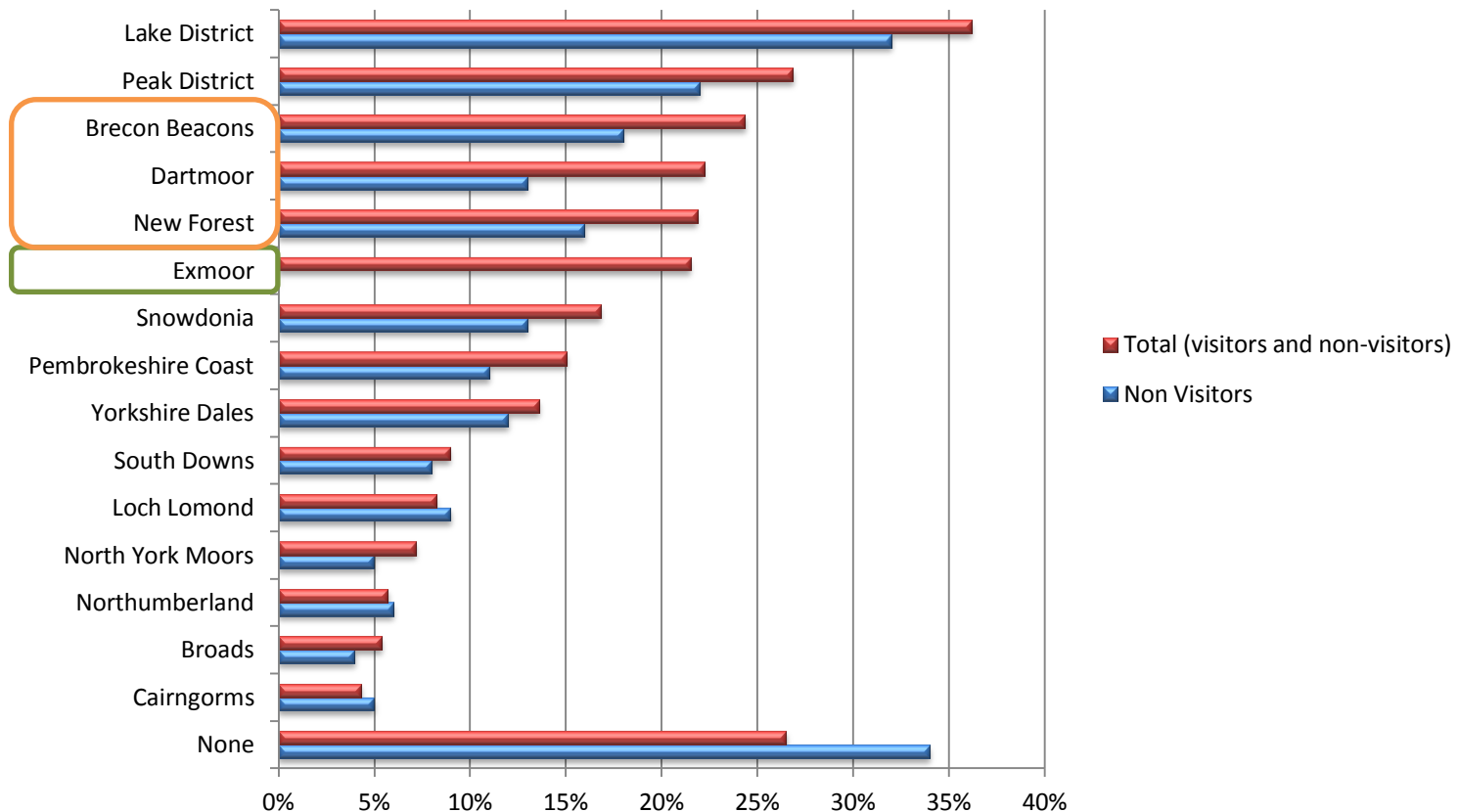


**In the last 2 years, what sorts of holidays have you been on?**

# Market for National Park product

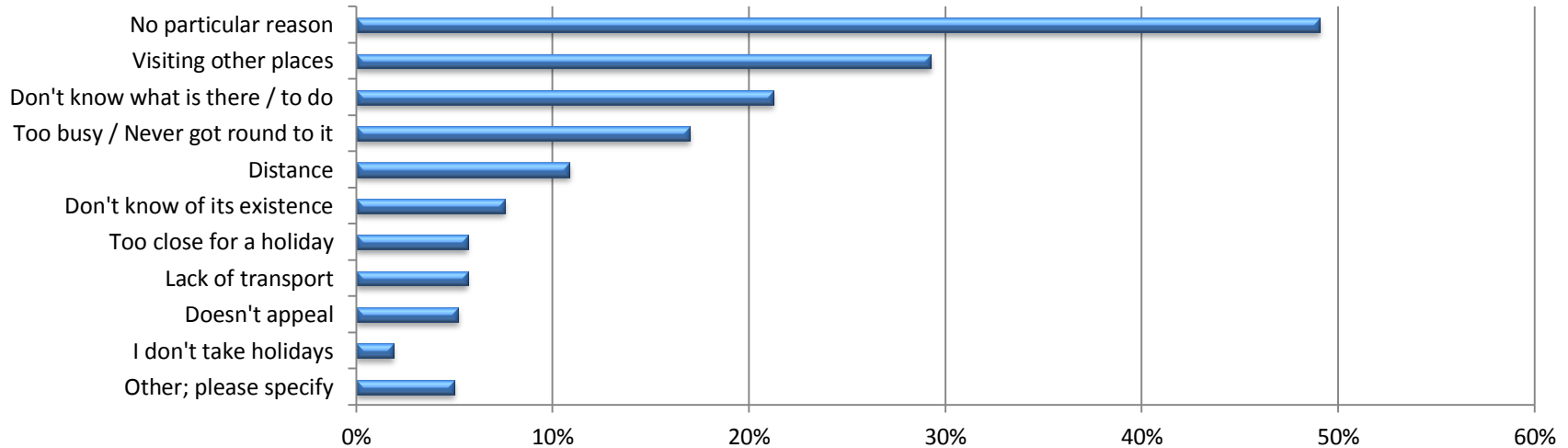
- 66% of non-visitors to Exmoor had been to a UK National Park in last five years
- 36% of non-visitors had taken visited Brecon Beacons, Dartmoor and/or New Forest National Parks

