

Exmoor Virtual Visitor Survey (Covid-19 impact)

Interim results

This report provides interim results from an online visitor survey published by Exmoor National Park Authority to ascertain views from previous and potential new visitors to Exmoor in the light of Covid-19 impacts.

The survey was published on 16 June and is scheduled to run until 15 July 2020. It is available to complete online [here](#). The link was promoted via social media channels of partner organisations and local tourism businesses were invited to circulate the link to their previous guests and marketing leads too.

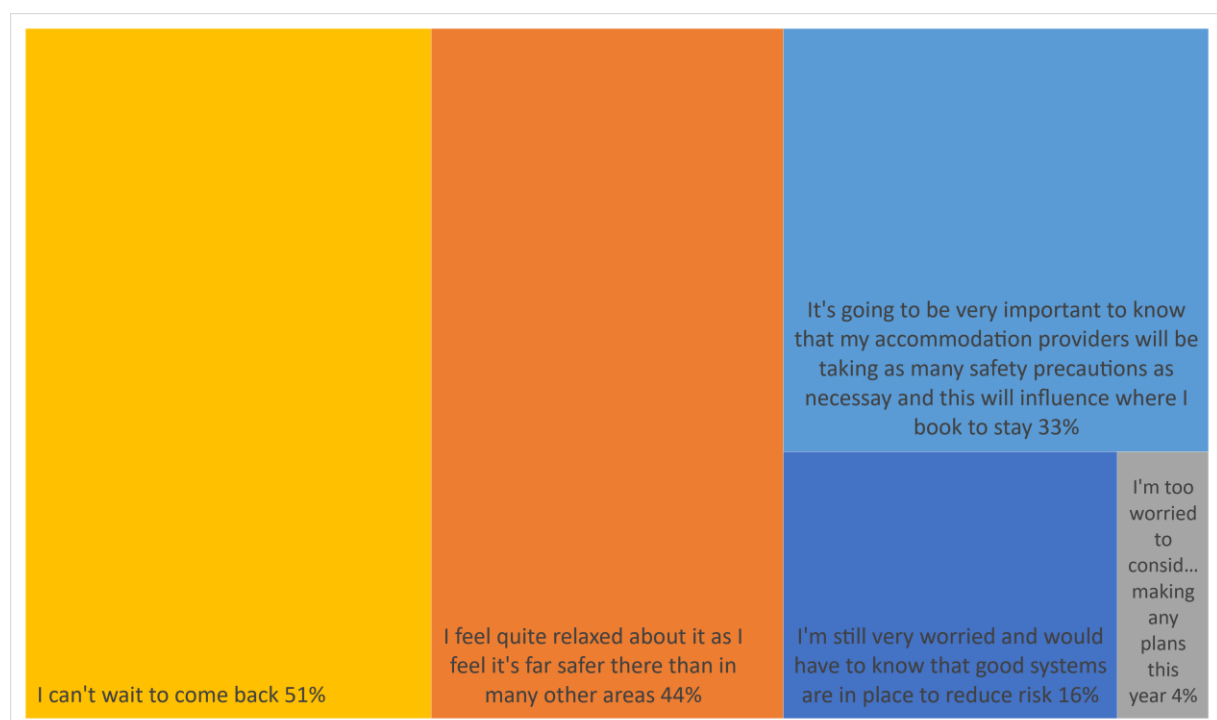
With government announcements on the potential reopening of the parts of the hospitality sector likely to be imminent we have released these interim results based on the first 319 results – received by 8am 22 June 2020. **Final results with further analysis, filtering and reporting will be published following the survey close.**

With 319 responses the sample size at this stage gives us a margin of error of below 5.5% at a 95% level confidence rate.

