YORKSHIRE DALES
National Park

Visitors Trends

The Dales

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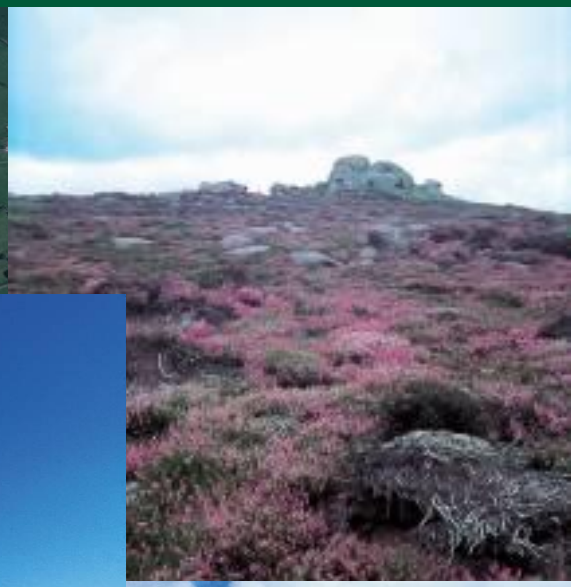
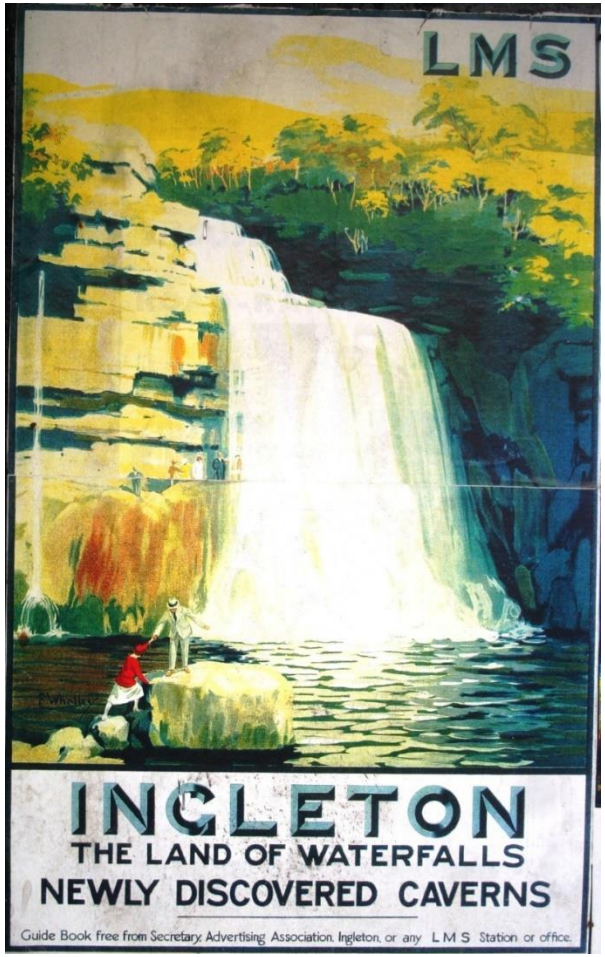
National Park Authority



Mass tourism



- The Railway first brought large numbers of people to the Dales
- Tourism has been part of the area for over 200 years, long before it became a National Park
- It was made famous by poets and painters such as Turner

Tourism growth (2015-19)

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% increase	Jan-Mar	Apr-June	Jul-Sep	Oct-Dec
Visitor numbers	16%	9%	13%	21%
Day visitors	14%	6%	11%	19%
Staying visitors	41%	30%	29%	40%
Serviced accommodation	20%	19%	18%	27%
Non-serviced accommodation	101%	53%	48%	76%

