2022

Yorkshire Dales National Park Authority

Visitor Survey 2022

Final Report



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Yorkshire Dales National Park Authority Visitor Survey 2022

Our thanks are given to:

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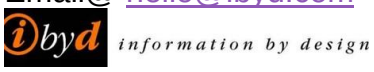
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EXECUTIVE SUMMARY

This report contains a summary of the findings from a survey conducted in 2022 with visitors to the Yorkshire Dales National Park (YDNP). The survey was conducted on behalf of the Yorkshire Dales National Park Authority (YDNPA) by Information by Design (IbyD), an independent research agency.

The main objective of the survey was to understand the views of existing customers on their visit to the YDNP, and services provided for customers. The survey fieldwork was undertaken between July and October 2022 in 12 locations. In total, 651 interviews were completed with the fieldwork period and locations broadly comparable to the 2017 survey.

Key findings from this survey include:

- 53% of visitors interviewed were female and 47% male; the age profile is broadly comparable to the 2017 survey with 23% aged 16-44, 20% 45-54, 31% aged 55-64 and 26% aged 65 and over.
- Seven-out-of-ten (70%) of the visitors interviewed were social grade A/B/C1, 30% were C2/D/E. The proportion of respondents who were from the social grades C2/D/E is significantly higher than in 2017 (when 25% were C2/D/E). However, the proportion of C2/D/E visitors is still lower than the national profile, where the comparable figure is 47%.
- The majority of respondents (95%) were from the UK; 5% were from outside of the UK. Ninety-five percent (95%) of respondents from the UK were from England, and over three-fifths of these (62%) were from Yorkshire and the Humber and the North West.
- 43% of respondents were day visitors and 57% were overnight visitors, similar to the 2017 survey. 8% of visitors were staying overnight but outside the YDNP (lower than the 15% in 2017).
- The group respondents were in, when interviewed, contained an average (mean) of 3.4 adults and 0.3 children under the age of 16. 15% of respondents were in a group that contained children.
- The majority of respondents (92%) were aware that the area they were in when interviewed was part of the Yorkshire Dales National Park. Respondents interviewed in Orton and Devil's Bridge were significantly less likely to be aware that the area they were in was part of the YDNP, with 76% aware compared to 94% for the other ten sites.
- The majority of respondents (82%) had travelled to the Yorkshire Dales National Park by private car or van. Of these, 4% had travelled in an electric vehicle, 1% in a hybrid vehicle and 95% in a petrol/diesel vehicle. The proportion travelling to Yorkshire Dales National Park by car is lower than in the 2017 survey when 87% of respondents travelled by private car or van.
- 85% of visitors interviewed had visited the Yorkshire Dales National Park before, with 61% having visited 'numerous' times in the last 12 months. 24% were visiting for the first time in the last 12 months and 15% were visiting for the first time ever. Staying visitors were also slightly more likely to be on their first ever trip to the YDNP than day visitors (18% of staying visitors compared to 12% of day visitors, 15% overall).

- Of those who had visited YDNP before, the majority of respondents (90%) had first visited before the start of the COVID-19 pandemic. 6% had first visited during the pandemic and 5% first visited after COVID-19 restrictions ended in England.
- Google was the online source used by most respondents (43%) when planning a trip to the Yorkshire Dales National Park. 44% of respondents had not used any online sources when planning their trip (47% in 2017). Particular changes in online sources used when planning a trip have been an increased use of Facebook and Smartphone Apps in 2022.
- When planning their visit, OS or other maps were the top 'off-line' source of information used by visitors, used by 31%, but lower than the 39% using these sources in 2017. Nearly half (47%) had not used an off-line source of information when planning their visit (a large increase from 35% in 2017).
- 29% of respondents had not used any sources of information, either online or off-line, when planning their trip to the Yorkshire Dales National Park.
- During their visit, 43% of visitors interviewed had actually used, or were planning to use, Google maps as a source of information (33% in 2017); 20% had used a National Park Visitor Centre (30% in 2017) and 17% had used brochures or leaflets from their accommodation (27% in 2017). Respondents in 2022 were also more likely to have used apps and social media sites during their visit than in 2017.
- In relation to special qualities, the largest proportion of respondents (78%) said they saw natural beauty, scenery and views as one of the special qualities of the Yorkshire Dales National Park.
- 27% of respondents had been attracted to the YDNP on the occasion they were interviewed to enjoy an outdoor activity, 24% because they had been there before and wanted to come back and 15% by the scenery, landscape and connecting to nature (more than one answer could be given).
- 61% of respondents had participated in, or would participate in, walking for more than one hour during their visit (but not necessarily as the main activity). 53% had visited, or were planning to visit, a café or tea room during their visit and 49% had visited, or were planning to visit, a country pub.
- Walking for more than one hour was the main activity participated in during their visit for half (50%) of respondents. General sightseeing was the main activity for 13% of respondents.
- 96% of respondents were very satisfied with their overall visit to the YDNP, giving it a score of 5 or 6 out of 6. No respondents were 'not at all satisfied' with their visit (i.e., no one gave a score of 1 or 2). The results show a continued increase in the proportion of visitors who were very satisfied with their visit to the YDNP over the past 20 years.
- 71% of respondents had used a car park during their visit to the YDNP. 67% had used toilets. 65% had used a café, pub or restaurant, and 51% had used a right of way.
- There were high levels of satisfaction with most of the facilities and services respondents had used during their visit. Over 80% of respondents were very satisfied (a score of 5 or 6 out of 6) with all facilities and services asked about, apart from wi-fi and mobile phone coverage. Levels of satisfaction with facilities or services were generally higher in 2022 than in 2017.

- 82% of respondents were very likely to return to the area in the next two years (a score of 9 or 10 out of 10). Only 3% of respondents were not at all likely to return to the area in the next two years (a score of 0 or 1).
- 94% of respondents were very likely to recommend the area to friends and family (a score of 9 or 10 out of 10). Less than 1% of respondents were not at all likely to recommend the area (a score of 0 or 1). The net promoter score, a measure of customer recommendation, was 93% - a very high score in comparison with many national brands and higher than the 88% scored in 2017.

This visitor survey forms part of a series of surveys periodically conducted to understand existing customers views on their visit to the Yorkshire Dales National Park. Similar surveys have previously been conducted in 2002, 2008, 2013 and 2017. As a whole, the profile of visitors surveyed is broadly similar in 2022 as in 2017, with the exception that the 2022 survey shows a higher proportion of visitors from the social grades C2/D/E. The proportion of visitors who were 'day visitors' or 'staying visitors' has remained approximately the same in 2013, 2017 and 2022. However, the profile of 'staying visitors' appears to have changed. In 2022, a smaller proportion of visitors were visiting the Yorkshire Dales National Park but staying overnight outside of the Yorkshire Dales National Park area than in 2017 and 2013. There is a suggestion, compared to previous years that the proportion of visitors travelling by private car or van may be decreasing, although the majority of visitors still used this method of transport. There are also some important pointers on the use of online and offline sources, with the use of offline sources diminishing as online information becomes the main source of information. The survey shows increased usage of Google, Facebook and Smartphone Apps, and significant reduction in the use of OS or other maps. The reduction in the usage of some services may be linked to COVID-19. This may partly explain the lower usage of cafes and National Park Visitors Centre in this 2022 survey.

Visitors are generally very satisfied with their visit to the YDNP and satisfaction has continued to increase over the years. Satisfaction with particular facilities and services has also increased since the 2017 survey. The 2022 survey results also show very high levels of recommendation for the YDNP area and are significantly higher than in 2017.

Information by Design
December 2022
Final Draft

1 BACKGROUND AND METHODOLOGY

BACKGROUND

1.1 This report gives the results from the survey conducted with visitors to the Yorkshire Dales National Park (YDNP). The survey was commissioned by Yorkshire Dales National Park Authority (YDNPA) and conducted by Information by Design (IbyD).

1.2 The main objectives of the Visitor Survey were to:

- Understand existing customers views on their visit to the Yorkshire Dales National Park, the National Park Authority, and services provided for customers
- Compare the findings from the 2022 survey with those from the earlier survey conducted in 2017, and, where possible, to earlier visitor surveys.
- Provide an opportunity to see if the profile of visitors has been maintained across the whole National Park and get opinions from new visitors and allow full comparison with the pre-COVID surveys.

1.3 There has been a significant change to the YDNP area since some of the earlier surveys were conducted. The National Park was extended in August 2016 to include new areas in the Lune Valley, northern Howgills and Westmorland Dales. This increased the National Park area by 24%.

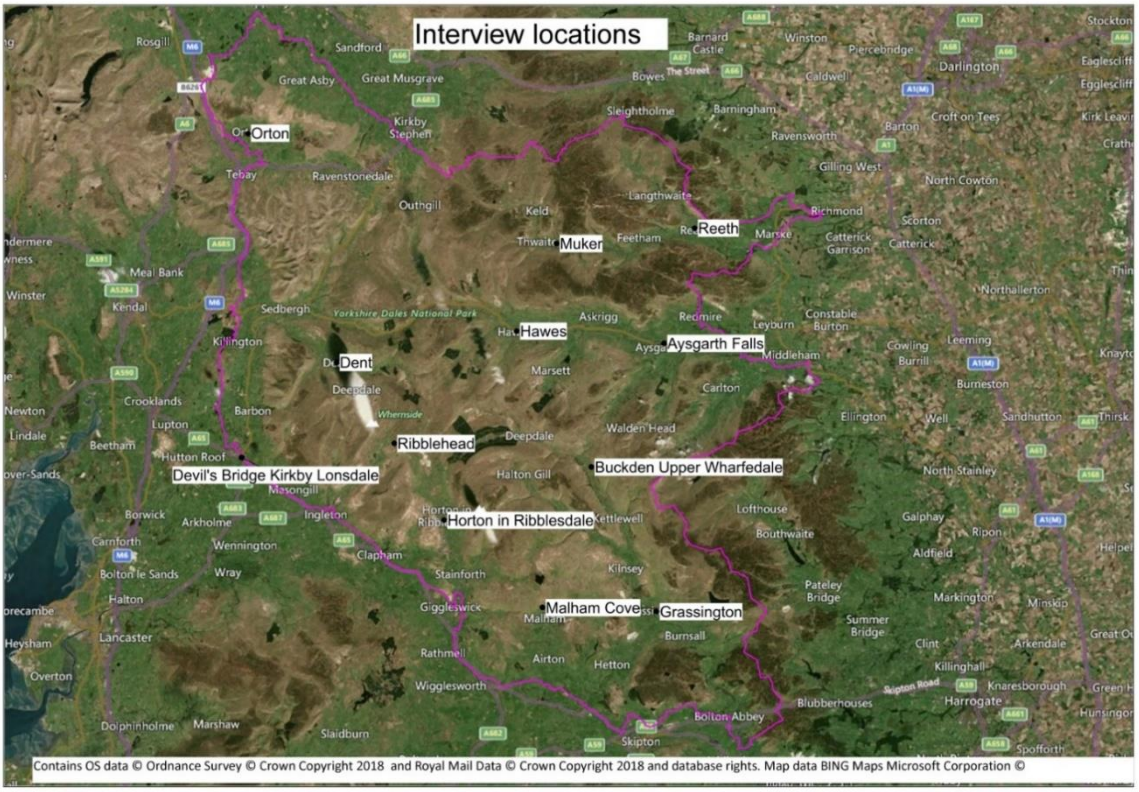
METHODOLOGY

1.4 Face-to-face interviews were conducted with visitors to the Yorkshire Dales National Park at 12 locations (see map on following page):

- Aysgarth Falls
- Buckden
- Dent
- Devil's Bridge near Kirkby Lonsdale
- Grassington
- Hawes
- Horton in Ribblesdale
- Malham Cove
- Muker
- Orton
- Reeth
- Ribblehead

Orton and Devil’s Bridge are situated within the extended National Park area. These locations were included in the 2017 visitor survey and were not in earlier visitor surveys.

A copy of the survey questionnaire can be found in Appendix 3.



1.5 Survey fieldwork took place between July and October 2022, with interviews conducted before the school summer holiday period (pre), during the school summer holiday period (peak) and after the school summer holiday period (post). Both weekdays and weekend days were covered.

1.6 In total, 651 interviews were completed. The table below shows the number of interviews completed by location and time period. It should be noted that respondents were able to choose not to answer questions, and so the base size (the number of respondents answering each question) for some of the questions is slightly smaller than 651.

Number of interviews by location and time period				
	Pre	Peak	Post	Total
Aysgarth Falls	19	36	37	92
Buckden	0	17	17	34
Dent	0	22	21	43
Devil's Bridge	12	13	12	37
Grassington	35	52	39	126
Hawes	38	35	41	114
Horton in Ribblesdale	11	0	11	22
Malham Cove	33	33	18	84
Muker	12	12	0	24
Orton*	12	12	5	29
Reeth	11	11	0	22
Ribblehead	12	12	0	24
Total	**195**	**255**	**201**	**651**

***Note that Orton interviews are slightly lower than expected due to issues with site.**

1.7 The survey population was defined as all visitors to the National Park. This included those who live locally (within the National Park area) who were visiting the location of the interview but excluded anyone on a regular shopping trip, visiting for work or business and spending less than 3 hours in the location. Potential respondents to the survey were selected at random, with the next person being selected for interview as soon as the previous interview was completed.

1.8 The achieved sample size of 651 respondents means that the overall results to the survey are accurate to within approximately ±3.8%. This means that for a survey result of 50% for example, we can be reasonably sure (95% confident) that the true value (of the population of all visitors) lies within 46.2% and 53.8%.

1.9 Where possible, this report compared the 2022 survey results to those of previous visitor surveys, conducted in 2017, 2013 and 2008. A visitor survey was also conducted in 2020, to look at visitor characteristics, perceptions and motivations during the COVID-19 pandemic. There were a number of differences in methodology of the 2020 survey and this 2022 survey, including:

- The 2020 survey used a longer fieldwork period of June to November
- Some difference in the sites used - the 2020 survey included interviews at Kettlewell, Clapham and Stainforth, and did not include interviews at Orton or Devil's Bridge. In 2020, most interviews were undertaken where there is a greater footfall of visitors.
- In 2020, a higher proportion of interviews were conducted at Aysgarth Falls and Reeth
- It had a more limited set of questions, and its focus was on understanding what appeared to be a different demographic of visitors, during the pandemic, many of whom were first time visitors.
- In 2020, interviews were conducted by YDNP staff and volunteers.

Due to these differences, a limited number of comparisons to the 2020 survey are presented in this report.

2 SURVEY RESULTS

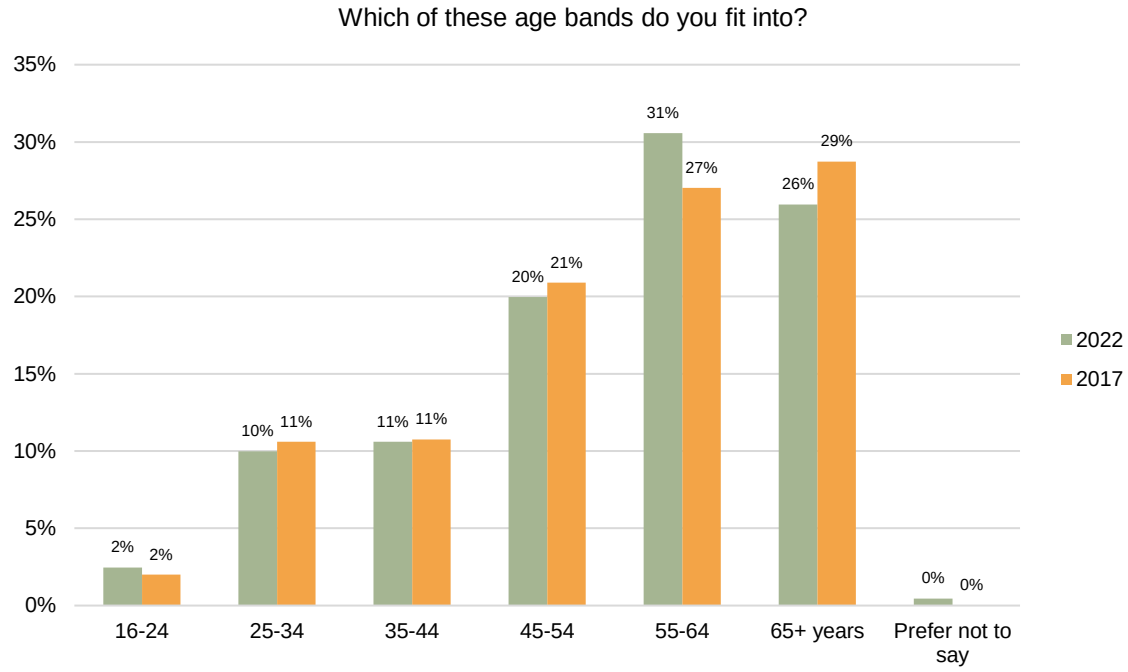
2.1 This section details the results from the 2022 survey with visitors to the Yorkshire Dales National Park.

DEMOGRAPHICS

2.2 Fifty-three (53%) were female and 47% were male. The proportion of females is slightly higher than in 2017 (50%) but the difference is not statistically significant.

2.3 Nearly a quarter (23%) of respondents were aged between 16 and 44 years, 20% were aged 45-54, 31% were aged 55-64 and 26% were aged 65 and over. This age profile is broadly comparable to the 2017 and 2013 surveys where 56% and 58% of respondents respectively were aged 55+ (57% in 2022).

2.4 The only slight change in age profile between the 2022 survey and 2017 (but not statistically significant) is in the age groups 55-64 and 65+. The 2022 survey shows a slightly lower proportion of visitors in the older 65+ age group.