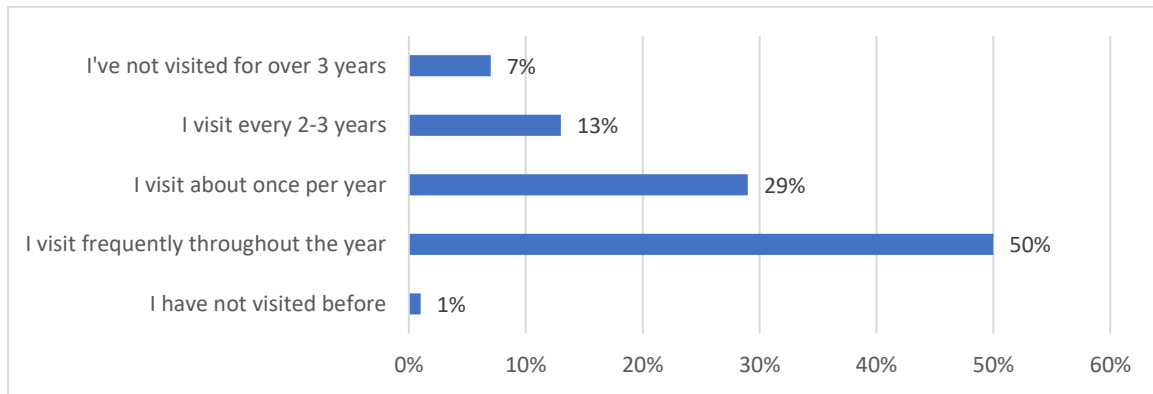
If you wish to use these results please clearly reference that these are interim results as follows:
 Source: *Exmoor National Park Virtual Visitor Survey (Covid-19 impact) – Interim results. Final results may vary.*

Dan James
 Sustainable Economy Manager
 22 June 2020

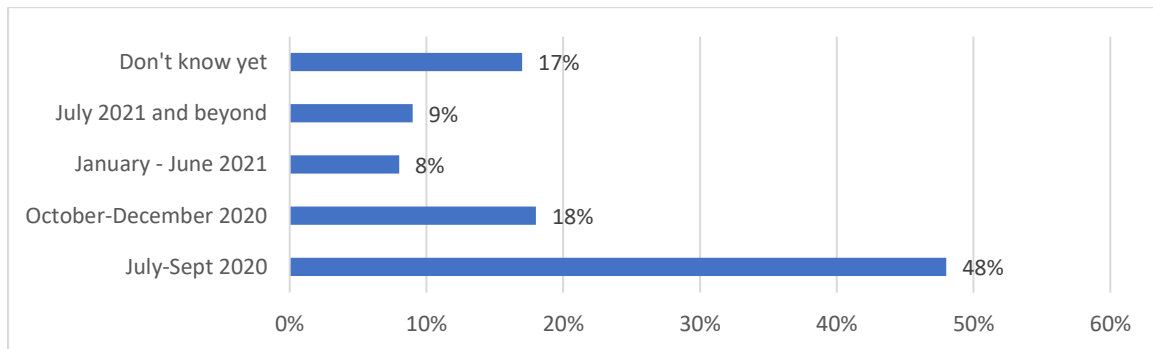
1. Which statement(s) best describe your frame of mind about booking a holiday on Exmoor?



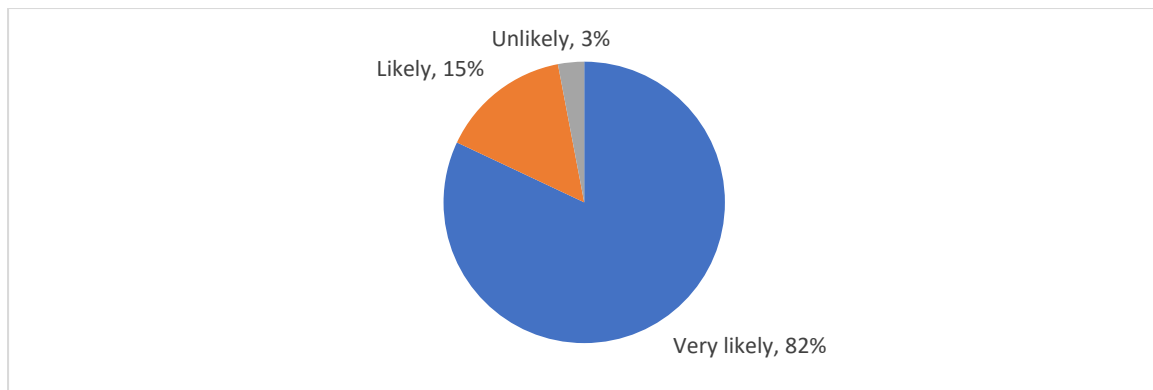
2. How often have you visited Exmoor before (pre Covid-19)?