Malham Cove

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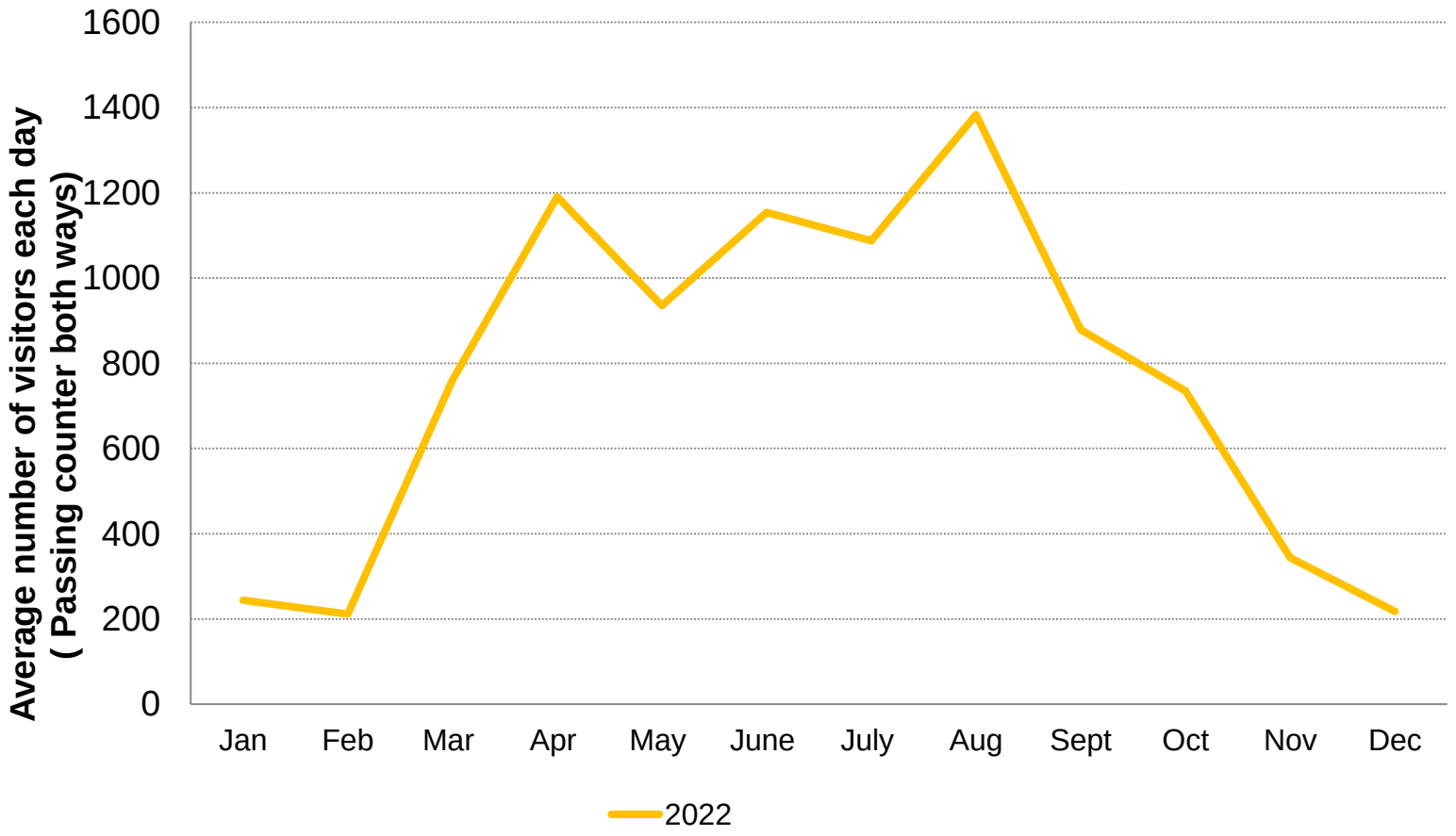