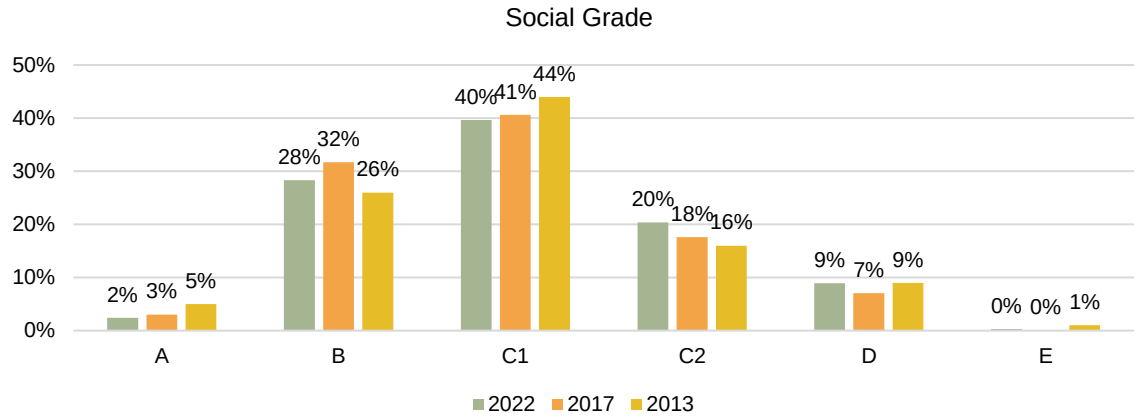
Base: 2022 = 651, 2017 = 651

2.5 It is also worth noting here the profile of respondents in the 2020 visitor survey conducted by staff and volunteers. In this, the visitor profile was seen to be younger – 36% were aged 55+, compared with 57% in the 2022 survey and 56% in the 2017 survey. The difference was probably due to changes to the visitor profile during the COVID-19 period. In 2020, those in the older age categories were more likely to be 'shielding', while younger people were unable to undertake their 'usual' activities such as organised sports which were prohibited during this period.

2.6 Respondents were asked the occupation of the main wage earner in the household. This information was later coded against standard occupational classifications (SOC) to provide the social grade of the respondent. Social grades are defined in the following table.

Social Grade	Description
A	Upper Middle Class: Higher Managerial, Administrative or Professional
B	Middle Class: Intermediate Managerial, Administrative or Professional
C1	Lower Middle Class: Supervisory or Clerical, Junior managerial, Administrative or Professional
C2	Skilled Working Class: Skilled Manual Workers
D	Working Class: Semi and Unskilled Manual Workers
E	Those at lowest level of subsistence: State Pensioners or Widows (no other earner), Casual or Lowest Grade Workers

2.7 Seventy percent (70%) of respondents were social grade A/B/C1 and 30% were C2/D/E. The profile of respondents by social grade is significantly different to 2017. In this 2022 survey, a higher proportion of visitors (30%) were from the lower social grades (C2, D and E) than in the 2017 and 2013 surveys, when 25% and 26% respectively were social grade C2/D/E. Nationally, 53% of the population are in the social grade A/B/C1, 47% are C2/D/E[1].



Base: 2022 = 618, 2017 = 625

2.8 The table below shows the social grade of respondents compared to the North West and Yorkshire and Humber regions and to England and Wales. A higher proportion of respondents to the survey were social grade AB and C1 than in the North West and Yorkshire and Humber regions. Although the proportion of visitors interviewed that were C2 and DE has increased in 2022, it was lower than in the North West and Yorkshire and Humber regions.

Social Grade						
	2022	2017	2013	North West	Yorkshire and the Humber	England and Wales
AB	31%	35%	31%	20%	19%	23%
C1	40%	41%	44%	30%	29%	30%
C2	20%	18%	16%	22%	23%	22%
DE	9%	7%	10%	28%	29%	25%

[1] 2011 Census. See table QS613EW – Social Grade for England and Wales.

2.9 The majority of respondents (92%) were White British. 5% were from other white ethnic groups, 1% from mixed ethnic groups and 2% were from Asian ethnic groups. Less than 1% were from other ethnic groups.

2.10 The question on ethnicity was updated in the 2017 survey to use the question from the 2011 census. This allows those from 'Other White' ethnic groups to be recorded separately (in the 2013 questionnaire, White/British/Irish/Other White background was one category). Key results from this are:

- In 2013, 99% were recorded in the 'White' ethnic groups category, compared to 98% in 2017[2].
- In 2017, 7% of visitors were from the 'White Other' group.
- In 2022, 5% of visitors were from the 'White Other' group. This includes those from Europe, including Eastern Europe.

2.11 The table below shows the ethnic group of respondents compared to the North West and Yorkshire and Humber regions and England and Wales. A higher proportion of survey respondents were from white ethnic groups and a lower proportion were from Asian ethnic groups than in the North West and Yorkshire and Humber regions. Again, it is interesting to note the difference between this survey and the 2020 survey. Four percent (4%) of all visitors were of Asian background during the pandemic.

Ethnic group				
	2022	North West	Yorkshire and the Humber	England and Wales
White: British	92%	87%	86%	80%
White: Other	5%	3%	3%	5%
Mixed	1%	2%	2%	2%
Asian	2%	6%	7%	8%
Black	0%	1%	2%	3%
Other	0%	1%	1%	1%

2.12 One in ten (10%) respondents were in a party where a member of the party had a long-term health issue or disability that limits their daily activities. This is similar to the figures recorded in 2017 and 2013.

ORIGIN OF VISITORS

2.13 The majority of respondents (95%) were from the UK and 5% were from outside of the UK. In 2008, 2013 and 2017, 2%, 7% and 6% respectively were from outside of the UK. The peak in 2013 could be linked to the overseas publicity linked to the Tour de France coming to Yorkshire.

2.14 Ninety-five percent (95%) of respondents from the UK were from England, 2% from Scotland, 2% from Wales and less than 1% from Northern Ireland, the Channel Islands and the Isle of Man. Over three-fifths (62%) were from Yorkshire and the Humber and the North-West.

[2] The 2013 figure here takes account of those who said 'prefer not to say'.

Region				
	2022 (Count)	2022 (%)	2017 (%)	2013 (%)
Yorkshire and The Humber	214	35%	37%	34%
North West	167	27%	21%	17%
North East	43	7%	8%	9%
East Midlands	40	6%	6%	6%
East of England	36	6%	7%	9%
South East	34	6%	6%	6%
South West	25	4%	4%	5%
West Midlands	15	2%	4%	5%
London	14	2%	3%	3%
Scotland	14	2%	3%	4%
Wales	10	2%	1%	1%
Northern Ireland	2	0%	0%	0%
Channel Islands	1	0%	0%	0%
Isle of Man	1	0%	0%	0%
Total	616	100%	100%	100%

2.15 The table below shows the region of the UK for respondents interviewed at the two new sites used for the first time in the 2017 research, Orton and Devil's Bridge, compared to the other ten sites. Respondents interviewed at the two new sites were more likely to be from the North West, with 76% of respondents interviewed at Orton or Devil's Bridge from the North West compared to 22% of respondents interviewed at the other ten sites.

Region				
	Sites used in previous research (Pre 2017)		New sites used in 2017 & 2022 research (Orton & Devil's Bridge)	
	Count	%	Count	%
Yorkshire and The Humber	209	38%	5	8%
North West	120	22%	47	76%
North East	42	8%	1	2%
East Midlands	38	7%	2	3%
East of England	34	6%	2	3%
South East	31	6%	3	5%
South West	24	4%	1	2%
West Midlands	15	3%	0	0%
London	13	2%	1	2%
Scotland	14	3%	0	0%
Wales	10	2%	0	0%
Northern Ireland	2	0%	0	0%
Channel Islands	1	0%	0	0%
Total	554	100%	62	100%

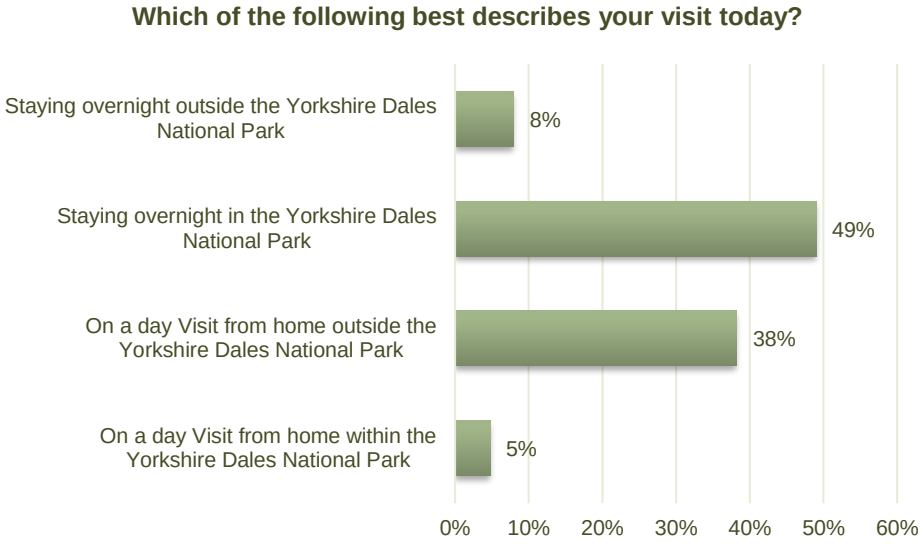
2.16 A map showing the home location of respondents, based on postcodes, is contained in Appendix 2.

2.17 In the 2013 survey, 34% of visitors were from the Yorkshire and Humberside region, and 17% were from the North-West. In 2017, 17% were from the North West when the two new sites used in 2017 (Orton and Devil's Bridge) are excluded. The proportion from the North West was higher in 2022 when

the two new sites used in 2017 (Orton and Devil's Bridge) are excluded, with 22% from this region. The proportion from the Yorkshire and Humberside region is slightly lower than in 2017 and higher than in 2013 when the two new sites are excluded, with 38% were from this region in 2022, compared to the 41% in 2017 and 34% in 2013.

VISITOR TYPE

2.18 In 2022, forty-three percent (43%) of respondents were day visitors to the Yorkshire Dales National Park, with 5% living within the Yorkshire Dales National Park (31 respondents) and 38% having come from outside the Yorkshire Dales National Park. 57% of respondents were overnight visitors, with 49% staying overnight in the Yorkshire Dales National Park and 8% staying overnight outside of the park.

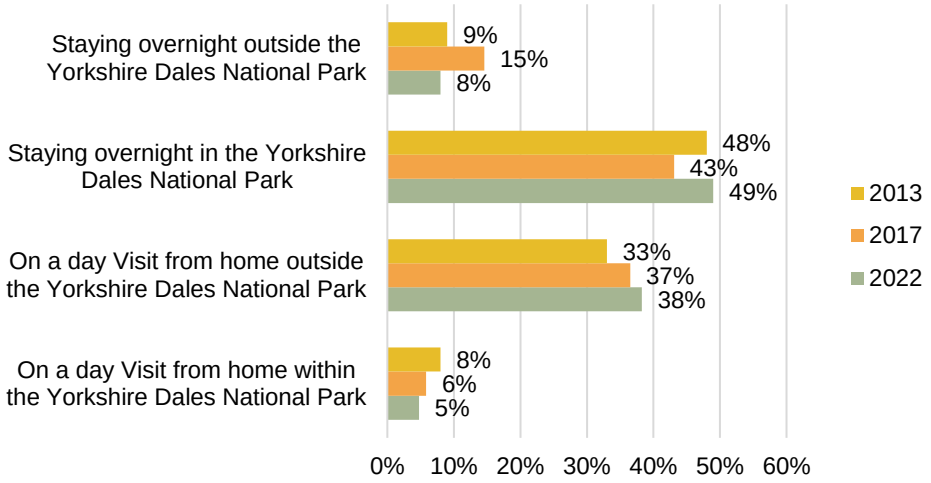


Base: 651

2.19 In relation to the length of stay, the profile of visitors is again broadly comparable to earlier surveys (see chart below). Key points from comparisons over time are:

- In 2022, 43% of visitors were 'day visitors'. This compares with 42% in 2017 and 42% in 2013.
- The proportion of 'staying visitors' in 2022 was 57%. This is similar to the 2017 (58%) and 2013 surveys (57%).
- There have been some changes in the make-up of staying visitors over the three surveys. In 2022, 8% of visitors were staying outside the YDNP; 49% were staying in the YDNP. In 2017 a higher proportion of visitors were staying outside the YDNP (15%) and a smaller proportion were staying in the YDNP (43%). The 2022 breakdown of visitors staying inside and outside the YDNP is closer to the 2013 pattern of staying visitors. It is important to note that this shows the proportion of staying and day visitors has changed and does not relate to the overall visitor numbers.

Which of the following best describes your visit today?

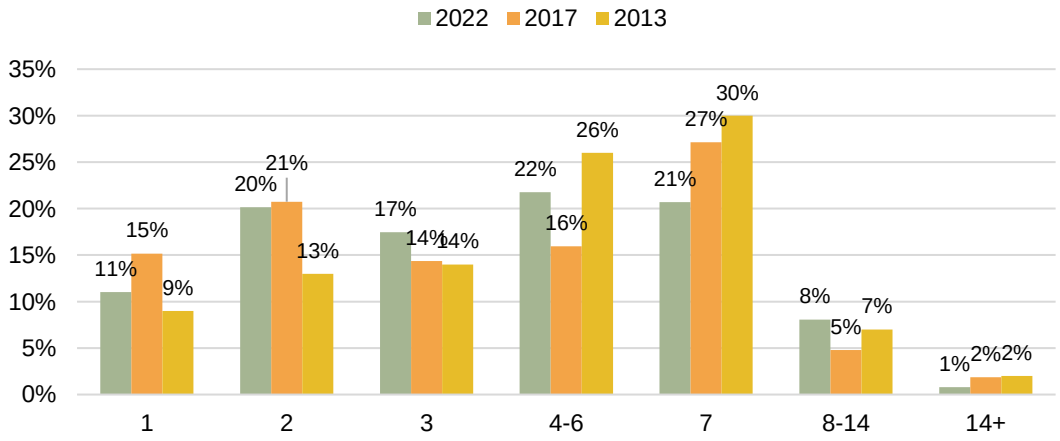


Base: 2022 = 651, 2017 = 652

DURATION OF STAY

2.20 Visitors who were staying overnight (either in the YDNP or outside) were asked how many nights they were staying. In this 2022 survey, 11% were staying for one night, 20% for two nights and 21% for a week. The chart below shows the lengths of stay for the 2022, 2017 and 2013 surveys. In this latest survey, a greater proportion of visitors interviewed were staying for less than a week (70%), compared to 66% in the 2017 survey and 62% in the 2013 survey. 49% of visitors in 2022 were staying for short breaks of between one and three nights, which is similar to 2017 (50%) but higher than in 2013 (36%). The data also shows there has been an increase in the proportion of visitors staying 3 or 4 to 6 nights in 2022 compared with 2017.

If staying overnight, how many nights have you spent during your stay?



Base: 2022 = 376, 2017 = 372

2.21 The table below compares the average number of nights stayed by overnight visitors. The mean number of nights stayed in 2022 (4.53 nights) is similar to 2017 (4.49 nights), lower than in 2013 (5.45 nights) but higher than 2008 (4.18 nights).

Average length of stay	Mean	Mode (top three)
2022	4.53 nights	7 nights (21% gave this answer)
		2 nights (20%)
		3 nights (18%)
2017	4.49 nights	7 nights (27%)
		2 nights (21%)
		3 nights (15%)
2013	5.45 nights	7 nights (30%)
		2 nights (14%)
		3 nights (14%)
2008	4.18 nights	2 nights (32%)
		7 nights (22%)
		3 nights (12%)

GROUP COMPOSITION

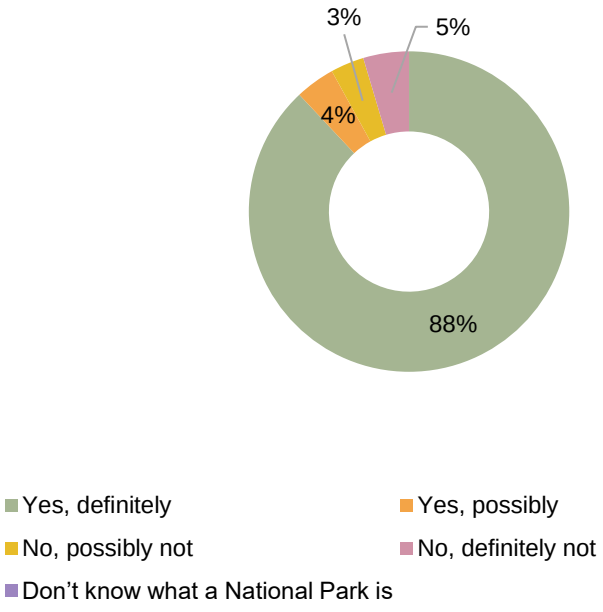
2.22 The mean number of adults in the group respondents were with when interviewed was 3.4, with the number ranging from 1 to 50. There is a cluster of high outliers with 20 or more adults. When the 17 cases with 20 or more adults are excluded, the mean is 2.5 adults.

2.23 The mean number of children aged under 16 in the group was 0.3, with the number ranging from 0 to 9. There are no clusters of high outliers in the number of children. 15% of respondents were in a group that contained children. These results are similar to those in the 2017 survey when the average group size (excluding outliers) was 2.5 adults and 0.3 children, and the 2013 survey when the average group size was 2.81 adults and 0.25 children.

AWARENESS OF THE YORKSHIRE DALES NATIONAL PARK

2.24 Respondents were asked if they were aware that the area they were in was a part of the Yorkshire Dales National Park. The majority of respondents (92%) were aware that the area was part of the Yorkshire Dales National Park, with 88% ‘definitely’ aware and 4% ‘possibly’ aware. Only 8% of respondents were not aware, with 5% ‘definitely’ not aware and 3% ‘possibly’ not aware. No respondents gave the answer that they did not know what a National Park is. These results are similar to those in 2017, when 94% of respondents were aware that the area they were in, when interviewed, was a National Park. Respondents interviewed in Orton and Devil’s Bridge were significantly less likely to be aware that the area they were in was part of the Yorkshire Dales National Park, with 76% aware compared to 94% for the other ten sites.

Were you aware that this area was a part of the Yorkshire Dales National Park?