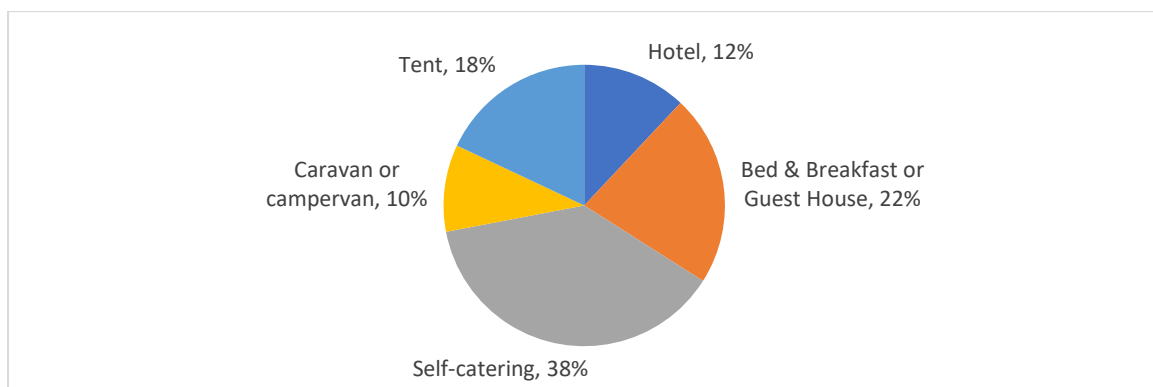
3. When are you considering a UK holiday with overnight accommodation?



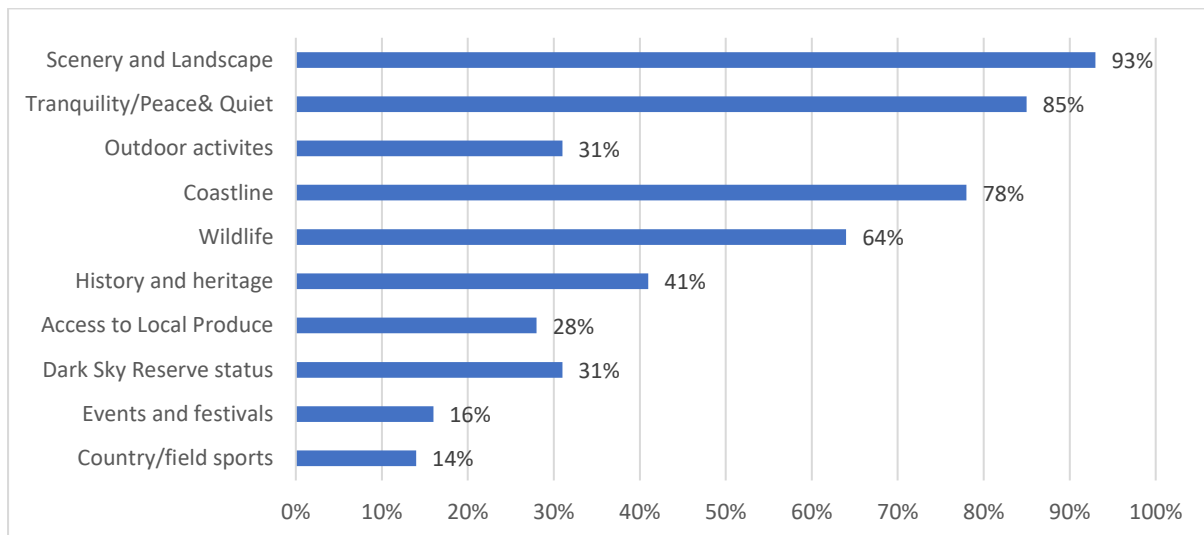
4. How likely are you to visit Exmoor in the next 18 months?