Pen y Ghent – Pennine Way

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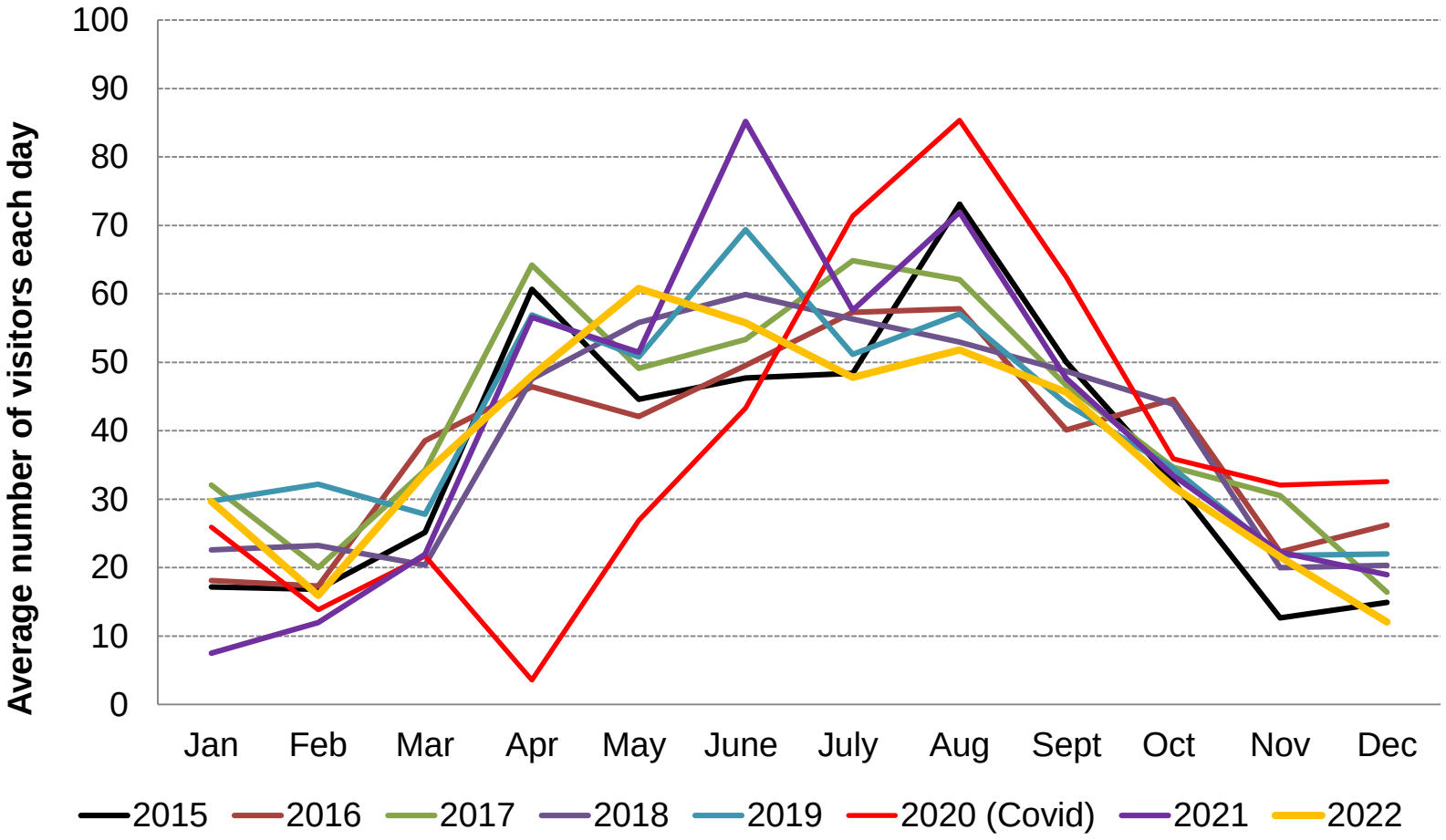