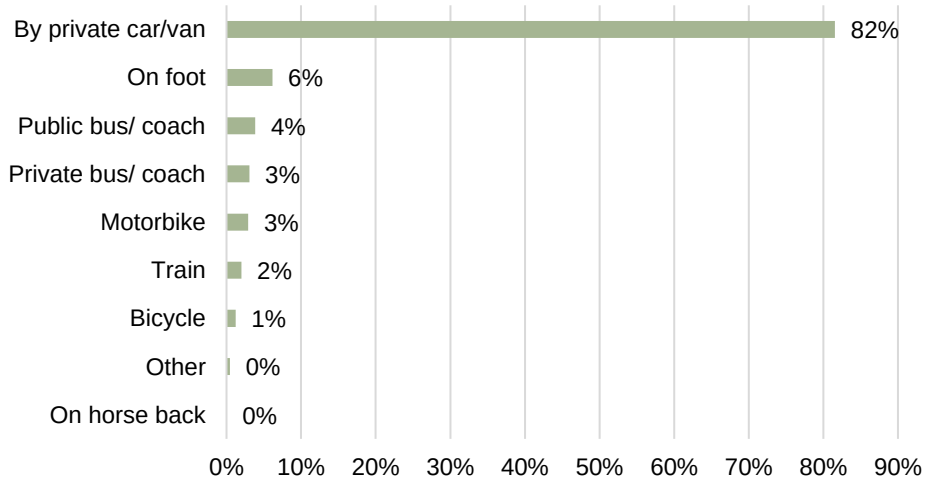


Base: 651

TRAVEL TO THE YORKSHIRE DALES NATIONAL PARK

2.25 The majority of respondents (82%) had travelled to the location they were interviewed in by private car or van. 6% had travelled on foot, 4% by public bus or coach, 3% by private bus or coach, 3% by motorbike, 2% by train, 1% by bicycle and less that 1% by another method.

How did you travel here today?



Base: 651

2.26 There are some differences in how respondents travelled to the location where they were interviewed between the 2022, 2017 and 2013 surveys. A lower proportion of respondents travelled by private car/van in 2022, with 82% travelling by car/van in 2022, 87% in 2017 and 89% in 2013. The decrease in respondents travelling by car/van from 2017 to 2022 is statistically significant.

In addition, a higher proportion of respondents travelled by private bus/coach in 2022, with 3% travelling by this method in 2022, 1% in 2017 and 1% in 2013. Similarly, a slightly higher proportion of visitors travelled to the location where they were interviewed on foot (6% in 2022, 4% in 2017).

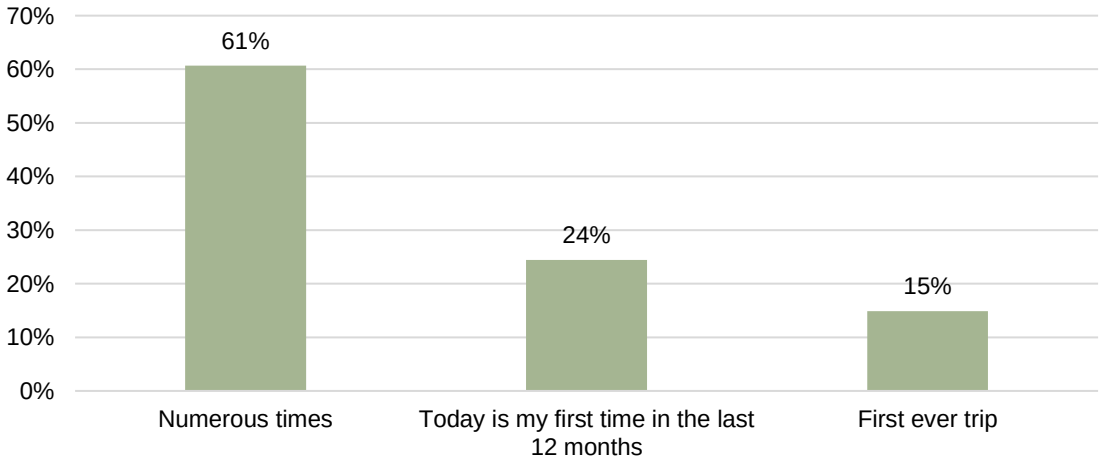
2.27 There were significant differences in how respondents travelled to the location where they were interviewed by social grade. Visitors from the C2/D/E grades were more likely to have travelled by motorbike (2% of A/B/C1 compared to 5% of C2/D/E) and less likely to have travelled on foot (8% of A/B/C1 and 3% of C2/D/E).

2.28 Respondents that had travelled by private car or van were asked whether the vehicle they had travelled in was electric or petrol/diesel. 4% had travelled in an electric vehicle, 1% in a hybrid[3] vehicle and 95% in a petrol/diesel vehicle.

REPEAT AND FIRST TIME VISITORS

2.29 Eighty-five percent (85%) of respondents had visited the Yorkshire Dales National Park before, with 61% having visited 'numerous' times in the last 12 months and 24% visiting for the first time in the last 12 months. 15% of respondents were visiting the Yorkshire Dales National Park for the first time ever. This is similar to 2017, when 86% had had visited the Yorkshire Dales National Park before and 14% were visiting for the first time ever, but in 2017 a significantly higher proportion of respondents were visiting for the first time in the last 12 months (30%).

Approximately how many times, (including today), have you visited the Yorkshire Dales National Park in the last 12 months?



Base: 651

2.30 Although this question has changed since the 2013 survey, there are still some comparisons over time that can be made. This year, 85% of respondents said they had visited the YDNP in the last 12 months. This is an increase from 70% in 2013 and 64% in 2008.

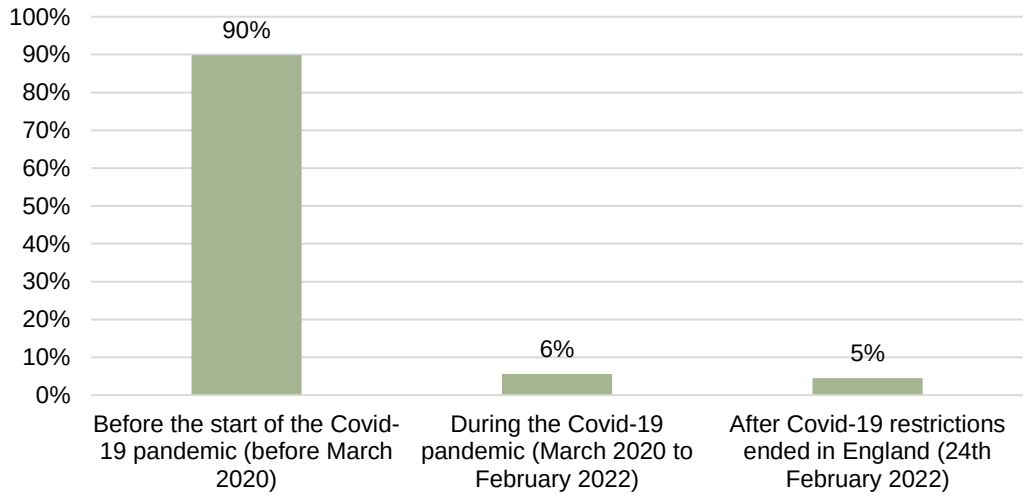
2.31 Additionally, in 2022, 15% of respondents said that this was their first ever trip to the YDNP. This compares with 14% in 2017, 10% in 2013 and 7% in 2008. A section comparing first time visitors with those on repeat visits is provided later in this report.

[3] Hybrid was not an option on the questionnaire, but was recorded by the interviewer.

2.32 There is a significant difference in the pattern of visits between day visitors and those staying overnight in the YDNP. Visitors staying overnight in the YDNP were more likely to be visiting for the first time in the last 12 months (29% staying visitors compared to 20% of day visitors, 24% overall). Day visitors to the YDNP were more likely to have visited the YDNP numerous times in the last 12 months (68% of day visitors compared to 53% of staying visitors, 61% overall). Staying visitors were also slightly more likely to be on their first ever trip to the YDNP than day visitors (18% of staying visitors compared to 12% of day visitors, 15% overall).

2.33 Respondents who had visited the YDNP before were asked when they had first visited. The majority of respondents (90%) had first visited the YDNP before the start of the COVID-19 pandemic in March 2020. 10%[4] had first visited the YDNP since the start of the pandemic, with 6% having first visited during the pandemic (between March 2020 and February 2022) and 5% having first visited after COVID-19 restrictions ended in England (after 24th February 2022).

When did you first visit the Yorkshire Dales National Park?



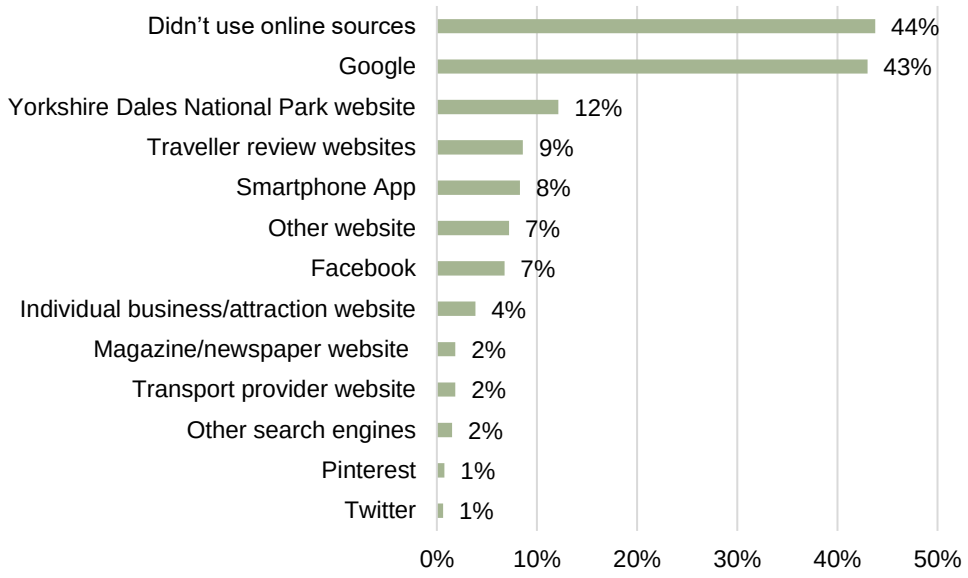
Base: 553

SOURCE OF INFORMATION USED WHEN PLANNING TRIP

2.34 The online source used by most respondents when planning a trip to the Yorkshire Dales was Google, which was used by 43% of respondents. 12% of respondents had used the YDNP website, 9% had used a traveller review website and 8% had used smartphone apps.

[4] 10% due to rounding. To 1 decimal place, 5.6% had visited during the pandemic and 4.5% after restrictions ended, which sums to 10.1%.

Which of the following online sources did you use when planning your trip to the Yorkshire Dales?



Base: 651

2.35 These results are broadly comparable to those in 2017. In 2017 Google was also the online source most used when planning a trip, being used by 42% of respondents. The proportion of respondents who didn't use any online source was slightly lower in 2022, with 44% of respondents in 2022 and 47% in 2017 not using any online sources. This year, there are some significant differences in online sources used compared to the 2017 survey. The results for the two surveys are shown in the table below, those with a significant difference (between 2017 and 2022) marked with an asterisk. Particular changes have been an increased use of Facebook and Smartphone Apps in 2022.

Online sources used	2017	2022
Yorkshire Dales National Park website	12%	12%
Traveller review websites	12%	9%
Transport provider website	3%	2%
Individual business/attraction website	6%	4%
Magazine/newspaper website	2%	2%
Google	42%	43%
Other search engines[5] *	3%	2%
Facebook *	2%	7%
Twitter	1%	1%
Pinterest	0%	1%
Smartphone App *	3%	8%
Other website	6%	7%
Didn't use online sources	47%	44%

* Indicates significant difference between 2017 and 2022

2.36 There are some comparisons which can be made to earlier surveys. The question was re-designed in the 2017 survey to split online and offline sources of information (in previous surveys they were combined), and to bring the potential information sources up to date. The same question was used in the 2022 survey. Key comparisons of online sources used are:

[5] The differences here to 1 decimal place are 3.4% (in 2017) to 1.5% (in 2022)

- In 2022, 12% of respondents had used the YDNP website when planning their trip. This is an increase from 8% in 2013, and in 2008 (the same figure).
- In 2022, only 7% used an 'other' website; in 2013 the figure was 19%, in 2008 it was 15%. This could be a reflection of the larger proportion (43%) of respondents now using Google as a source of information.

2.37 There are some significant differences in the online information sources used when planning a trip to the YDNP by day and overnight staying visitors. For example, 55% of day visitors to the YDNP did not use any online sources, compared with 32% of visitors who were staying overnight in the YDNP. Significant differences between day visitors and those staying overnight in the YDNP were seen for the online information sources shown in the table below.

Online sources used	Day visitors	Staying overnight in YDNP
Yorkshire Dales National Park website	9%	15%
Traveller review websites	5%	13%
Individual business/attraction website	1%	7%
Google	31%	56%
Other search engines	0%	3%
Didn't use online sources	55%	32%

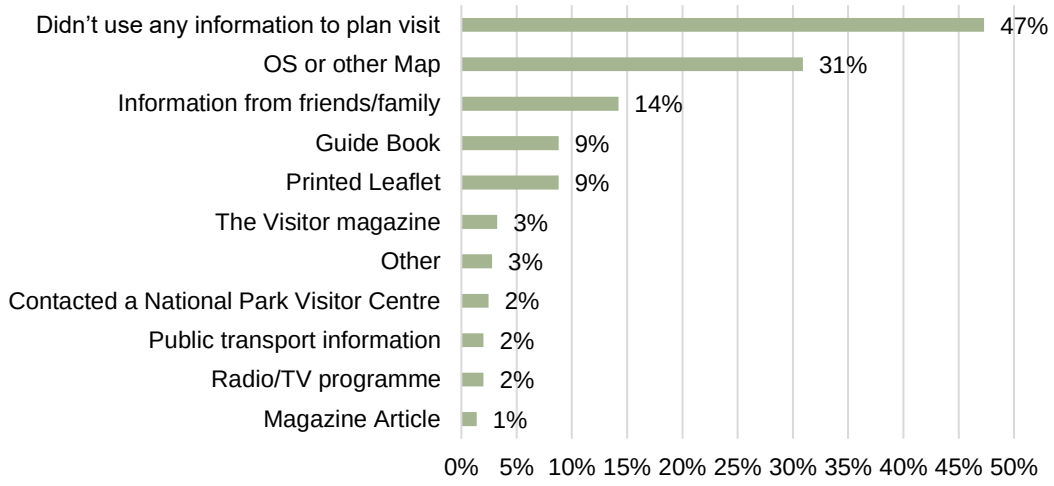
2.38 There are some significant differences in the online information sources used when planning a trip to the YDNP by social grade. Respondents from social grades C2/D/E were more likely to not use any online source (55% C2/D/E compared to 39% for A/B/C1). Respondents from social grades A/B/C1 were more likely to use Yorkshire Dales National Park website (14% of A/B/C1 compared to 8% of C2/D/E), individual business/attraction website (5% of A/B/C1 compared to 1% of C2/D/E) and Google (47% of A/B/C1 compared to 35% of C2/D/E).

2.39 There are some significant differences in the online information sources used when planning a trip to the YDNP by regularity of visit. Respondents who visited the YDNP "numerous times" in the last 12 months were more likely to not have used any online information sources, with 54% of those who have visited "numerous times" in the last 12 months, 36% of those visiting for the first time in the last 12 months and 16% of those on their first ever trip not having used any online information sources when planning their trip. Significant differences between repeat and first times visitors for the following online information sources used when planning their trip are shown in the table below.

Online sources used	Numerous times	Today is my first time in the last 12 months	First ever trip
Yorkshire Dales National Park website	9%	14%	22%
Traveller review websites	6%	10%	19%
Google	36%	48%	64%
Other website	5%	11%	11%

2.40 OS or other maps were the 'off-line' source of information referred to by most respondents when planning their visit, with 31% of respondents using this source of information. 14% of respondents had used information from friends and family, 9% had used a guide book and 9% printed leaflets when planning their visit. Nearly a half (47%) had not used any off-line source of information when planning their visit.

What other information did you refer to, to plan your visit?



Base: 647

2.41 A significantly higher proportion of respondents had not used any off-line source of information when planning their visit in 2022 than in 2017, with 47% of respondents in 2022 compared to 35% in 2017 not using any off-line source. Other significant differences to 2017 include a lower proportion of respondents using OS or other maps when planning their visits in 2022. Significant differences between the 2022 and 2017 surveys are again marked with an asterisk in the table below.

Off-line sources used	2017	2022
OS or other Map *	39%	31%
Printed Leaflet *	13%	9%
Magazine Article *	4%	1%
Guide Book *	14%	9%
The Visitor magazine	5%	3%
Radio/TV programme	2%	2%
Public transport information	3%	2%
Contacted a National Park Visitor Centre	2%	2%
Information from friends/family	16%	14%
Other	5%	3%
Didn't use any information to plan visit *	35%	47%

*Indicates significant difference between 2017 and 2022

2.42 Similarly, comparisons between the 2022 results and earlier surveys for results on the use of offline sources are:

- OS and other maps were again the main offline source used by visitors in planning their visit. In 2022, 31% used this as a source, compared to 39% in 2017, 26% in 2013 and 52% in 2008.
- Information from family and friends was used as a source by a higher proportion of visitors in 2022 and 2017 – 14% used this source in 2022, 16% in 2017, 9% in 2013 and 8% in 2008.

- A guide book and printed leaflets were each used by 9% of respondents in 2022. In 2017 the figures were 14% (guide book) and 13% (printed leaflets). In 2013, the comparable figures were also 14% and 13% and in 2008 the comparable figures were 22% for each source.

2.43 Again, there are significant differences between day and staying visitors in the off-line information sources used. Day visitors were significantly more likely not to have used any off-line source of information than visitors staying overnight in the YDNP, with 57% of day visitors and 37% those staying overnight in the YDNP not having used any off-line source of information. Those staying overnight in the YDNP were more likely to have used the following sources in planning their trip:

Off-line sources used	Day visitors	Staying overnight in YDNP
OS or other Map	25%	37%
Printed Leaflet	6%	11%
Guide Book	5%	13%
The Visitor magazine	2%	5%
Information from friends/family	10%	19%
Didn't use any information to plan visit	57%	37%

2.44 There are also significant differences in the off-line information sources used to plan the visit by social grade. Visitors from the C2/D/E grades were less likely to use OS or other maps (34% of A/B/C1 compared to 24% of C2/D/E) and less likely to use information from friends/family (16% of A/B/C1 and 9% of C2/D/E). Visitors from the C2/D/E grades were more likely to have not used any off-line source of information (44% of A/B/C1 and 56% of C2/D/E).