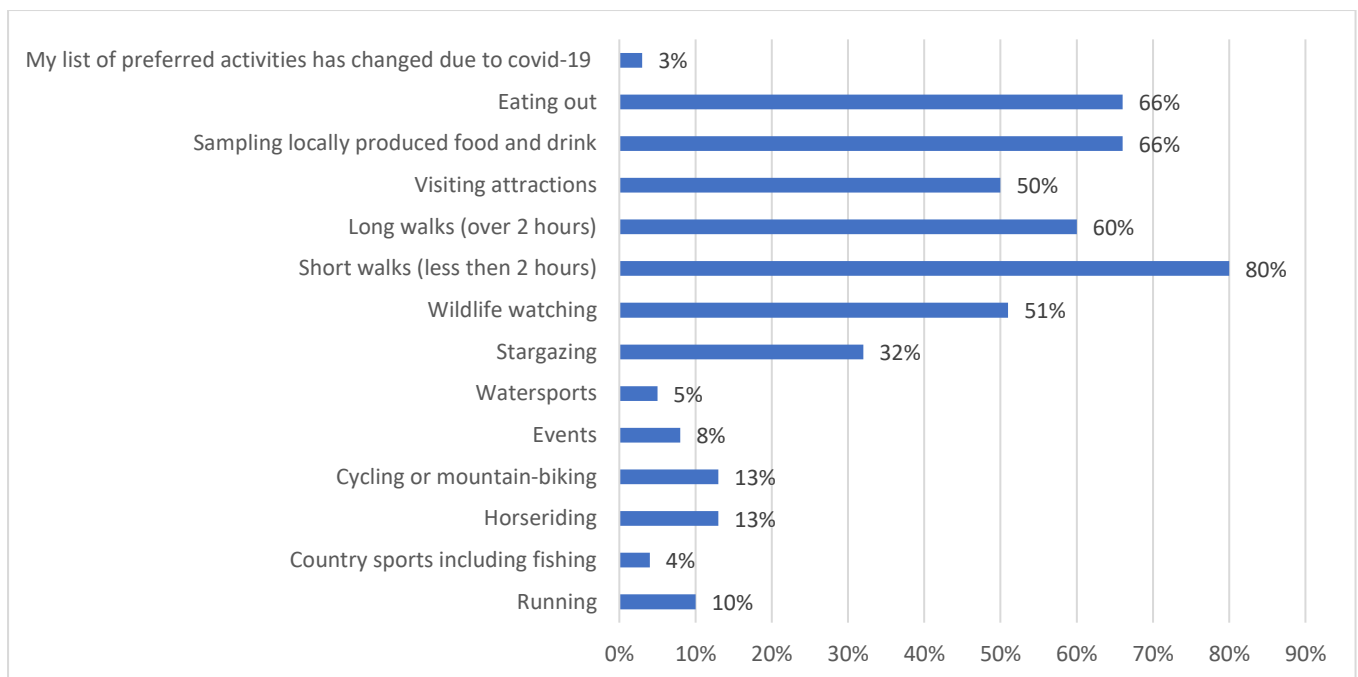
5. What type of accommodation would you prefer to stay in for your next holiday?



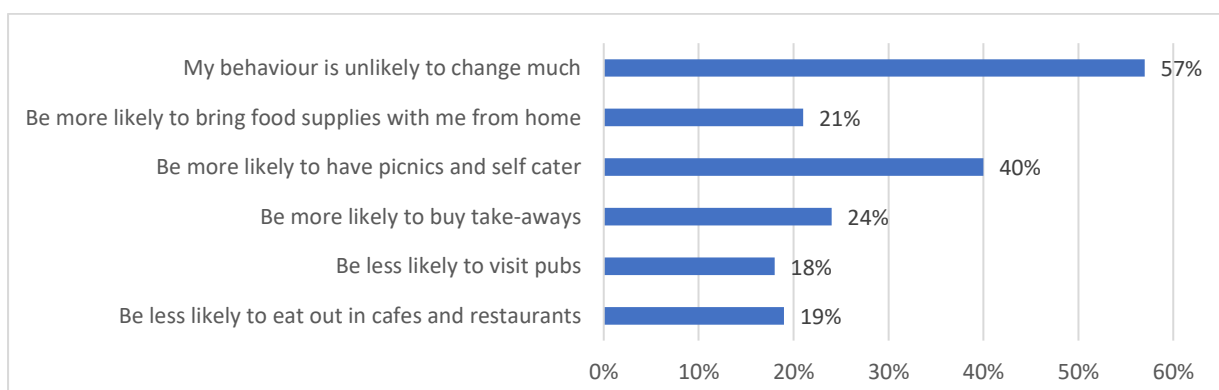
6. Which of the following attract you to visit Exmoor?