**Have you visited any UK National Parks in the last 5 years?**



# Reasons for not visiting

- No obvious physical or perceptual barriers

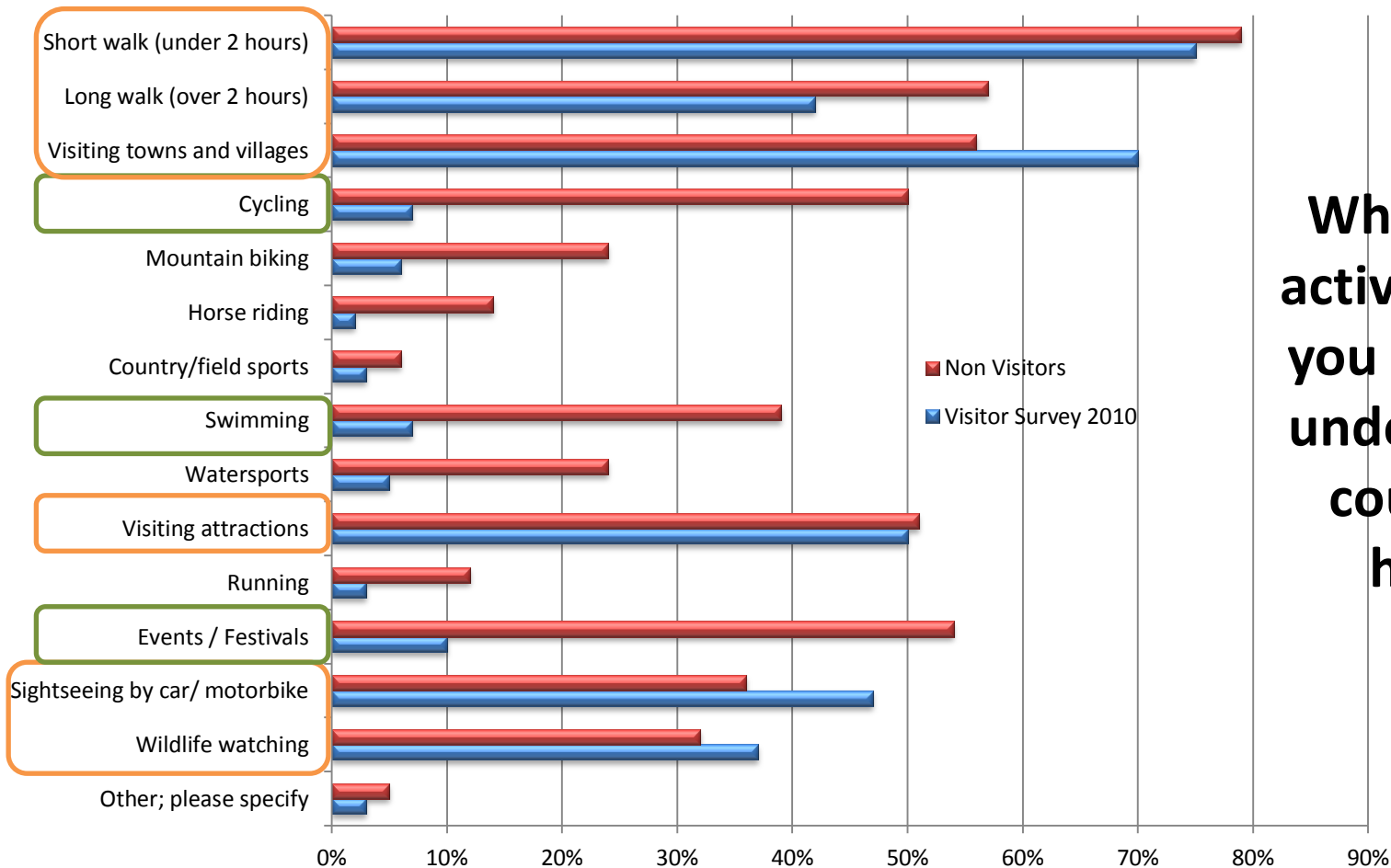


## What doesn't appeal about Exmoor?



# Marketing Exmoor: Activity preferences

- Activity intentions vs. actual activities
- Cycling, swimming, events/festivals – more popular with non-visitors



**What sorts of activities would you be likely to undertake on a countryside holiday?**



# Marketing Exmoor using images



Please rank these images in order of which you find most appealing as a UK holiday destination



# Conclusion

- No obvious barriers
- Many non-visitors take countryside holidays and visit other National Parks
- Data to inform marketing strategy
- As part of wider body of Exmoor tourism research
- Available electronically: <http://www.exmoor-nationalpark.gov.uk/communities/tourism-trade/tourism-research>

# Thank you – any questions?

- Research presented here was conducted during an ESRC Studentship under its Capacity Building Clusters Award (RES-187-24-0002) in partnership with Exmoor National Park Authority.



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