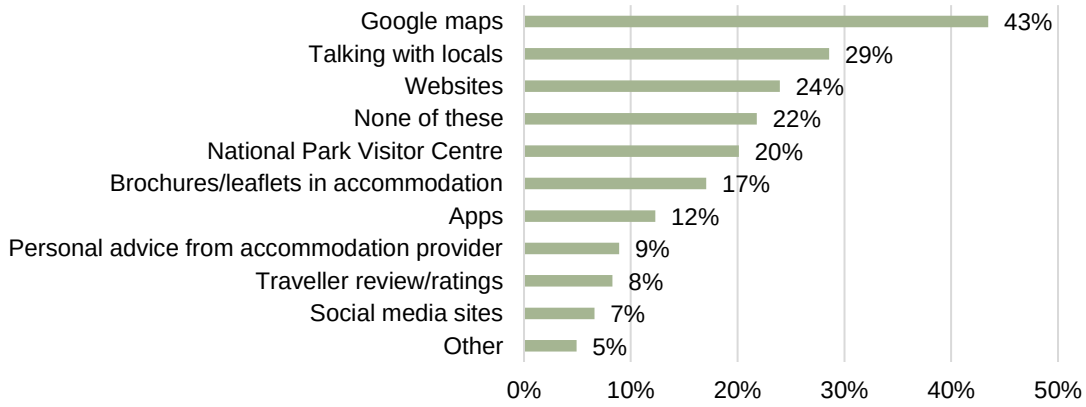
2.45 There are some significant differences in the off-line information sources used when planning a trip to the YDNP by regularity of visit. Respondents who visited the YDNP “numerous times” in the last 12 months were more likely to not have used any off-line information sources, with 56% of those who have visited “numerous times” in the last 12 months, 39% of those visiting for the first time in the last 12 months and 24% of those on their first ever trip not having used any off-line information sources when planning their trip. Significant differences between repeat and first times visitors for the following off-line information sources used when planning their trip are shown in the table below.

Off-line sources used	Numerous times	Today is my first time in the last 12 months	First ever trip
Printed Leaflet	5%	14%	15%
Guidebook	7%	10%	15%
Information from friends/family	10%	17%	26%

SOURCES OF INFORMATION USED DURING TRIP

2.46 Forty-three percent (43%) of respondents had used, or were planning to use, Google maps as a source of information during their visit. 29% of respondents had talked to locals, 24% had used websites, 20% had used a National Park Visitor Centre and 17% had used brochures or leaflets from their accommodation. 22% of respondents had not used and did not plan to use any of the sources of information listed during their visit. This is likely to be because they are repeat visitors with knowledge of the area already. Respondents who had visited the YDNP 'numerous times' in the last 12 months were less likely to have used, or be planning to use any of the sources of information, with 26% of those who had visited the YDNP 'numerous times' in the last 12 months, 18% of those who had visited YDNP previously but this was their first visit in the last 12 months, and 9% of those on their first ever trip to YDNP not having used, or planned to use, any of the sources of information.

During your visit which of the following sources of information have you or will you use to look for things to see and do?



Base: 651

2.47 There are significant differences in the information sources used during respondents' visits between the 2022 and 2017 surveys. In 2022, a higher proportion of respondents had used Google maps during their visit than in 2017, with 43% of respondents in 2022 and 33% of respondents in 2017 having used Google maps. Respondents in 2022 were also more likely to have used apps and social media sites during their visit than in 2017, and less likely to have used National Park Visitor Centres and brochures or leaflets from their accommodation. Significant differences between the 2022 and the 2017 surveys are marked with an asterisk in the table below.

Information sources during trip	2017	2022
Talking with locals	31%	29%
Google maps *	33%	43%
Websites	24%	24%
National Park Visitor Centre *	30%	20%
Personal advice from accommodation provider	12%	9%
Brochures/leaflets in accommodation *	27%	17%
Apps *	4%	12%
Social media sites *	3%	7%
Traveller review/ratings	6%	8%
Other	6%	5%

* Indicates significant difference between 2017 and 2022

2.48 There were significant differences in the information sources used during their visit between day visitors and those staying in the YDNP overnight. Day visitors were more likely to have not used, or planned to use, any of the sources of information, with one-third of day visitors (33%) and 11% of overnight visitors not having used any of the sources of information. Staying visitors were significantly more likely to have used the following as sources of information during their trip.

Information sources during trip	Day visitors	Staying overnight in YDNP
Talking with locals	21%	36%
Google maps	35%	53%
Websites	14%	34%
Personal advice from accommodation provider	4%	14%
Brochures/leaflets in accommodation	8%	27%
Traveller review/ratings	6%	11%

2.49 There were also significant differences in information sources used during the visit by social grade. Those from social grade C2/D/E were less likely to have used websites (28% of A/B/C1 compared to 16% of C2/D/E), brochures or leaflets from their accommodation (20% of A/B/C1 compared to 11% of C2/D/E) and traveller reviews and ratings (10% of A/B/C1 compared to 4% of C2/D/E) as a source of information during their visit.

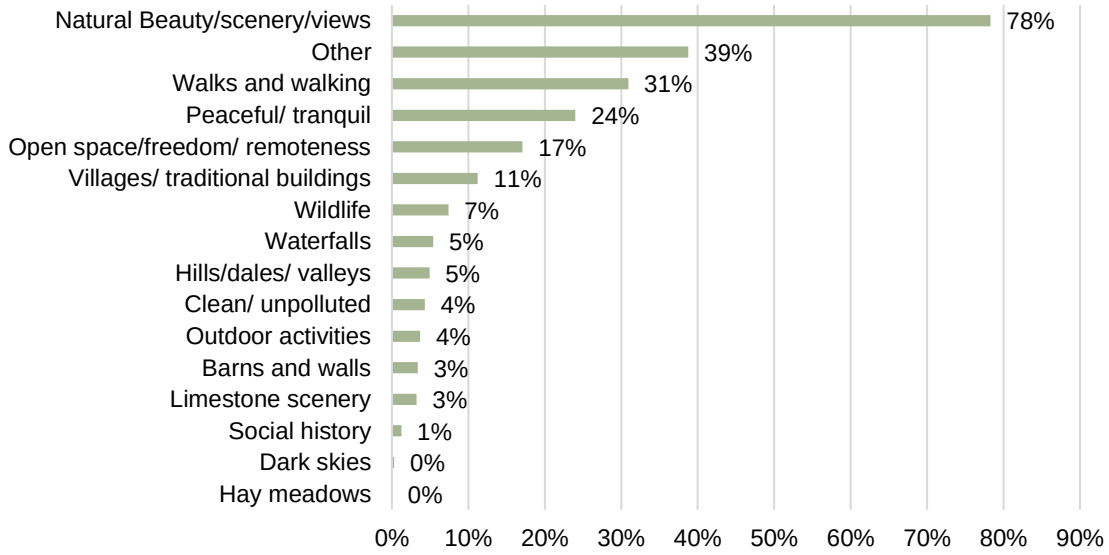
2.50 There were differences in the information sources used during their visit by regularity of visit. Significant differences between repeat and first times visitors for the following information sources used during their trip are shown in the table below.

Information sources during trip	Numerous times	Today is my first time in the last 12 months	First ever trip
Google maps	39%	45%	58%
Brochures/leaflets in accommodation	14%	24%	19%
Apps	11%	9%	22%

YORKSHIRE DALES NATIONAL PARK SPECIAL QUALITIES

2.51 When asked what they see as the special qualities of the Yorkshire Dales National Park, the majority of respondents (78%) said one of its special qualities was natural beauty, scenery and views. 31% of respondents saw walks and walking and 24% saw peace and tranquillity as one of the special qualities.

With regards to the Yorkshire Dales National Park, what do you see as its special qualities?



Base: 650

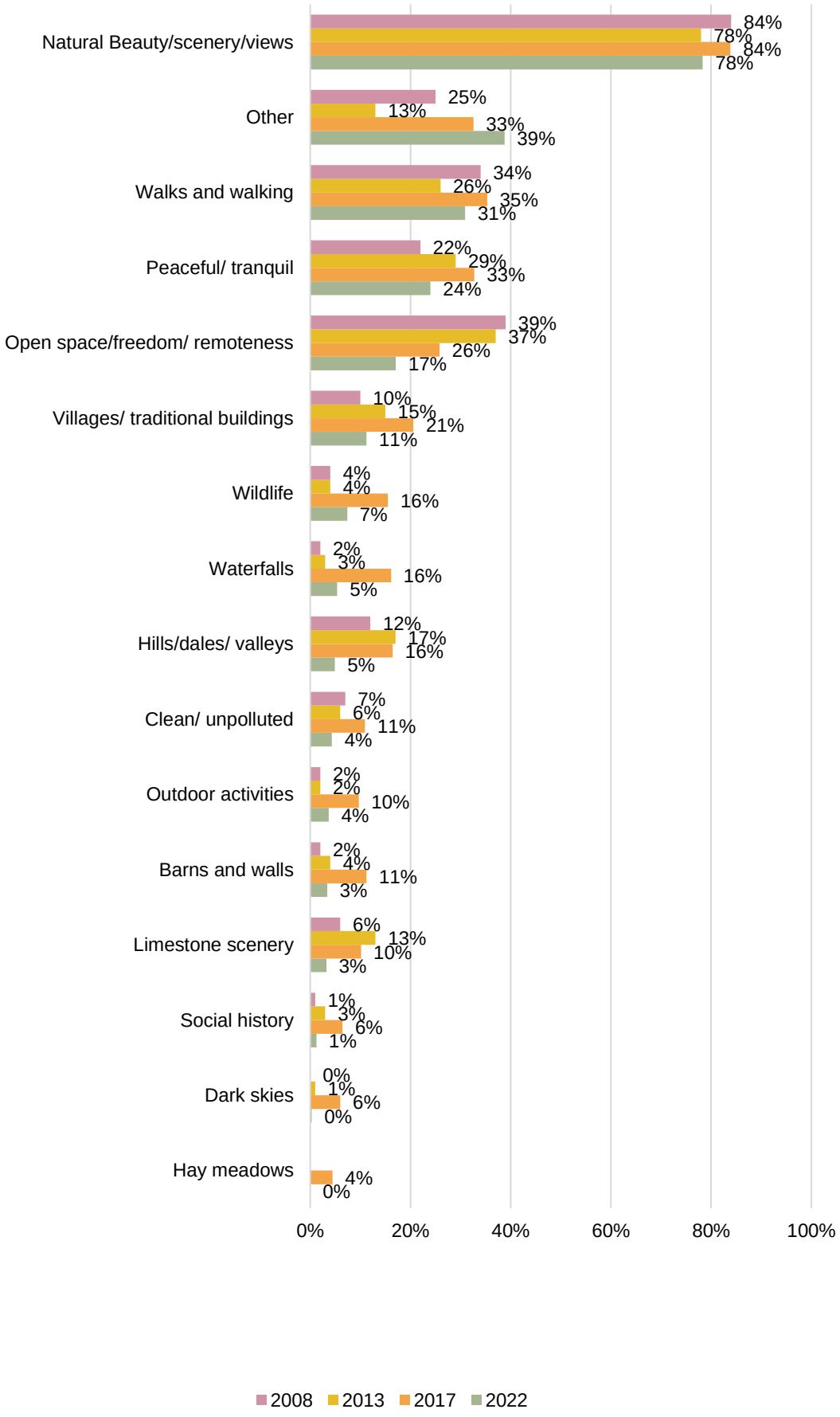
2.52 Respondents who were staying overnight in the YDNP were significantly more likely to mention walks and walking as a special quality of the YDNP. 38% of those staying overnight in the YDNP mentioned walks and walking compared to 24% of day visitors.

2.53 Respondents from social grade C2/D/E were significantly more likely to mention peaceful/tranquil as a special quality of the YDNP. 32% of C2/D/E respondents mentioned peaceful/tranquil compared to 21% of A/B/C1.

2.54 The question asked in the 2022 and 2017 surveys were the same as in the previous surveys in 2008 and 2013, with the minor change of including an option of ‘dark skies’ to the 2022 and 2017 survey questionnaires.

2.55 Looking at the results over time shows that natural beauty/scenery/views was seen as the main special quality of the YDNP in each of the four surveys. This year, 78% gave this as its special quality, compared with 84% in 2017, 78% in 2013 and 84% in 2008. For many of the aspects, the proportion of respondents in 2022 that saw them as special qualities of the YDNP was significantly lower than in 2017. The proportion of respondents that saw walks and walking as a special quality of the YDNP was also lower in 2022 than 2017, but the difference is not statistically significant.

With regards to the Yorkshire Dales National Park, what do you see as its special qualities?



Base: 2022 = 650, 2017 = 651, 2013 = 502, 2008 = 554

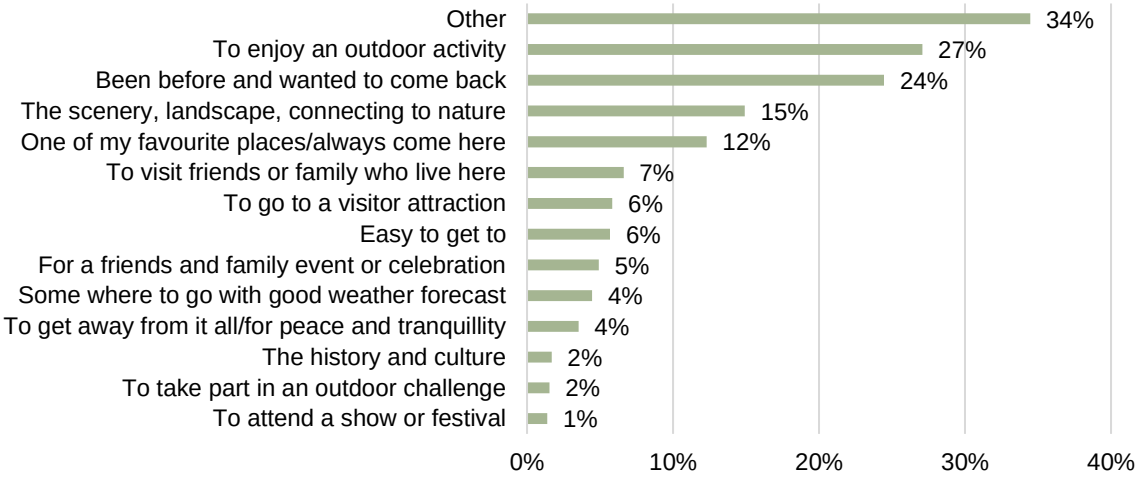
2.56 The results show some other important changes over time for other aspects, including:

- Peaceful/tranquil – 24% saw this as a special quality in 2022, down from 33% in 2017 and 29% in 2013, but up slightly from 22% in 2008.
- Open space/freedom/remoteness - the proportion who thought this is a special quality of YDNP has decreased over time from 39% in 2008, to 37% in 2013, 26% in 2017 and 17% in 2017.
- Villages/traditional buildings - 11% saw this as a special quality in 2022, down from 21% in 2017 and 15% in 2013, but similar to the 10% in 2008.
- A higher proportion of respondents gave an 'other' aspect when asked about the special qualities of the YDNP (39% gave 'other' as a response in 2022, higher than in all previous surveys). Included in these 'other' responses were social aspects such as the people / friendly people / friendliness, and socializing (for example the pubs, beer and food). These are highlighted as the largest words in the word-cloud of the data below. A list of the 'other' responses is contained in Appendix 4.



2.57 As shown in the chart below, when asked what had attracted them to the Yorkshire Dales National Park on the occasion they were interviewed, 27% of visitors said they had come to the Yorkshire Dales National Park to enjoy an outdoor activity and 24% said they had been there before and wanted to come back. 15% had been attracted by the scenery, landscape and connecting to nature and 12% because 'it's one of their favourite places' or they 'always come here'. 34% of respondents had been attracted to the Yorkshire Dales National Park by something else.

Thinking broadly about your decision to visit the Yorkshire Dales, what was it that attracted you to visit here on this occasion?



Base: 650

2.58 There were significant differences in what attracted visitors to the YDNP between day visitors and visitors staying in the YDNP overnight. Those staying overnight in the YDNP were more likely to have come because they had been before and wanted to come back, while day visitors were more likely to have come because it was somewhere to go with a good weather forecast or to go to a visitor attraction.

Aspect that attracted respondents to the YD on this occasion	Day visitors	Staying overnight in YDNP
Been before and wanted to come back	20%	29%
Some where to go with good weather forecast	8%	1%
To go to a visitor attraction	8%	3%

2.59 There were some significant differences in what attracted visitors to the YDNP between the 2022 and 2017 surveys as shown in the table below. In 2022, a lower proportion of respondents had come to the YDNP because of the of the scenery, landscape, connection to nature, because it was one of their favourite places, because of the history and culture and because they had been before and wanted to come back. In 2022, a higher proportion of respondents had come to the YDNP to go to a visitor attraction.