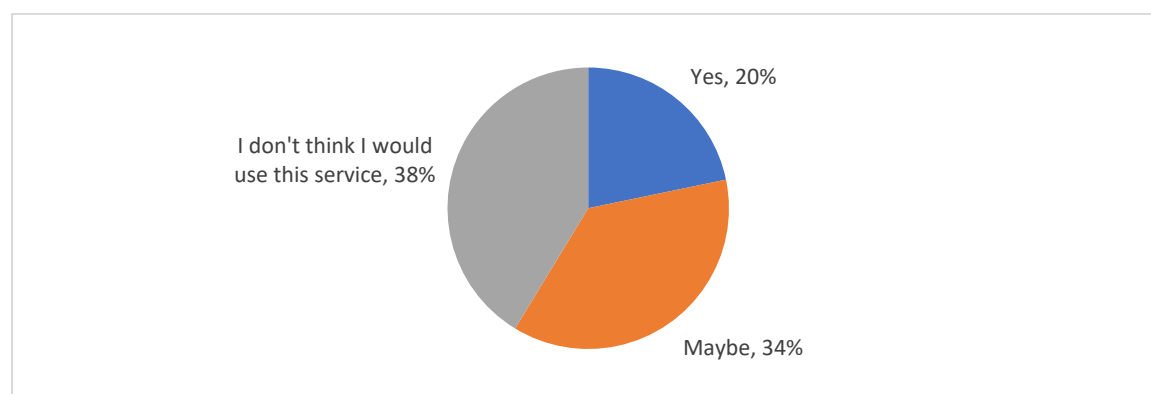
7. Which of the following activities will you do on your next visit to Exmoor?



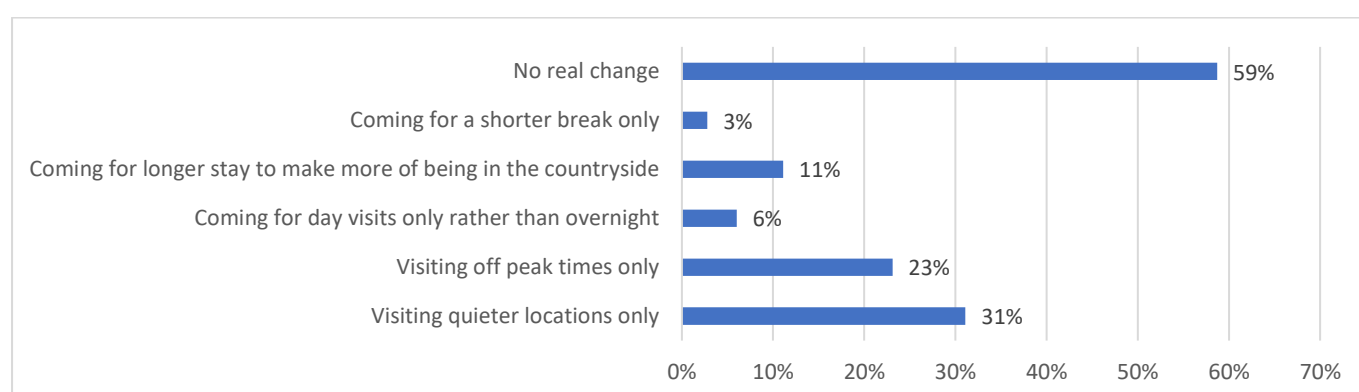
8. Assuming social distancing can be safely maintained how would your visitor behaviour change?



