

Lake District National Park Authority Visitor Management Survey



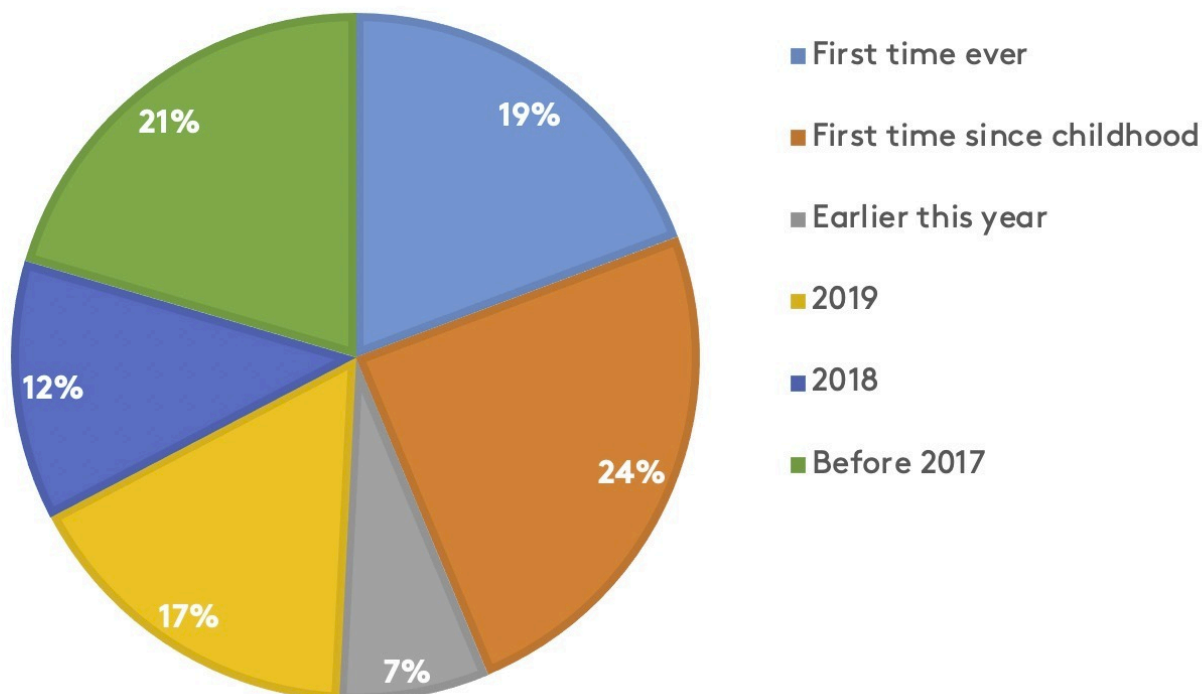
Lake District
National Park

Survey Conducted: 30 and 31 May 2020

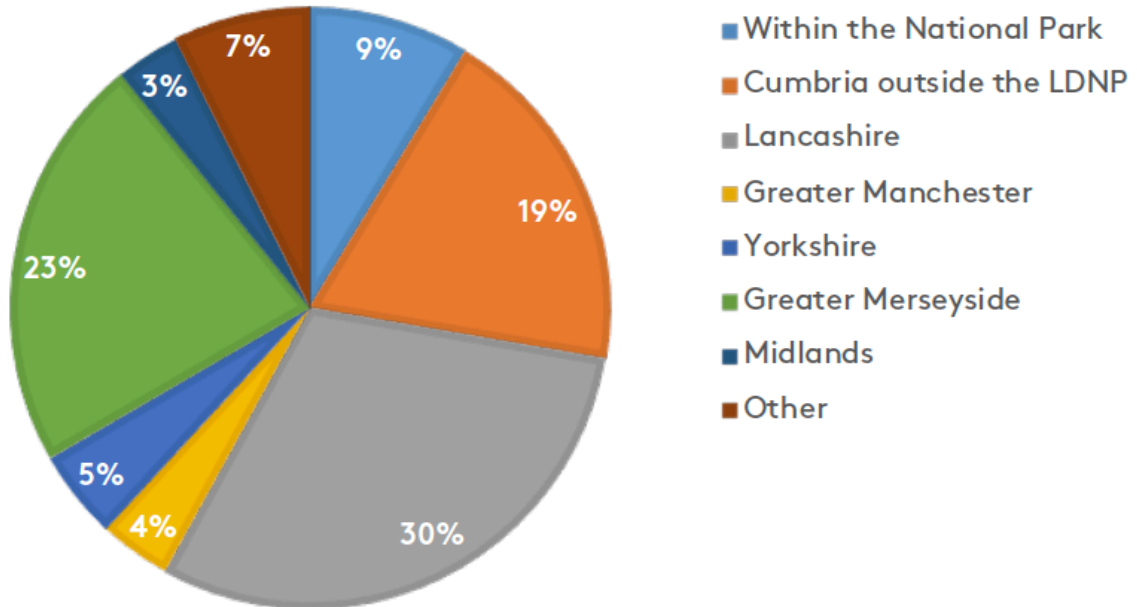
To assist understanding of the visitors we are now welcoming a short poll was organised by LDNPA Commercial & Comms teams. On Saturday and Sunday, those involved in visitor management in the park conducted a quick survey of **351 visitors**. The survey was conducted in Coniston, Keswick, Bowness, Ambleside and Rydal. This is the summary of the results from the last 48 hours.

Full Week Summary

WHEN DID YOU LAST VISIT THIS AREA?



WHERE DID YOU COME FROM TODAY?



Before your visit, which of the following things did you do?

Use the LDNPA website to check how busy areas were	35.5%
Plan your destination AND end up at that destination	38.7%
Plan your destination AND change your plan enroute	55.1%
Use social media to research your visit	43.4%
Bring a picnic and refreshments	42.2%
Bring a BBQ	25.8%
Bring alcohol	70.3%

Before your visit, which of the following things were you aware of before your visit?

Not all car parks are open	58.2%
Not all toilets are open	70.3%
Most shops are closed	74.6%
Most food businesses are closed	39.5%
Local people are worried about visitors not respecting social distancing	86.7%
You should take your litter home	34.4%
You should follow the Countryside Code	12.5%
You should check how busy areas are before you arrive	59.4%

What would you have been doing
this time last year on a day like this?

■ Still visiting the Lake District ■ Something different

What was your main reason for visiting the Lake District today?

We love the Lake District	13.5%
We wanted to cool off in the water.	12.2%
We wanted to take exercise.	9.8%
We wanted to meet friends and family in a safe environment.	18.8%
The lockdown has been lifted'	8.2%
The thing we'd normally be doing is closed	15.3%
Family gathering to celebrate Eid al Fitr	3.3%
Other outdoor destinations are too busy'	9.8%
Passive aggressive responses - such as why not, or mentioning Dominic Cummings	4.2%
Motorbike was gathering dust'	4.9%