Aspect that attracted respondents to the YD on this occasion	2017	2022
The scenery, landscape, connecting to nature *	29%	15%
One of my favourite places/always come here *	18%	12%
The history and culture *	4%	2%
Been before and wanted to come back *	30%	24%
Some where to go with good weather forecast	3%	4%
To visit friends or family who live here	6%	7%
To enjoy an outdoor activity	23%	27%
To go to a visitor attraction *	4%	6%
For a friends and family event or celebration	6%	5%
To attend a show or festival	0%	1%
To get away from it all/for peace and tranquillity *	7%	4%
To take part in an outdoor challenge	2%	2%
Easy to get to	6%	6%
Other	37%	34%

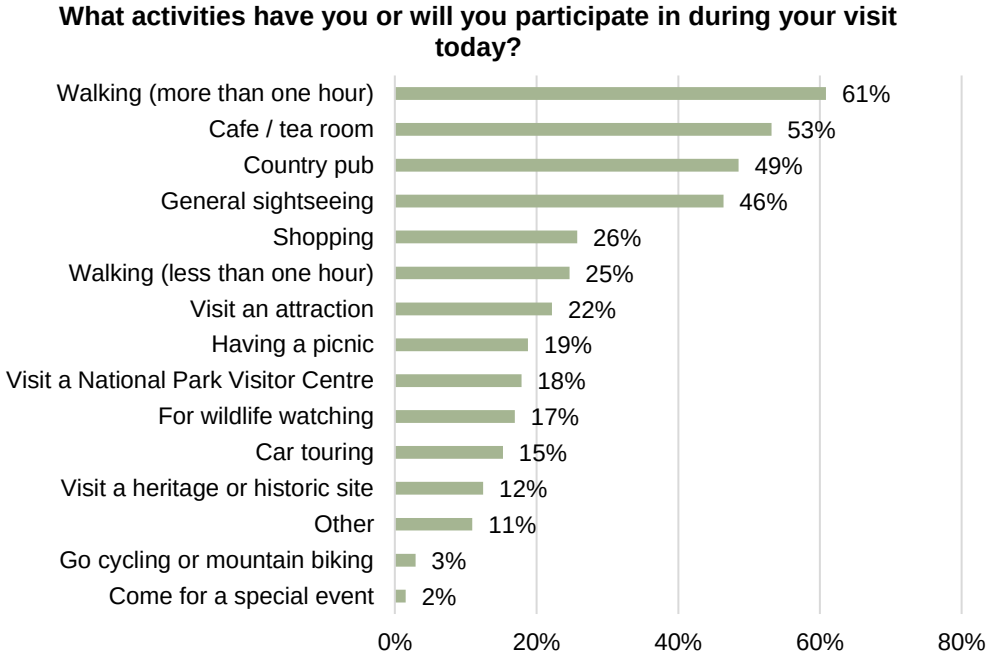
* Indicates significant difference between 2017 and 2022

2.60 In line with the previous survey, a large proportion of respondents (34%) gave 'other' as a response to this question. As illustrated in the word-cloud diagram below (which shows words in the 'other' responses with the size of the word reflecting the number of times it appears) a wide range of responses were given. Some came to meet or spend time with friends – 'friends' is highlighted as the largest word in the word-cloud. Organised trips were also mentioned by several respondents. A list of the 'other' responses is contained in Appendix 5.



ACTIVITIES DURING THE VISIT

2.61 When asked what activities they had participated in, or would participate in, during their visit, the highest proportion (61%) gave the response of walking for more than one hour. 53% had or were planning to visit a café or tea room and 49% a country pub. 46% had or would participate in general sightseeing. Around one-quarter gave the response of shopping, walking (less than one hour) or visiting an attraction.



Base: 649

2.62 There were significant differences in the activities respondents had participated in (or would be) between the 2022 and 2017 surveys. In 2022, a lower proportion of respondents had visited, or were planning to visit, a café or tea room, general sightseeing, car touring and a visit to a National Park Visitor Centre. Significant differences between the 2022 and the 2017 surveys are indicated with an asterisk in the table below.

Activities have or will participate in during visit	2017	2022
Cafe / tea room *	64%	53%
Walking (less than one hour)	28%	25%
Walking (more than one hour)	57%	61%
General sightseeing *	58%	46%
Having a picnic	23%	19%
Country pub	47%	49%
Shopping	25%	26%
Car touring *	23%	15%
Visit a National Park Visitor Centre *	27%	18%
For wildlife watching	17%	17%
Visit an attraction	23%	22%
Visit a heritage or historic site	14%	12%
Go cycling or mountain biking	4%	3%
Come for a special event	3%	2%
Other	9%	11%

* Indicates significant difference between 2017 and 2022

2.63 As might be expected, due to their longer stay, those staying overnight in the YDNP were significantly more likely to have taken part in a range of activities during their visit, compared to day visitors. These are shown in the table below.

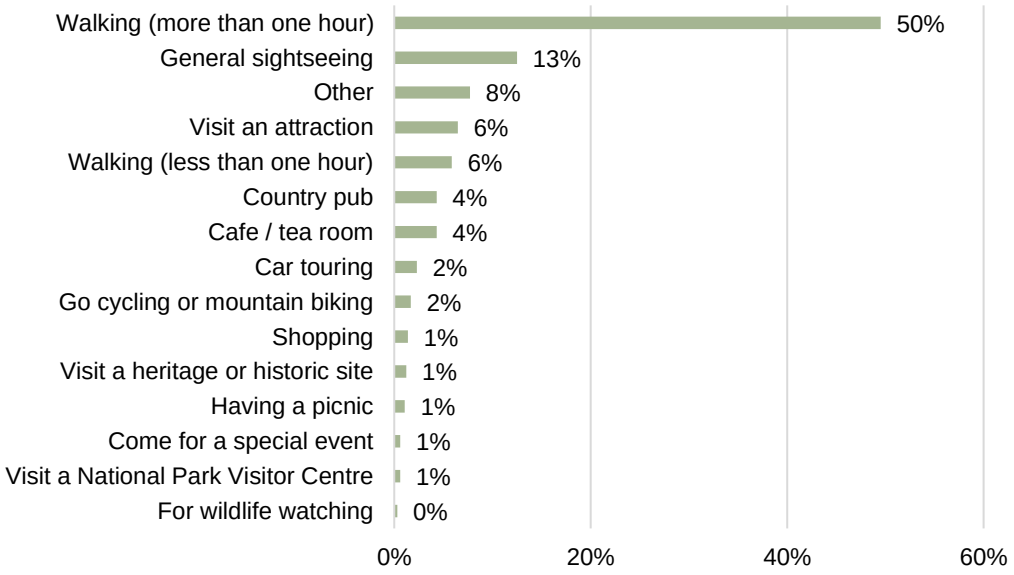
Activities have or will participate in during visit	Day visitors	Staying overnight in YDNP
Cafe / tearoom	46%	60%
Walking (more than one hour)	52%	70%
General sightseeing	40%	53%
Country pub	42%	55%
Shopping	22%	29%
Visit a National Park Visitor Centre	15%	21%
For wildlife watching	13%	21%
Visit an attraction	17%	28%
Visit a heritage or historic site	8%	18%
Other	14%	8%

2.64 There are also significant differences in the activities undertaken during the visit by social grade. Those in social grade A/B/C1 were more likely to have taken part in a walk of one hour or more (64% of A/B/C1, 53% of C2/D/E). Those in social grade C2/D/E were more likely to have taken part in 'general sightseeing' (45% of A/B/C1, 54% of C2/D/E).

MAIN ACTIVITY

2.65 When asked about the main activity they had participated in, or would participate in, during their visit, half (50%) of respondents stated that their main activity would be walking for more than one hour. General sightseeing was the main activity for 13% of respondents. Only 6% said that visiting an attraction was the main activity of their visit. Walking for more than one hour was also the main activity for the highest proportion of respondents (43%) in the 2017 survey, followed by general sightseeing (20%).

What is, or will be, your main activity today?



Base: 648

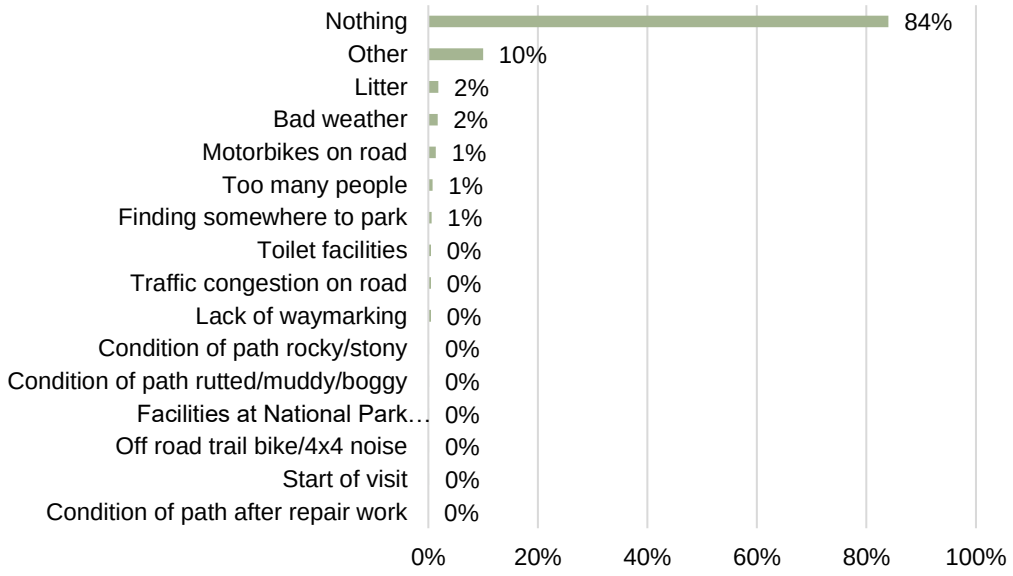
2.66 Walking was the main activity of the visit for 53% of A/B/C1 visitors and 40% of C2/D/E visitors. General sightseeing was the main activity of the visit for 12% of A/B/C1 visitors and 16% of C2/D/E visitors.

2.67 Both questions above (what activities have or will be undertaken and what or will be the main activity) were new questions in the 2017 questionnaire and so there are no comparable results from the 2013 and 2008 surveys.

BARRIERS TO ENJOYMENT

2.68 When asked if anything had spoiled the enjoyment of their visit to the Yorkshire Dales National Park, 84% of respondents said that nothing had spoilt their enjoyment. 2% of respondents said the enjoyment of their visit was spoiled by litter and 2% said the enjoyment was spoiled by bad weather. 10% said that something else had spoiled the enjoyment of their visit. (Chart overleaf).

Has anything spoiled the enjoyment of your visit to the Yorkshire Dales today?



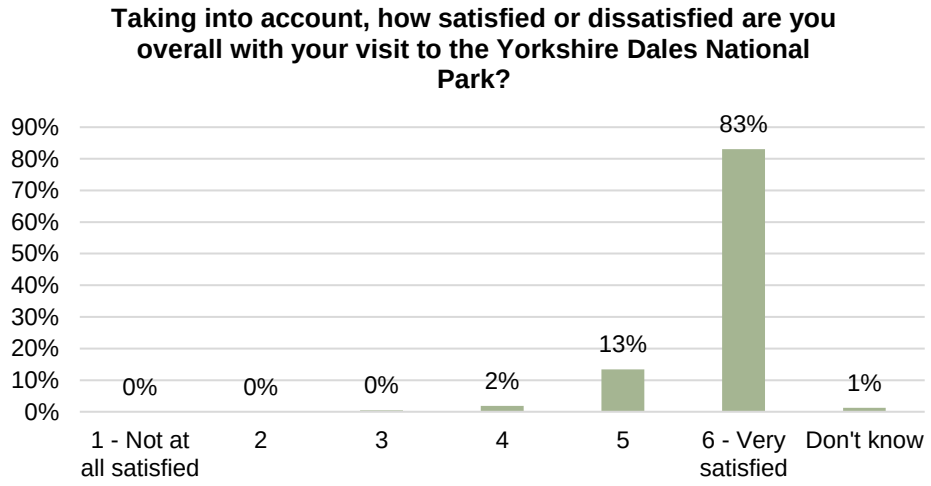
Base: 651

2.69 As shown in the table below, there were some significant differences in the responses given to the question on aspects that may have spoilt the visit between the 2022 and 2017 surveys. Respondents to the 2022 survey were significantly more likely to say that nothing had spoiled their enjoyment than those in the 2017 survey. The proportion of respondents who said that nothing had spoiled their enjoyment has increased over time since 2008. Respondents to the 2022 survey were significantly more likely to say that litter and motorbikes on the road had spoiled their enjoyment than respondents to the 2017 survey. Respondents to the 2022 survey were significantly less likely to say that bad weather had spoiled their enjoyment than respondents to the 2017 survey, with this aspect decreasing over time since 2008.

Negative aspect	2022	2017	2013	2008
Nothing	84%	76%	75%	59%
Litter	2%	0%	1%	3%
Bad weather	2%	10%	9%	16%
Motorbikes on road	1%	0%	0%	1%

SATISFACTION WITH OVERALL VISIT

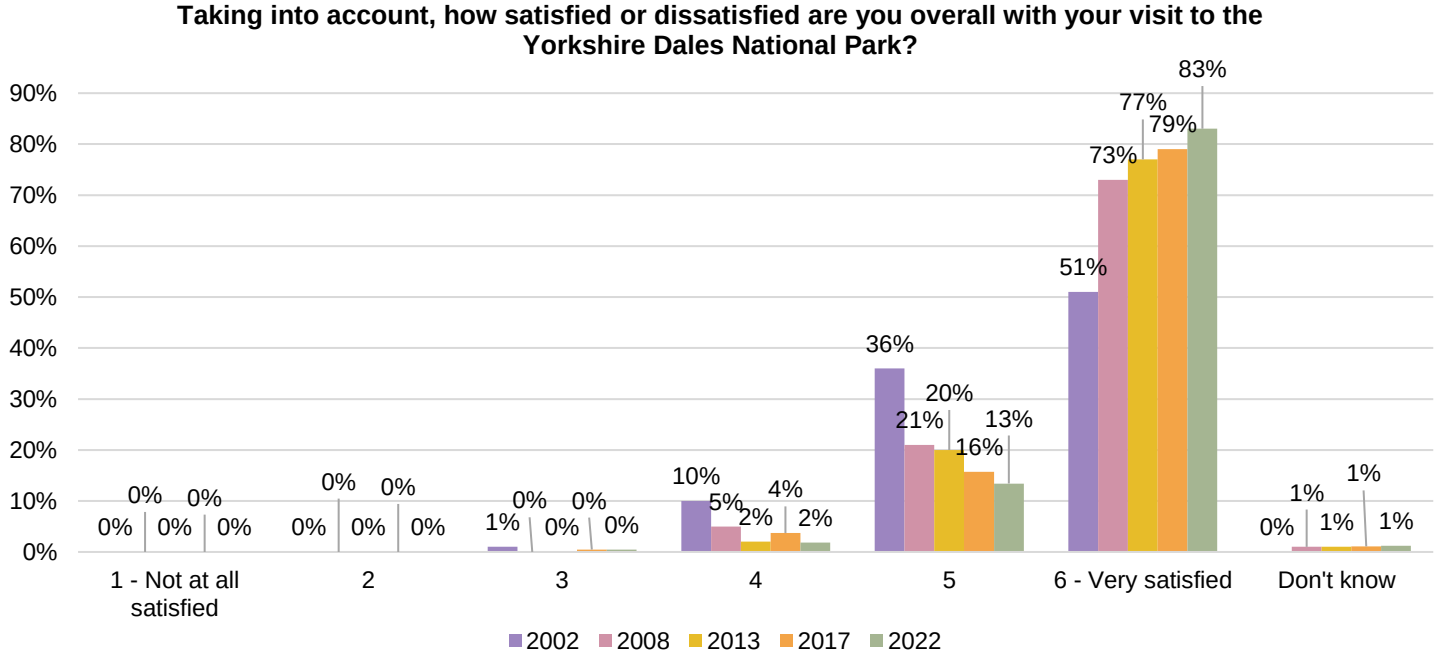
2.70 The vast majority of respondents were very satisfied with their overall visit to the Yorkshire Dales National Park, with 83% of respondents giving a score of 6 out of 6, and 96% of respondents giving a score of 5 or 6 out of 6. No respondents were 'not at all satisfied' with their visit (a score of 1 or 2).



Base: 648

2.71 There were no significant differences in overall satisfaction with the visit to the YDNP between day and overnight visitors. 82% of day visitors were very satisfied, compared with 84% of those staying overnight in the YDNP.

2.72 The results show a continued increase in the proportion of visitors who were very satisfied with their visit to the YDNP over time, rising gradually from 73% in 2008 to 83% in 2022.

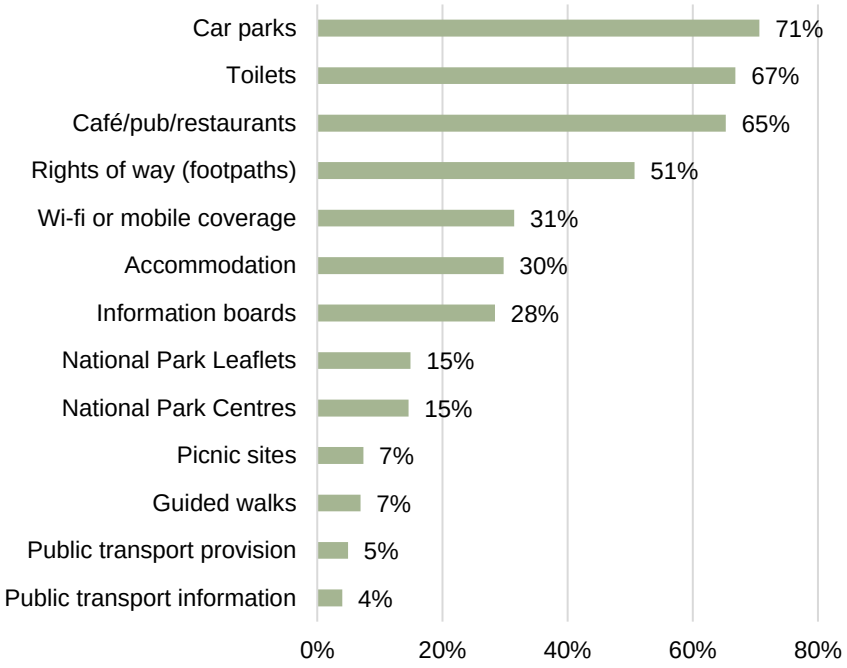


Base: 2022 = 648, 2017 = 648, 2013 = 502, 2008 = 553

USAGE AND SATISFACTION WITH FACILITIES

2.73 Seventy-one percent (71%) of respondents had used a car park during their visit to the Yorkshire Dales National Park. 67% had used public toilets, 65% had used a café, pub or restaurant, and 51% had used rights of way.

During your visit to the Yorkshire Dales have you used any of the following facilities or services?



Base: 651

2.74 Again, as expected there were some significant differences in the facilities and services used during the visit to the YDNP between day and overnight visitors. Those staying in the YDNP overnight were significantly more likely to have used a range of facilities/services, which are shown in the table below.

Facilities and Services used	Day Visitors	Staying overnight in YDNP
Rights of way (footpaths)	36%	66%
Café/pub/restaurants	54%	77%
Information boards	20%	37%
National Park Leaflets	8%	23%
National Park Centres	12%	18%
Wi-fi or mobile coverage	17%	46%
Accommodation	6%	55%

2.75 There are also significant differences in the facilities and services used during the visit to the YDNP by social grade. Those in social grade A/B/C1 were more likely to have used rights of way (footpath) (55% of A/B/C1, 44% of C2/D/E), information boards (33% of A/B/C1, 21% of C2/D/E) and National Park leaflets (17% of A/B/C1, 11% of C2/D/E).