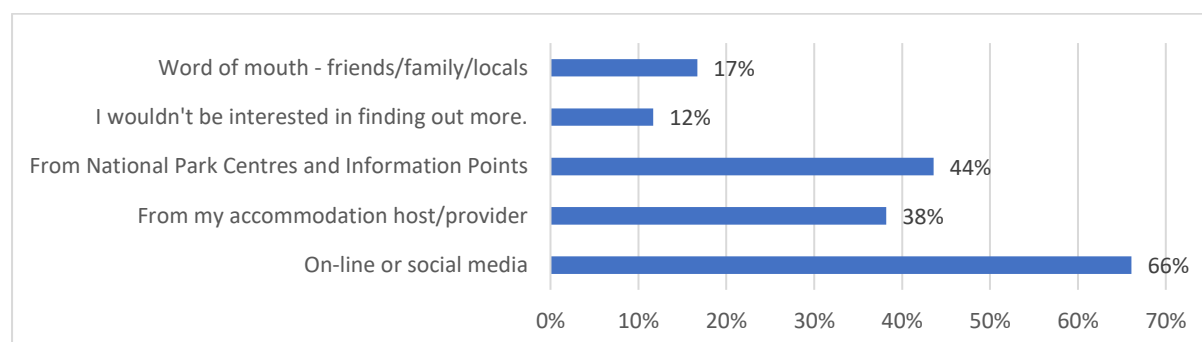
9. Would you be interested in your accommodation hosts/providers offering additional food such as pre-prepared picnics or food hampers?



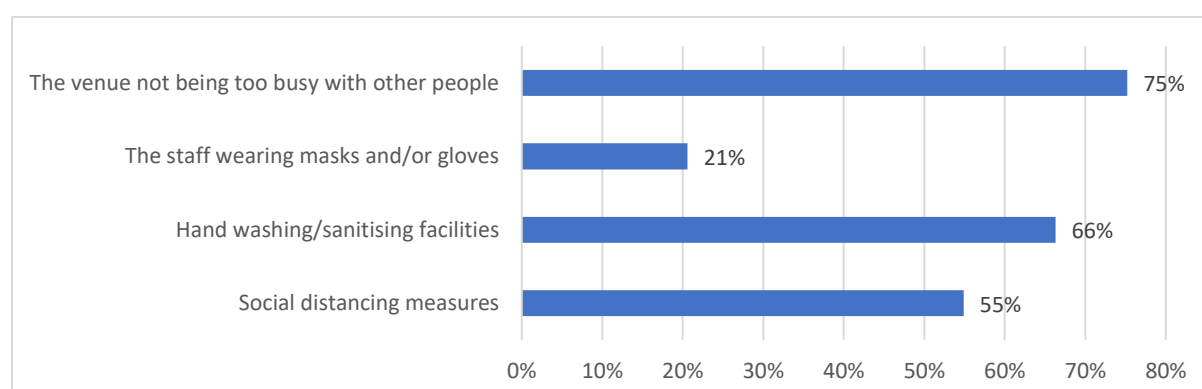
10. How might your next trip to Exmoor be different due to Covid-19?