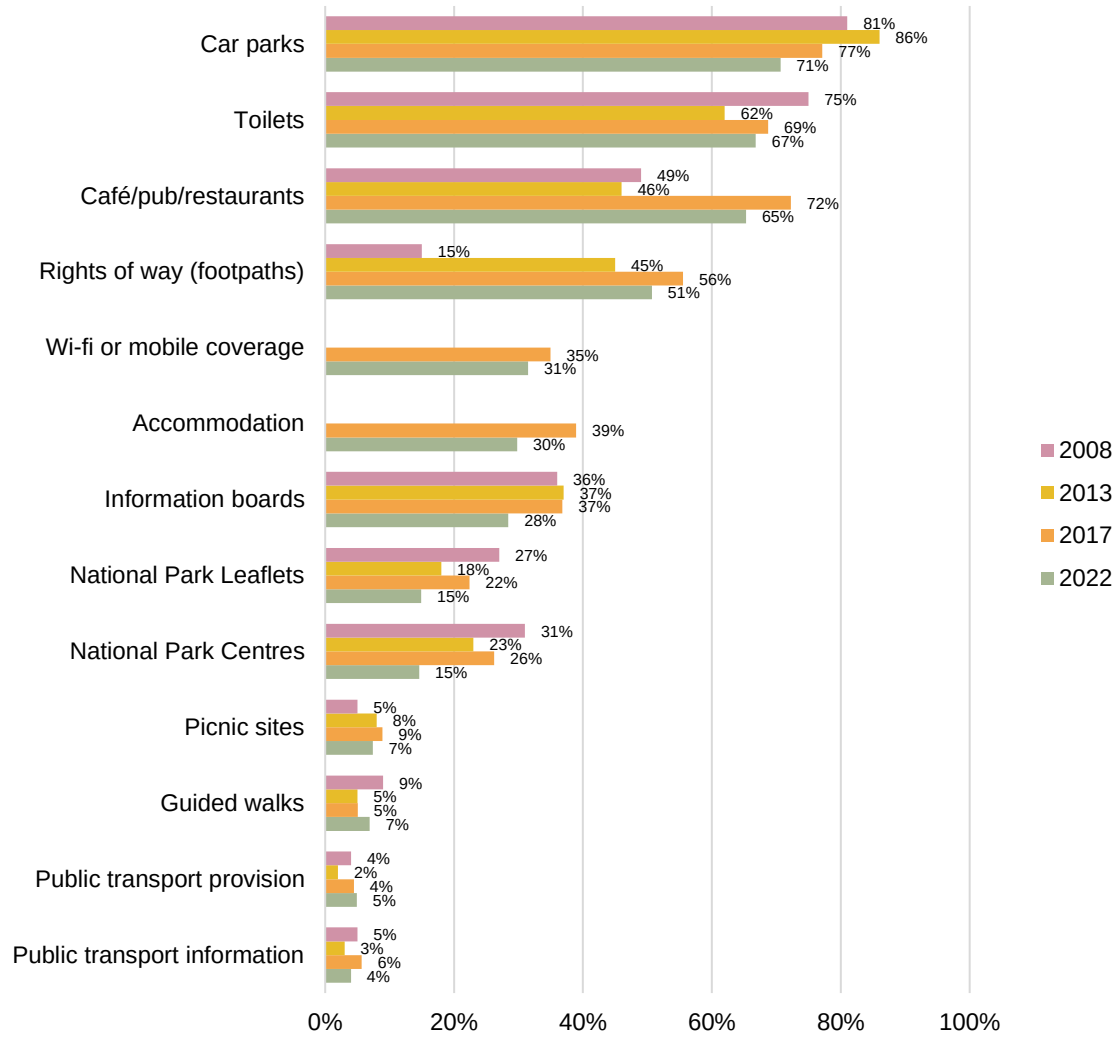
2.76 There were also some significant differences in the facilities and services used during the visit to the YDNP by age, which are which are shown in the table below.

Facilities and Services used	16-44	45-64	65+
Car parks	79%	70%	65%
Café/pub/restaurants	50%	72%	65%
Information boards	21%	33%	26%
Guided walks	11%	7%	4%
Wi-fi or mobile coverage	28%	39%	21%

2.77 There are some changes over time in the usage of different facilities – see chart below. These include:

- The proportion of visitors using car parks has declined significantly since 2017, continuing the trend from previous years - 71% in 2022, compared to 77% in 2017, 86% in 2013 and 81% in 2008. This reflects the lower proportion who had travelled to the area by private car or van in 2022 compared to the three previous surveys – 82% in 2022, 87% in 2017, 89% in 2013 and 90% in 2008.
- The proportion of visitors using cafes, pubs or restaurants has decreased significantly from 2017, but is higher than in 2013 and 2008 – 65% in 2022, compared to 72% in 2017, 46% in 2013 and 49% in 2008.
- The proportion of visitors using rights of way/footpaths has decreased (but not significantly) since 2017 but remains higher than in 2013 and 2008 – 51% in 2022, compared to from 56% in 2017, 45% in 2013 and 15% in 2008.
- The proportion using information boards, National Park Leaflets and National Park Centres are all significantly lower in 2022 than in 2017, and lower than in 2013 and 2008,

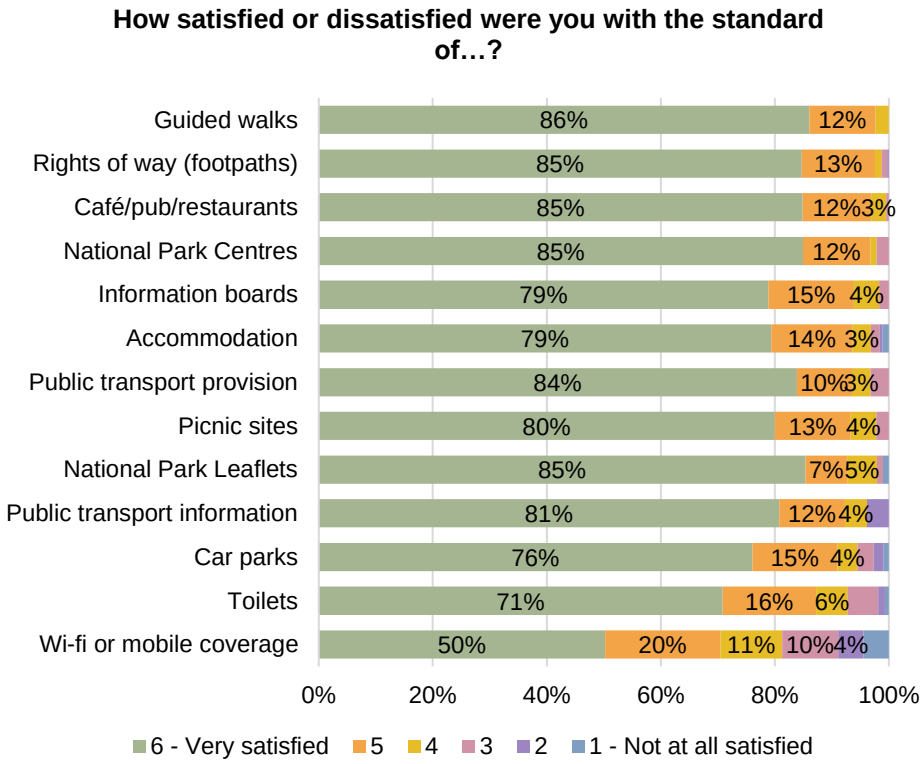
During your visit to the Yorkshire Dales have you used any of the following facilities or services?



Base: 2022 = 651, 2017 = 652, 2013 = 502, 2008 = varying

2.78 There were high levels of satisfaction with most of the facilities and services respondents had used during their visit to the Yorkshire Dales National Park:

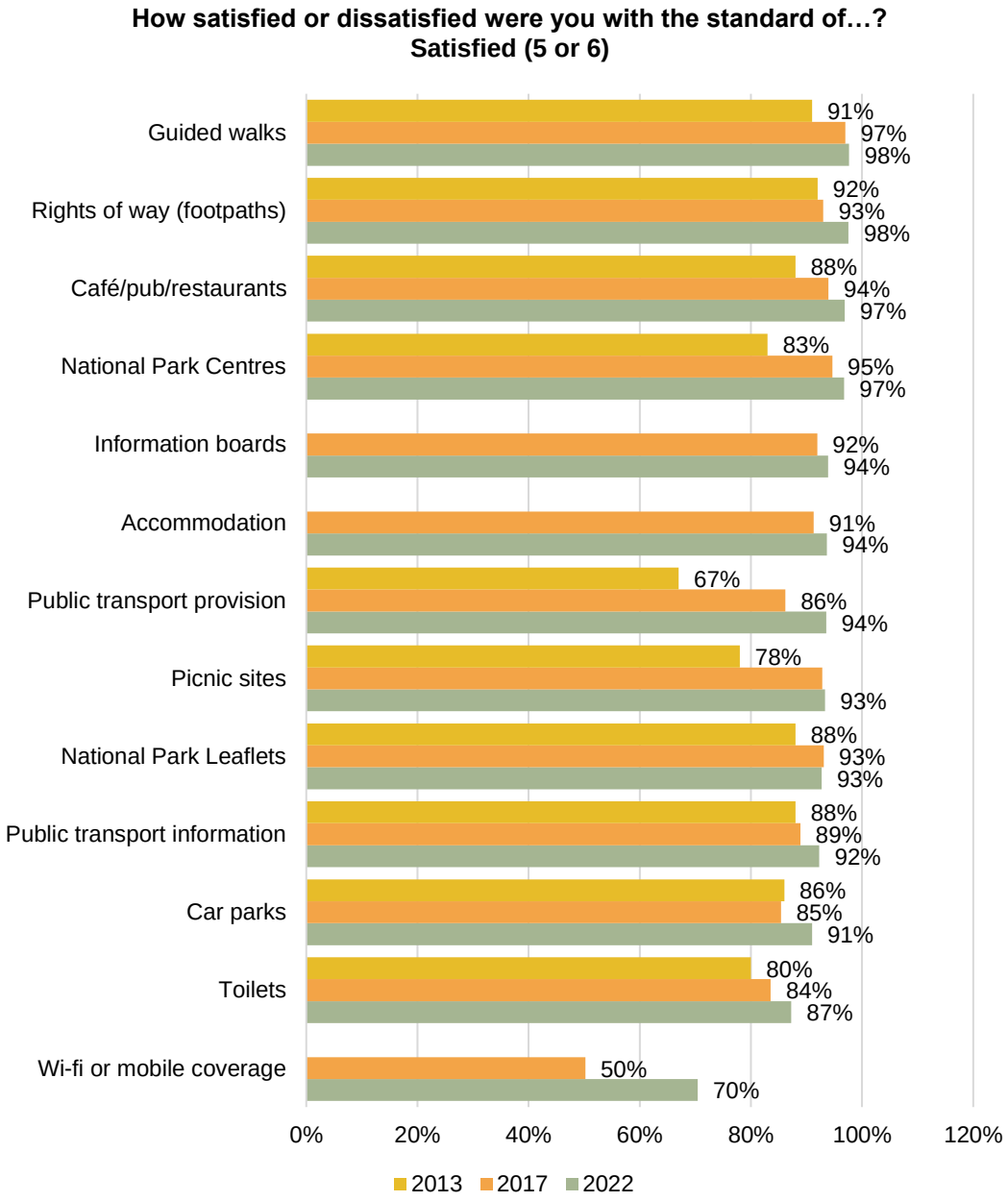
- Over 95% of respondents who had used the facility or service were very satisfied (a score of 5 or 6 out of 6) with guided walks, rights of way (footpaths), café/pub/restaurants and the National Park Centres.
- Over 90% of respondents were very satisfied (a score of 5 or 6) with information boards, accommodation, public transport provision, picnic sites, National Park leaflets, public transport information and car parks.
- 87% of respondents were satisfied with toilets
- Satisfaction with wi-fi or mobile coverage was lower. 70% of respondents were very satisfied (a score of 5 or 6) with wi-fi and mobile coverage while 9% were not at all satisfied (a score of 1 or 2). This might be expected due to the coverage in the YDNP area.



Base: 26 – 455 (Small base size for public transport information (26) and public transport provision (31))

2.79 Levels of satisfaction with the various facilities and services were compared for day visitors and those staying overnight in the YDNP. There was only one aspect where there was a significant difference. Day visitors were slightly more satisfied with standard of cafés, pub and restaurants than those staying overnight in the YDNP (99% of day visitors gave satisfaction with cafés, pub and a score of 5 or 6, compared with 95% of those staying overnight in YDNP).

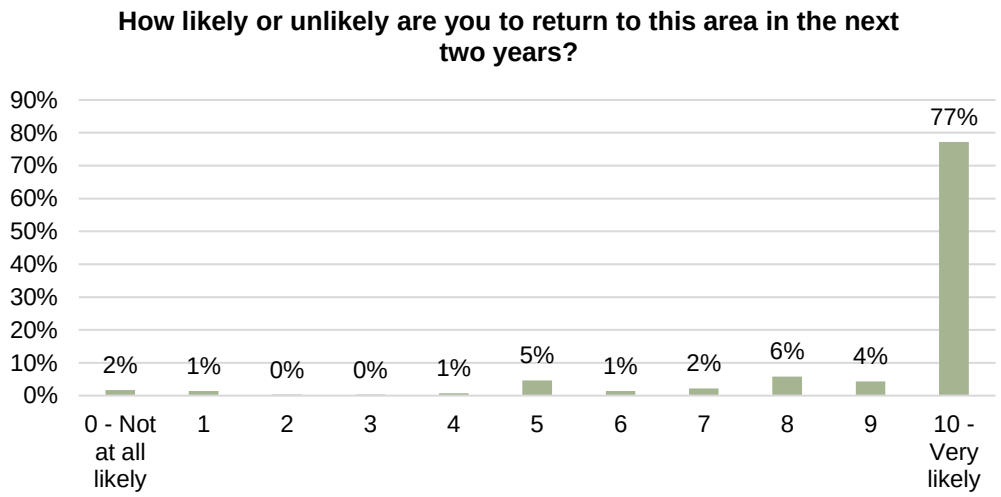
2.80 Levels of satisfaction with facilities or services were generally higher in 2022 than in 2017. For four of the facilities or services used there has been a significant increase in satisfaction since the 2017 survey - rights of way (footpaths), café/pub/restaurants, car parks and wi-fi or mobile coverage. Satisfaction with rights of way (footpaths), café/pub/restaurants and car parks were also higher in 2022 than in 2013. Comparison of the results from 2022, 2017 and 2013 are shown in the chart below.



Base: 2022 = 26 – 455, 2017 = 29 – 500, 2013 = varying

LIKELIHOOD TO RETURN AND RECOMMENDATION

2.81 Over four-fifths (82%) of respondents were very likely to return to the area in the next two years (a score of 9 or 10 out of 10). Only 3% of respondents were not at all likely (a score of 0 or 1). The proportion of respondents very likely to return to the area in the next two years in 2022 is significantly higher than in 2017, when 77% of respondents were very likely to return (a score of 9 or 10 out of 10).

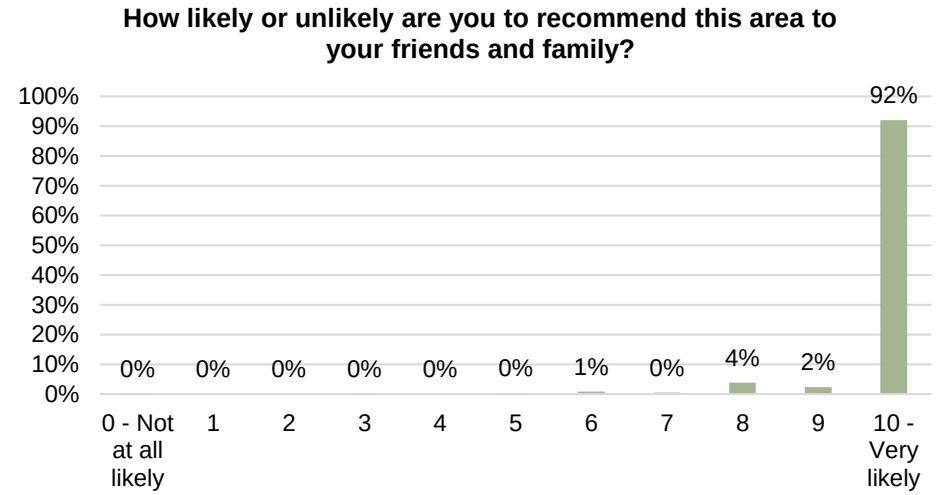


Base: 651

2.82 Comparison of the results on likelihood to return to the YDNP area in the next 2 years by type of visitor shows some significant differences. 86% of day visitors gave a score of 9 or 10 out of 10 on likelihood to return, compared with 77% of those staying in the YDNP overnight. This is likely to reflect visitors' distance from home to some extent; those on a day visit being more likely to live closer to the YDNP and have the opportunity to return more easily.

2.83 The question on likelihood to return to the area was updated in 2017. The question used in the 2013 survey used a 5-point scale (the nationally recognised scale of 0-10 was used in 2017 and 2022) and also asked about likelihood of visiting the area in the next 5 years (2 years used in 2017 and 2022). However, some comparisons can be made. In 2022, 82% of visitors said that they are very likely to return to the area in the next 2 years – the same proportion as in 2013, when 82% said they were likely to return in the next 5 years (albeit using a different scale).

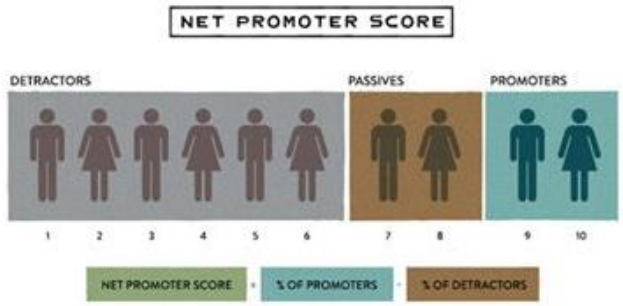
2.84 The majority of respondents (94%) were very likely to recommend the area to friends and family (a score of 9 or 10 out of 10). Less than 1% of respondents (only 1 respondent) were not at all likely to recommend the area (a score of 0 or 1). The proportion of respondents very likely to recommend the area to friends and family in 2022 was significantly higher than in 2017, when 91% of respondents were very likely to recommend (a score of 9 or 10 out of 10).



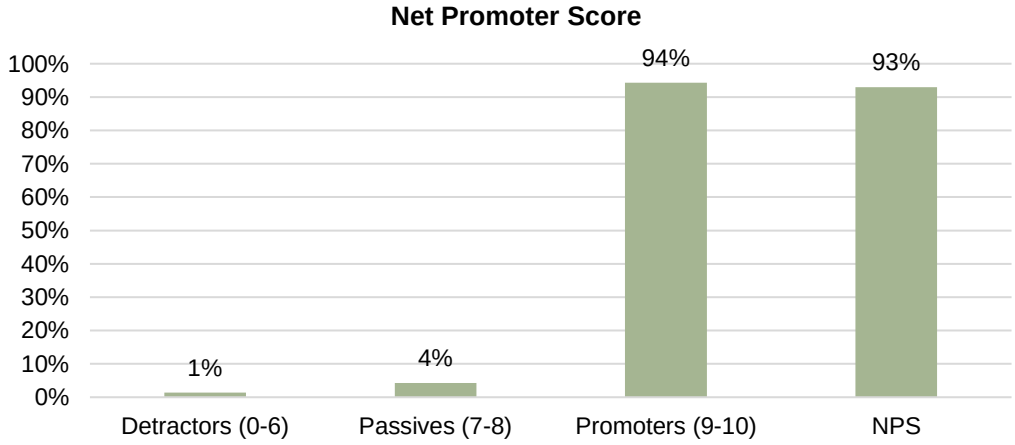
Base: 651

2.85 There are no significant differences in likelihood to recommend the area between day visitors and those staying overnight in the YDNP. 93% of day visitors and 95% of those staying overnight in the YDNP gave a likelihood to recommend score of 9 or 10 out of 10.

2.86 Likelihood to recommend the Yorkshire Dales National Park area can be used to calculate a "net promoter score" (NPS). The Net Promoter Score is a measure which is used by a number of major organizations to understand their customer loyalty. NPS is calculated by subtracting the percentage of respondents who gave a score of 0-6 (detractors) from the percentage of respondents who gave a score of 9 or 10 (promoters). Respondents who gave a score of 7 or 8 are classed as 'passives' and are not included in the calculation.



2.87 As shown in the chart below, 94% of respondents were promoters (gave a score of 9 - 10) and 1% were detractors (gave a score of 0 - 6) giving the Yorkshire Dales National Park an NPS of 93%. This NPS in 2022 was higher than 2017, when the NPS was 88%.



Base: 651

2.88 The NPS for YDNP is very high and higher than that of many major brands – for example, Apple has an NPS of 61% and John Lewis has an NPS of 68%. Collection of NPS scores from other National Park areas would be helpful to interpret this figure.

FIRST TIME VISITORS

2.89 There are a number of significant differences between first time visitors and repeat visitors to the YDNP. First time visitors are:

- More likely to be aged 18-44 years (36% of first-time visitors compared to 21% of repeat visitors)
- More likely to be on an overnight visit (staying either inside or outside of the YDNP) (71% of first-time visitors compared to 55% of repeat visitors)
- More likely to live outside of the UK (18% of first-time visitors compared to 2% of repeat visitors)
- Less likely to be from the North West (14% of first-time visitors compared to 28% of repeat visitors) or Yorkshire and Humber (8% of first-time visitors compared to 38% of repeat visitors)
- Less likely to be aware that the site where they were interviewed is part of the YDNP (75% of first-time visitors were aware they were in a National Park compared to 95% of repeat visitors)
- More likely to have travelled to the site where they were interviewed on foot (11% of first-time visitors compared to 5% of repeat visitors). This may be because first time visitors were more likely to be on an overnight visit.
- More likely to have used at least one online source to plan their visit (84% of first-time visitors compared to 51% of repeat visitors). Online sources that first time visitors were more likely to have used include:
  - Yorkshire Dales National Park website (22% of first-time visitors compared to 10% of repeat visitors)
  - Traveller review websites (19% of first-time visitors compared to 7% of repeat visitors)
  - Google (64% of first-time visitors compared to 39% of repeat visitors)
- More likely to have used at least one off-line source to plan their visit (76% of first-time visitors compared to 49% of repeat visitors). Online sources that first time visitors were more likely to have used include:
  - Printed leaflets (15% of first-time visitors compared to 8% of repeat visitors)
  - Guide Books (15% of first-time visitors compared to 8% of repeat visitors)
  - Information from friends/family (26% of first-time visitors compared to 12% of repeat visitors)
- More likely to have used at least one source of information during their visit (91% of first-time visitors compared to 76% of repeat visitors). Sources that first time visitors were more likely to have used during their visit include:
  - Google maps (58% of first-time visitors compared to 41% of repeat visitors)
  - National Park Visitor Centre (29% of first-time visitors compared to 19% of repeat visitors)
  - Apps (22% of first-time visitors compared to 11% of repeat visitors)
- Less likely to regard peaceful or tranquil as a special quality of the YDNP (11% of first-time visitors compared to 26% of repeat visitors)
- More likely to have been attracted to visit the YDNP on the occasion they were interviewed by “other factors” not specified in the questionnaire

options (48% of first-time visitors compared to 32% of repeat visitors). This included visiting the YDNP for the first time because someone recommended it to them, and because it was a stop on-route to somewhere else.

- Less likely to have used cafés, pubs or restaurants during their visit (54% of first-time visitors compared to 67% of repeat visitors)
- More likely to have used National Park Visitor Centres (26% of first-time visitors compared to 13% of repeat visitors), guided walks (12% of first-time visitors compared to 6% of repeat visitors), wi-fi or mobile coverage (41% of first-time visitors compared to 30% of repeat visitors) and accommodation (41% of first-time visitors compared to 28% of repeat visitors) during their visit. That first time visitors are more likely to have used accommodation reflects that first time visitors were more likely to be on an overnight visit.
- Less likely to return to the area in the next 2 years (52% of first-time visitors gave a score of 9 or 10 out of 10, compared to 87% of repeat visitors). This may reflect that first time visitors are more likely to live further afield or outside of the UK and less likely to live nearby in Yorkshire and Humber and the North West.
- Less likely to recommend the area to friends and family (84% of first-time visitors gave a score of 9 or 10 out of 10, compared to 96% of repeat visitors). It should be noted that while first time visitors are less likely to recommend the area, they still have a high NPS of 80%.

DIFFERENCES BETWEEN OLD AND NEW SITES

2.90 The table below summarises the significant differences between the sites used in research prior to 2017, and the two new sites, Orton and Devil's Bridge, included for the first time in 2017 due to the expansion in the YDNP area in August 2016. Note that the combined sample for the two new sites is 66 visitors. For each question it shows the category, the result for the sites used in the previous research, the results for the new sites and then the difference between the two. It can be seen that there are some very large differences, for example in the first question, there was a 18% difference in awareness that the site where they were interviewed was a part of the Yorkshire Dales National Park between the 'old' sites used in the research prior to 2017 and the new sites.

Question	Category	Sites used in previous research	New sites * used in 2017 research	Difference
Region of UK	North West	21%	71%	51%
	Yorkshire and The Humber	36%	8%	-28%
Before I spoke to you today, were you aware that this area was a part of the Yorkshire Dales National Park?	Yes, definitely / Yes, possibly	94%	76%	-18%
How did you travel here today?	Motorbike	2%	11%	9%
	Bicycle	1%	5%	4%
q10 Approximately how many times, (including today), have you visited the Yorkshire Dales National Park in the last 12 months	Numerous times	59%	76%	17%
	Today is my first time in the last 12 months	25%	15%	-10%
	First ever trip	16%	9%	-6%
Which of the following online sources did you use when planning your trip to the Yorkshire Dales?	Yorkshire Dales National Park website	13%	3%	-10%
	Didn't use online sources	41%	65%	24%
What other information did you refer to, to plan your visit	OS or other Map	33%	15%	-18%
	Printed Leaflet	10%	0%	-10%
	Didn't use any information to plan visit	45%	64%	18%
During your visit which of the following sources of information have you or will you use to look for things to see and do?	Google maps	45%	30%	-15%
	National Park Visitor Centre	22%	3%	-19%
	Other	4%	12%	8%
What activities have you or will you participate in during your visit today?	Walking (less than one hour)	23%	39%	16%
	Walking (more than one hour)	64%	30%	-34%

	Country pub	51%	29%	-22%
	Visit a National Park Visitor Centre	20%	3%	-17%
	Visit an attraction	24%	8%	-16%
	Other	9%	26%	16%
What is, or will be, your main activity today?	Cafe / tea room	3%	14%	10%
	Walking (more than one hour)	52%	24%	-28%
Has anything spoiled the enjoyment of your visit to the Yorkshire Dales today?	Other	11%	3%	-8%
During your visit to the Yorkshire Dales have you used any of the following facilities or services?	Toilets	69%	47%	-22%
	Car parks	72%	59%	-13%
	Rights of way (footpaths)	53%	33%	-19%
	Information boards	30%	14%	-16%
	National Park Leaflets	16%	3%	-13%
	National Park Centres	16%	2%	-15%
How likely or unlikely are you to return to this area in the next two years?	Very likely (9 or 10 out of 10)	19%	9%	-10%
***New sites were Orton & Devil's Bridge**				

3 CONCLUSIONS

3.1 This visitor survey forms part of a series of research periodically conducted for YDNPA to understand existing customers' views on their visit to the Yorkshire Dales National Park. Similar surveys have previously been conducted in 2002, 2008, 2013 and 2017. A visitor survey was also conducted in 2020, to look at visitor characteristics, perceptions and motivations during the COVID-19 pandemic. This was conducted by YDNPA staff and volunteers and included some differences in approach to the earlier surveys. The results did show some changes in the profile of visitors to YDNP area at that time and this current 2022 survey provides an opportunity to understand the current visitor profile post-pandemic.

3.2 As in 2017, this visitor survey in 2022 included data from a sample of over 650 visitors interviewed at 12 sites in the park and updated data on the characteristics, behaviour and attitudes of visitors to the YDNP previously collected in the earlier surveys. The profile of visitors to the YDNP area was found to be broadly similar in 2022 to that found in the 2017 and 2013 surveys, with the exception of social class. Some key points on the profile of visitors in 2022 here detailed below. These highlight changes from earlier surveys.

- Almost a quarter of visitors interviewed were aged between 16 and 44 years. This and the overall age profile of visitors is similar to that found in 2017. There is a slight change in the proportion of visitors in the age groups 55-64 and 65+. The 2022 survey shows a slightly lower proportion of visitors in the 65+ age group.
- 70% of visitors to the YDNP are from within social grades A, B and C1, with a 30% from C2, D and E grades. However, the proportion of visitors from social grades C2/D/E in 2022 (30%) was significantly higher than in 2017 (25%) and 2013 (26%). Visitors from social grades C2/D/E are still under-represented in visitors to the National Park. Nationally in England and Wales almost a half of the population (47%) are from social grade C2/D/E and in the North West and Yorkshire and Humber regions the proportion is 51%, but the 2022 results show a shift not recorded in earlier surveys.
- Nine-out-of-ten visitors interviewed (92%) were from the White British ethnic group (91% in 2017); 5% were from the 'White Other' ethnic group (7% in 2017). This includes UK residents from European countries, including Eastern Europe[6].
- The proportion of visitors with a long-term health issue or disability in 2022 was similar to that in the 2017 and 2013 surveys. One-in-ten were in a party where a member of the party had a health issue or disability.
- The proportion of visitors who were 'day visitors' or 'staying visitors' has remained approximately the same between 2013, 2017 and 2022. However, the profile of 'staying visitors' appears to have changed. In 2022, a smaller proportion of visitors were visiting the Yorkshire Dales National Park but staying overnight outside of the Yorkshire Dales National Park area than in 2017.

[6] In the 2011 Census, the 'White other' group had increased by 1.1 million since 2001. Amongst this group, people from Poland as a country of birth were the second largest group of non-UK born residents in 2011.

- The profile of 'staying visitors' also appears to have changed in terms of length of stay. The 2022 results show a larger proportion of staying visitors who are staying for less than a week. The proportion of staying visitors staying for short breaks of between one and three nights was similar to 2017 but higher than in 2013. This year, a higher proportion of visitors were staying for 3 or 4-6 nights compared with 2017.

3.3 The proportion of visitors who were on their first ever visit to the YDNP in 2022 was approximately one-in-seven (15%). This is similar to 2017, but higher than in 2013, double the proportion in 2008 and showing an increasing trend (being respectively 15%, 14%, 10% and 7% in each year 2022, 2017, 2013 and 2008). The results to the 2022 survey show a small but significant decrease from 2017 in the proportion of visitors who had visited the YDNP before but were visiting for the first time in the last 12 months.

3.4 Visitors on their first ever trip were more likely to be 'staying visitors' than 'day visitors. This was also the case for visitors who were on their first visit in the last 12 months and may be related to geography of home address. First time visitors were also more likely to be from outside of the UK – almost one-in-five first time visitors were from outside of the UK. First time visitors were also more likely to use various sources for both planning their trip and during their trip. They were also more likely to use some services such as the National Park Visitor Centres.

3.5 Visitors' perceptions of the YDNP special qualities appear to have changed to some extent since the 2017 survey. Whilst natural beauty/scenery/views remain the main special quality of the park mentioned by visitors, for other aspects, there was a significant fall in the proportion giving it as a special quality. For example, open spaces/freedom/remoteness has fallen from 39% in 2008, to 26% in 2017 and 17% in 2022. Interpreting this fall is difficult without qualitative research and the change may be related a number of factors, including visitors increasingly experiencing other similar places. COVID-19 may also be a factor, and the lack of social interactions in 2020 and 2021. Many responses this year gave 'other' as special qualities - these included more 'social aspects' of the people and their friendliness.

3.6 While the majority of respondents had still travelled to the location where they were interviewed by private car/van, there was a small but significant decrease in the proportion who have travelled by private car/van in 2022, with 82% travelling by car/van in 2022, 87% in 2017 and 89% in 2013. Those who had travelled by private car/van were asked about the type of vehicle used in the 2022 survey, showing that 5% had travelled in an electric or hybrid vehicle.

3.7 As in 2017, web-searching, particularly through Google, was very common amongst visitors when planning a trip to the YDNP. This is especially the case for visitors staying overnight, where over a half had sourced information through Google when planning their trip. This 2022 survey also showed an increased use of Facebook and Smartphone Apps when planning a trip. Use of offline sources when planning a trip continues to diminish over time, as Google and other online approaches become the main source of information. The use of OS or other maps when planning the visit has fallen to less than a third of visitors (from over a half in 2008). By contrast, the proportion of visitors using

Google maps during their visit has increased by ten percentage points since 2017. The results also show a significant fall in the proportion of visitors using a National Park Visitors Centre as a source of information during their trip.

3.8 As found in previous survey, walking is clearly a key activity that attracts visitors to the YDNP. Over three-fifths of visitors said they have had a walk (for more than an hour) during their visit; a half said that walking was their main activity of their visit. The proportion walking for an hour of more was higher than in 2017, but other aspects saw a fall. For example, the proportion of visitors who visited or planned to visit and café or tea room during the visit was significantly lower in 2022 compared with 2017. Again, this may be an effect of COVID-19.

3.9 The results to the 2022 survey show some decreases in the usage of the National Park facilities and services over time. Use of car parks, information boards, National Park Leaflets and National Park Centres are all significantly lower in 2022 than in 2017, and lower than in 2013 and 2008.

3.10 Visitors to the YDNP are, in the vast majority of cases, very satisfied with their visit. The results to the 2022 survey show a continued increase in satisfaction levels compared to those in 2017, 2013, 2008, and 2002 with the proportion very satisfied with their visit increasing by 10 percentage points, from 73% in 2002 to 83% in 2022.

3.11 Satisfaction with particular facilities and services has also increased since the 2017 survey, with four items - rights of way (footpaths), café/pub/restaurants, car parks and wi-fi or mobile – showing a significant increase in satisfaction since 2017. Perhaps the most notable has been the increase in satisfaction with wi-fi and mobile coverage, which shows an increase in satisfaction of twenty percentage points between the 2017 and 2022 surveys, from 50% to 70%.

3.12 The 2022 survey results also show very high levels of recommendation for the YDNP area and are significantly higher than in 2017. Over nine out of ten visitors were very likely to recommend the area to friends and family. This is common to all visitors regardless of social grade or type of visitor (day or staying visitor). The recommendation scores translate into an extremely high Net Promoter Score; one that exceeds major household named brands.

3.13 As in 2017, the survey also included an additional sample covering the extended National Park area by including interviews conducted at Orton and Devil's Bridge. This provides some insight into visitors to the extended National Park area. Some key differences were that those who were visiting the new areas were more likely to be from the North-West region of the UK, less likely to be aware that the area was a part of the YDNP and were less likely to have used both online and off-line information to plan their visit.