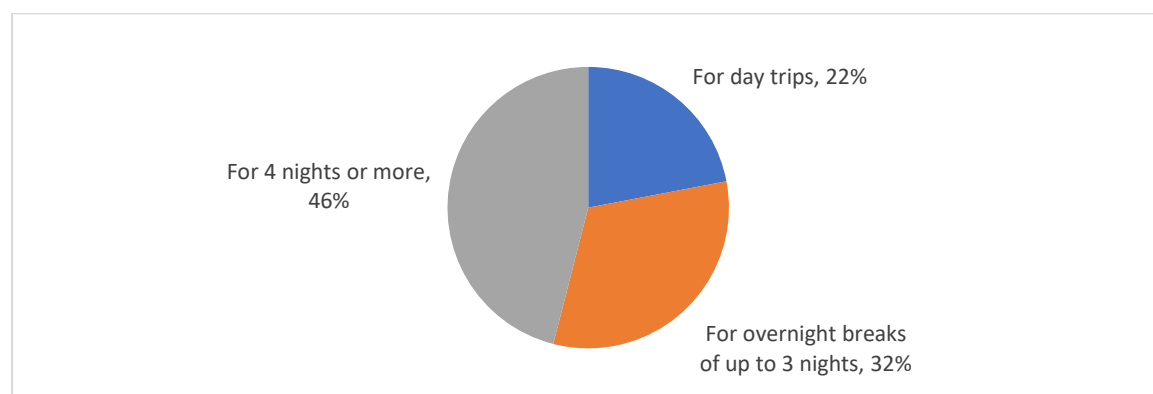
11. Would you like to find out more about activities with safe social distancing and if so, where would you hope to find it?



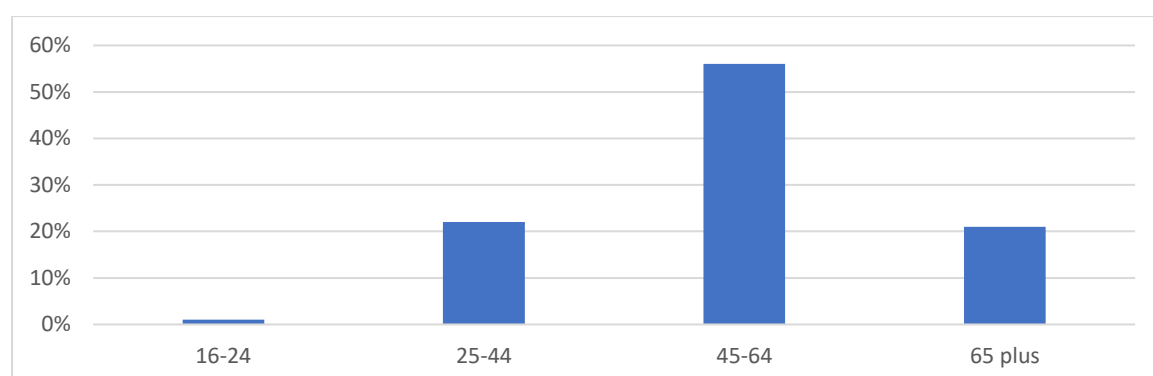
12. Which of the following would be very important to you when choosing which accommodation, attraction or food venue to use?



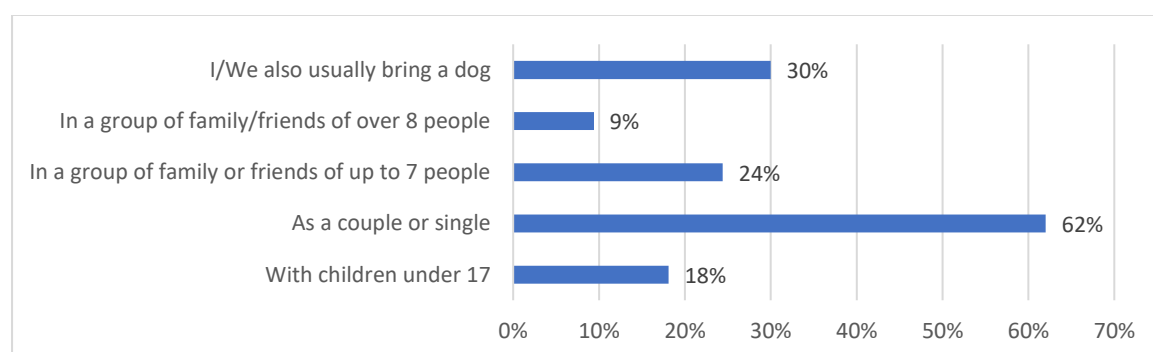
13. Pre Covid-19 would you generally have visited Exmoor for day trips, for overnight stays up to 3 nights or 4 nights or more?



14. Age range of respondents



15. Who do respondents usually holiday with?



16. Location of respondents

To be followed in final published results, based on postcode (or country for respondents outside of the UK).