Information by Design
December 2022

APPENDIX 1 - DEMOGRAPHICS

Gender	Survey	North West	Yorkshire and The Humber	England and Wales
Male	47%	49%	49%	49%
Female	53%	51%	51%	51%
Transgender	0%			
Prefer not to say	0%			

Age	Survey	North West	Yorkshire and The Humber	England and Wales
16-24	2%	15%	16%	15%
25-34	10%	16%	16%	17%
35-44	11%	17%	17%	17%
45-54	20%	17%	17%	17%
55-64	31%	15%	15%	14%
65+ years	26%	20%	20%	20%

Social Grade	Survey	North West	Yorkshire and The Humber	England and Wales
AB	2%	20%	19%	23%
C1	28%	30%	29%	30%
C2	40%	22%	23%	22%
DE	20%	28%	29%	25%

Ethnic Group	Survey	North West	Yorkshire and The Humber	England and Wales
White British	92%	87%	86%	80%
Other White	5%	3%	3%	5%
Mixed	1%	2%	2%	2%
Asian	2%	6%	7%	8%
Black	0%	1%	2%	3%
Other	0%	1%	1%	1%

Do you or any of your party have a long-standing health issue or disability that limits your daily activities?				
	Survey	North West	Yorkshire and The Humber	England and Wales
Yes (on survey) / Day-to-day activities limited a lot / a little (2011 census)	10%	20%	19%	18%
No (on survey) / Day-to-day activities not limited (2011 census)	89%	80%	81%	82%
Don't know	0%	-	-	-

APPENDIX 2 – HOME LOCATIONS OF INTERVIEWEES




Paisley
Ayr
A74(M)
Dumfries
United Kingdom
Newcastle upon Tyne
Sunderland
Ballymena
Belfast
North Pennines AONB
Lake District National Park
Isle of Man
Yorkshire Dales National Park
North York Moors National Park
Blackpool
Hull
Dublin
Bray
Liverpool
Warrington
Chester
Sheffield
M6
Derby
Snowdonia National Park
M11
Birmingham
Coventry
Peterborough
Norwich
Cambridge
Ipswich
Colchester
ENGLAND
WALES
M40

APPENDIX 3 – SURVEY QUESTIONNAIRE

1.	Which of the following best describes your visit today? Would you say you are…. ***Single response***						
	On a **day Visit** from home within the Yorkshire Dales National Park	On a **day Visit** from home outside the Yorkshire Dales National Park	Staying **overnight in** the Yorkshire Dales National Park	Staying **overnight outside** the Yorkshire Dales National Park	On a regular shopping trip	On a business trip/it's my place of work	On a short visit, e.g. dog walking or passing through
	1	2	3	4	5	6	7
	Go to Q3	***Go to Q3***	***Go to Q2***	***Go to Q2***	***Close***	***Close***	***Close***

2.	If staying overnight, how many nights have you spent during your stay? ***Enter no. of nights***	

3.	How many adults (aged 16 and over) are in your group today? ***Enter no. of adults***	

4.	How many children (under 16 years of age) are in your group today? ***Enter no. of children***	

5.	Please could I take your home postcode? ***Enter postcode*** ***(If do not want to supply postcode, go to Q6. If do supply postcode, go to Q7)***	

6.	Where do you live? Enter Town and Country. If Overseas also record country	
	Town:	
	County:	
	Country: (If overseas, also take Country)	

7.	Before I spoke to you today, were you aware that this area was a part of the Yorkshire Dales National Park? ***Single response***				
	Yes, definitely	Yes, possibly	No, possibly not	No, definitely not	Don't know what a National Park is
	1	2	3	4	5

8.	How did you travel here today? ***Multiple response***								
	By private car/van	Motorbike	Public bus/ coach	Private bus/ coach	Train	Bicycle	On foot	On horse back	Other
	1	1	1	1	1	1	1	1	1

9.	Is the car/van you used to travel here today electric or petrol / diesel? ***Single response***	Electric	Petrol / diesel
		1	2

10.	Approximately how many times, (including today), have you visited the Yorkshire Dales National Park **in the last 12 months**? ***Single response***	Numerous times	Today is my first time in the last 12 months	First ever trip
		1	2	3

11.	When did you first visit the Yorkshire Dales National Park? ***Single response***		
	Before the start of the COVID-19 pandemic (before March 2020)	During the COVID-19 pandemic (March 2020 to	After COVID-19 restrictions ended in England (24th February 2022)
	1	2	3

12. Which of the following online sources, if any, did you use when planning your trip to the Yorkshire Dales? ***Multiple response. SHOW CARD 1***

Yorkshire Dales National Park website	Traveller review websites	Transport provider website	Individual business/ attraction website	Magazine/ newspaper website	Google	Other search engines
1	2	3	4	5	6	7
Facebook	Twitter	Pinterest	Smartphone App	Didn't use online sources	Other website (specify)	Other:
8	9	10	11	12	13	

13. What other information did you refer to, to plan your visit? ***Multiple response. SHOW CARD 2***

OS or other Map	Printed Leaflet	Magazine Article	Guide Book	The Visitor magazine	Radio/TV programme	Public transport information
1	2	3	4	5	6	7
Contacted a National Park Visitor Centre	Information from friends/family	Didn't use any information to plan visit		Other (specify)	Other:	
8	9	10		11		

14. <u>During</u> your visit which of the following sources of information have you or will you use to look for things to see and do? ***Multiple response. SHOW CARD 3***

Talking with locals	Google maps	Websites	National Park Visitor Centre	Personal advice from accommodation provider	Brochures/leaflets in accommodation	Apps	Social media sites	Traveller review/ratings	Other (please specify below)
1	2	3	4	5	6	7	8	9	10

Other:

15. With regards to the Yorkshire Dales National Park, what do you see as its special qualities? ***Multiple response. Do not prompt. Interviewer to probe: "can you think of anything else?" before moving on.***

Open space/freedom/ remoteness	Natural Beauty/scenery/views	Walks and walking	Villages/ traditional buildings	Clean/ unpolluted	Barns and walls	Waterfalls	Wildlife
1	1	1	1	1	1	1	1
Limestone scenery	Peaceful/ tranquil	Hills/dales/ valleys	Outdoor activities	Hay meadows	Social history	Dark skies	Other (state below)
1	1	1	1	1	1	1	1

Other:

16. Thinking broadly about your decision to visit the Yorkshire Dales, what was it that attracted you to visit here **on this occasion**? ***Do not prompt. Multiple response.***

The scenery, landscape, connecting to nature	One of my favourite places/always come here	The history and culture	Been before and wanted to come back	Some where to go with good weather forecast	To visit friends or family who live here	To enjoy an outdoor activity
1	1	1	1	1	1	1
To go to a visitor attraction	For a friends and family event or celebration	To attend a show or festival	To get away from it all/for peace and tranquillity	To take part in an outdoor challenge	Easy to get to	Other (state below)
1	1	1	1	1	1	1

Other:

17. a) What activities have you or will you participate in during your visit today? ***Multiple response SHOW CARD 4***
b) What is, or will be, your MAIN activity today? ***Single response***

	a)	b)
Cafe / tea room	1	1
Walking (less than one hour)	1	2
Walking (more than one hour)	1	3
General sightseeing	1	4
Having a picnic	1	5
Country pub	1	6
Shopping	1	7
Car touring	1	8
Visit a National Park Visitor Centre	1	9
For wildlife watching	1	10
Visit an attraction	1	11
Visit a heritage or historic site	1	12
Go cycling or mountain biking	1	13
Come for a special event	1	14
Other (please specify)	1	15

Other:

18. Has anything spoiled the enjoyment of your visit to the Yorkshire Dales today? ***Do not prompt. Multiple Response.***

Bad weather	Litter	Too many people	Lack of waymarking	Start of visit	Traffic congestion on road	Finding somewhere to park	Off road trail bike/4x4 noise
1	1	1	1	1	1	1	1
Motorbikes on road	**Toilet facilities**	**Facilities at National Park Information Centre**	**Condition of path after repair work**	**Condition of path rutted/muddy/ boggy**	**Condition of path rocky/stony**	**Nothing**	**Other (please state below)**
1	1	1	1	1	1	1	1

Other:

19. Taking into account what you have enjoyed about your visit and what (if anything) has spoilt your visit, on a scale of 1 - 6 (where 1 is not at all satisfied and 6 is very satisfied) how satisfied or dissatisfied are you overall with your visit to the Yorkshire Dales National Park? ***Single response***

Not at all satisfied					Very satisfied	Don't know (DNRO)
1	2	3	4	5	6	7

20. a) During your visit to the Yorkshire Dales have you used any of the following facilities or services? ***Multiple response SHOW CARD 5***
b) On a scale of 1 - 6 (where 1 is not at all satisfied and 6 is very satisfied) how satisfied or dissatisfied were you with the standard of…? ***Read out those used in a). Single response for each row used.***

	a)	b)					
	Used?	Not at all satisfied					Very satisfied
Toilets	1	1	2	3	4	5	6
Car parks	2	1	2	3	4	5	6
Rights of way (footpaths)	3	1	2	3	4	5	6
Café/pub/restaurants	4	1	2	3	4	5	6
Information boards	5	1	2	3	4	5	6
National Park Leaflets	6	1	2	3	4	5	6
Guided walks	7	1	2	3	4	5	6
National Park Centres	8	1	2	3	4	5	6
Picnic sites	9	1	2	3	4	5	6
Public transport information	10	1	2	3	4	5	6
Public transport provision	11	1	2	3	4	5	6
Wi-fi or mobile coverage	12	1	2	3	4	5	6
Accommodation	13	1	2	3	4	5	6

21.	On a scale of 0 - 10 (where 0 is not at all likely and 10 is very likely) how likely or unlikely are you to….? ***Single response***											
		Not at all likely										Very likely
	a) return to this area in the next two years	0	1	2	3	4	5	6	7	8	9	10
	b) recommend this area to your friends and family	0	1	2	3	4	5	6	7	8	9	10

22.	Which of these age bands do **you** fit into: ***Single response***						
	16-24	25-34	35-44	45-54	55-64	65+ years	Prefer not to say (DNRO)
	1	2	3	4	5	6	7

23.	What is the occupation of the main wage earner in your household? If retired, please give previous occupation and write 'retired' before occupation

24. What is your ethnic group? ***Single response, circle number SHOW CARD 6***					
White		Mixed		Asian or Asian British	
1	British	5	White and Black Caribbean	9	Indian
2	Irish	6	White and Black African	10	Pakistani
3	Gypsy or Irish Traveller	7	White and Asian	11	Bangladeshi
4	Other White background*	8	Other Mixed/multiple ethnic background*	12	Chinese
				13	Other Asian background*
Black or Black British		Other			
14	African	17	Arab		
15	Caribbean	18	Other*		
16	Other Black/African/ Caribbean background*	19	Prefer not to say		
**Please state others:*					

25.	And are you:	Male	1	Female	2	Transgender	3	Prefer not to say (DNRO)	4

26.	Do you or any of your party have a long-standing health issue or disability that limits your daily activities? ***Single response***	Yes	No	Don't know (DNRO)
		1	2	3

END OF QUESTIONNAIRE – THANK AND CLOSE

APPENDIX 4 – 'OTHER' RESPONSES TO 'WITH REGARDS TO THE YORKSHIRE DALES NATIONAL PARK, WHAT DO YOU SEE AS ITS SPECIAL QUALITIES?'

Access to countryside for everyone	Lakes
Accessibility	Landmarks
Accessibility	Less busy than lakes, different
Accessibility, friendly people	Less traffic than the lakes
Accessible	Local
Accessible. Gentle	Locals are friendly
All positive things	Location, quite roads
Ambience	Malham Cove
Amenities, produce	Mental health
Atmosphere	Mix of natural and agricultural
Beer	Nature
Beer	Nature
Beer	Nature
Cafe	Nature
Cafe, dog walks	Nature
Cafes	Nature
Cafes (Hospitality)	Nature, attractions
Caves	Nice people
Cheese / ice cream	Nice people, food, accommodation
Cheese factory	No litter
Chocolate factory	No new builds
Clear rivers	No time to form opinion yet
Close to home	Not as busy as lakes
Community	Not commercialised
Community	Not over crowded
Country pub	Not Sure
Country pubs	Not sure yet
Countryside	Not touristy
Countryside	Open air, wellbeing
Countryside	Outdoors
Countryside	People
Countryside	People
Countryside	People
Countryside / tearooms	People
Countryside/ staff	People
Cycling shops	People
Distinct landscapes, protected, well maintained	People
Distinctive landscapes	People
Diversity	People
Doesn't feel tame/ domesticated	People
Dog friendly, cafes	People
Dog Friendly/Locals	People
Don't know	People

Doorstep	People
Drive through	People
Ease of access	People
Easy access	People
Easy access by train	People
Environment	People
Environment is good	People
Everything	People
Everything and pubs	People
Exercise	People
Facilities	People and landscape
Facilities	People friendly
Facilities, accessibility, friendly people	People friendly
Farming	People, beer, pubs
Food	People, everything
Food	People, pubs
Food	People, restaurants, cafes, toilets, parking
Food	People/accepting
Food	People/locals
Food, friendly people	Preservation
Footpaths, trees	Pubs
Free parking, food	Pubs
Freedom	Pubs
Fresh air	Pubs
Fresh air	Pubs
Fresh air	Pubs
Fresh air	Pubs
Friendliness	Pubs
Friendliness	Pubs and people
Friendliness	Pubs, Rivers
Friendliness	Pubs, villages, close to home, dog friendly
Friendliness	Railways
Friendliness, atmosphere, food	Range of hospitality is good
Friendly	Relaxing
Friendly	Rivers
Friendly	Rivers
Friendly locals	Rivers, outdoors
Friendly Locals	Roads
Friendly nice people	Roads, places to eat
Friendly people	Ruggedness
Friendly people	Run
Friendly people	Sheep
Friendly people	Sheep / variety
Friendly people	Sheep and people so friendly
Friendly people	Shops
Friendly people	Sister lives here
Friendly people	Slower pace of life, independent shops

Friendly people	Small piece of heaven, protected
Friendly people	Social interactions/ nice people
Friendly people, not crowded	Somewhere different
Friendly people. Nice pubs	Spending time with friends
General atmosphere	Sunset, sunrise
Genuine	Swimming
Geographical features	Tea and scones
Geology	Tea rooms
Geology, people	Tea shops
Get away from city	The people and the amenities
Get away from life	Therapeutic
God's country, food, cheese	Trees, activities, suspension bridge
God's own country	Unspoilt
Going back in time, relaxing	Unspoilt, natural
Good beer / people	Unspoilt, no modern houses
Good bus service/restaurants	Unspoilt, non-commercial
Good value, distance	Unspoilt, pathways
Great	Variety
Great Yorkshire Show	Variety, pubs
Green	Vast size
Green acres	Vastness
Green/ fresh/ people	Vastness, no large road signs
Greenery	Vegetation \ livestock
Greenery	Visiting
Greenery, friendliness	Weather
Greenness	Weather
Heritage	Welcome, quality of puddles
Historic / accessible	Welcoming people
History	Well looked after, friendly
History	Well sign posted
Hospitable	Wild
Impressive	Wild, fresh air
Interesting things to see	Wildness
Isolated	Wildness
It's Yorkshire	Yorkshire culture
Lack of people	

APPENDIX 5 – 'OTHER' RESPONSES TO 'THINKING BROADLY ABOUT YOUR DECISION TO VISIT THE YORKSHIRE DALES, WHAT WAS IT THAT ATTRACTED YOU TO VISIT HERE ON THIS OCCASION?'

Accommodation	Meeting friends
Accommodation	Meeting friends here
After driving through	Memories
Always wanted to come	More area
Always wanted to come	Motorhome
Anniversary celebration	Motorhome, been in the lakes
Anniversary visit	Murder mystery
Any trip	National Park
Appleby	Nature
Art trip	Nature / family time
As part of a visit to the lake district	Needed a ride out
Availability of accommodation	Never been
Been recommended	Never been and wanted to see what it was like
Bike place, had time to come	Never been before
Bought a static caravan	Never been before
Break	New dog
Break	New tent to try out
Bring dog/picnic	New walking book
Bus that does it from Pullingtad	Nice area
Business	Nice day for motorbike ride
Buttertub pass	Nice place to visit
Buying item from Facebook seller	No reason
By chance	Not been before
By chance got on bus coming here	Not been before
Came across while traveling to Hawes	Not been here before
Came by chance	Offer to stay in free accommodation
Car cruising MGs	On way to Peak District, just stopped here
Car touring with friends	Organised tour
Caravan	Organised trip
Caravan in Dent	Organised trip
Chocolate Factory	Organised trip
Clear sky / no lights for astrology and star gazing	Organised trip
Coach trip with art society	Organised trip through Ramblers
Coast to coast	Organised walk
Coast to coast	Own Caravan
Coast to coast	Own cottage here
Coast to coast	Own place
Coast to coast walk	Own static van
Come from South for cooler weather	Part of bus group
Come here for lunch	Part of bus Group
Come to visit family staying here	Passing through
Curiosity, exploring	People
Dales Way	People
Day out	Photography
Day out in nice weather	Photography course
Day out with friends	Picnic
Day trip with art society	Point of interest, biker drop off
Decided inland as beaches are packed	Popularity of area
Different	Practicing for the three peaks before Friends join in September

Different	Pub
Different location	Pub meal
Dog friendly	Pubs
Doing the coast to coast	Ramblers' trip
Don't know	Ramblers' trip
Dose of Yorkshire	Recommended
Drink and food	Recommended
Drive out	Ride out
Easy nice accommodation	River
Eat at restaurant	Round Britain rally
Emmerdale Farm tour	Rugby
Enjoy touring holidays and fancied the Dales	Saw on twitter
Exploring	Scarecrow showing
Exploring Britain after living in France half the year	Scattering dog's ashes
Familiarity of area	Second home
Family day out	Seen on tv
Farmers market	Sheep
Find myself	Shopping
First visit	Show it to friend
Friends	Showing
Friends	Showing family area
Friends	Sister has place in Reeth
Friends live in Harrogate	Social meeting
Full area	Somewhere different
Funeral nearby coincided with visit to Yorkshire Dales	Somewhere new
Getting together with friends	Somewhere new
Going past, free	Somewhere new, cheapest
Got a puppy	Son's tennis match
Group of friends getting together	Space
Had some time off	Spare time, somewhere to go
Halfway point on trip to Scotland	Spend time with family
Have a holiday home	Spending time with friend
Have a Mobile home	Spending time with friends
Have caravan in area	Sponsored walk for charity
Have own static caravan in YD	Swaledale
Have place to holiday	Take dog out
Hawes is a lovely place and very different to South Gloucester	Tea rooms, ice cream
Hawes market	The Dales bus is a great service
Hospitality	The Wheatsheaf pub in Carperby
Husband never been	Three peaks
Husband's birthday	Three Peaks
Ice-cream	To do something different
Ice-cream parlour	To get out
Ice-cream parlour	Training for ultramarathon
In-between place and moving house so decided to stop on the way.	Travelling through after visiting Northumberland
Just decided to come	Visit husband who works here
Just looked	Visit on the way home
Just saw signs for Yorkshire Dales and decided to stop on way to Newcastle	Visited friends on way
Lack of wi-fi	Visiting friends who live in Cumbria
Let down by driver for another trip	Visiting/outing with friend
Location	Want to explore of England

Long weekend	Wanted to bring family
Looking after friend's house	Wanted to see the dales
Looking after grandchildren, like river	Wanted to visit
Looking for people here.	Watching Jane McDonald Yorkshire programme
Looking to buy a house in the Yorkshire Dales	Watching walks on TV
Lunch with friend	Water
Lunch with friend	Wedding anniversary
Lunch with friend	Wensleydale area
Malham Cove	With friends
Meet for friends	Yorkshire pudding

END OF REPORT