Three Peaks

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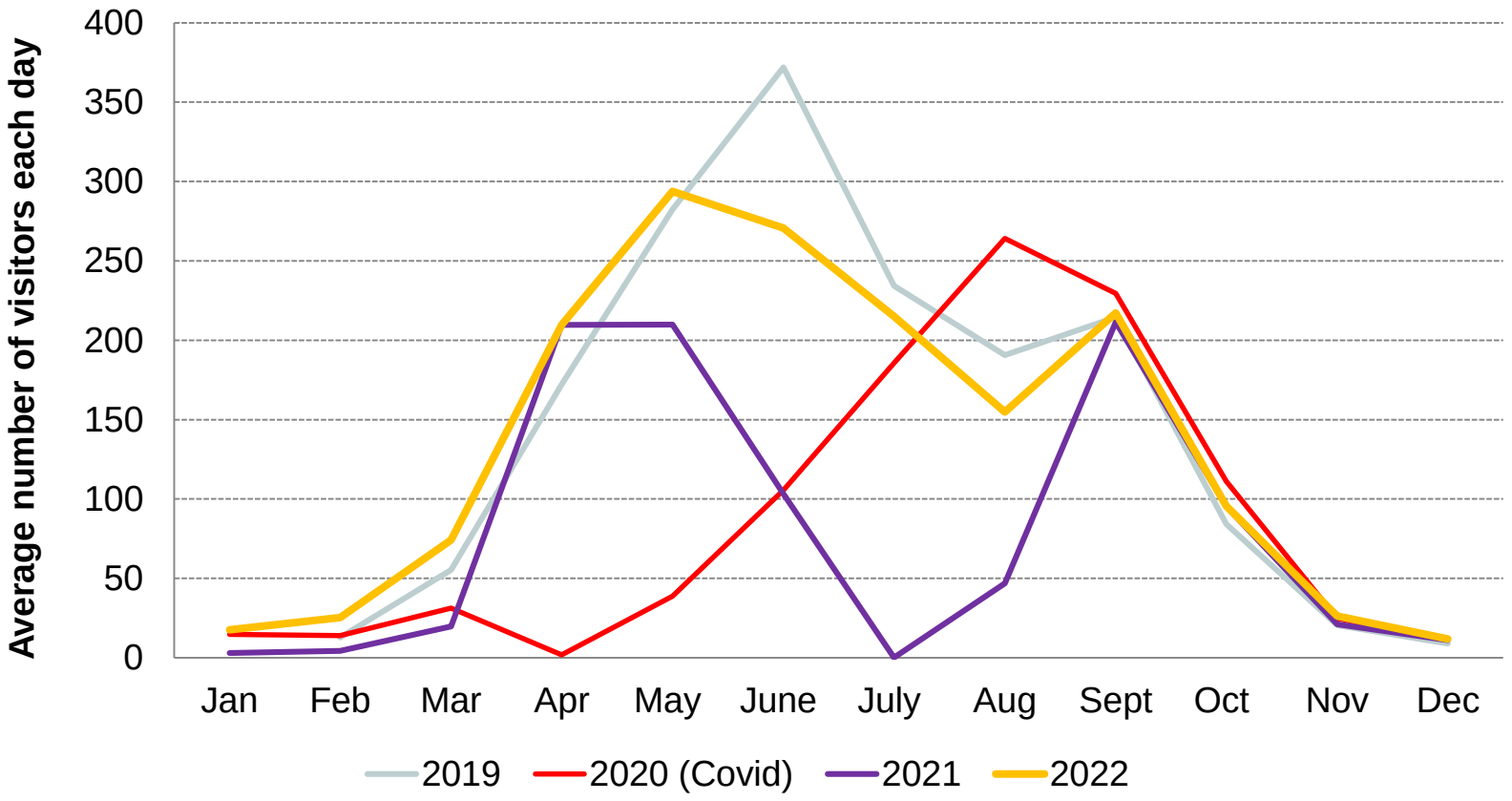

Orton C2C Route

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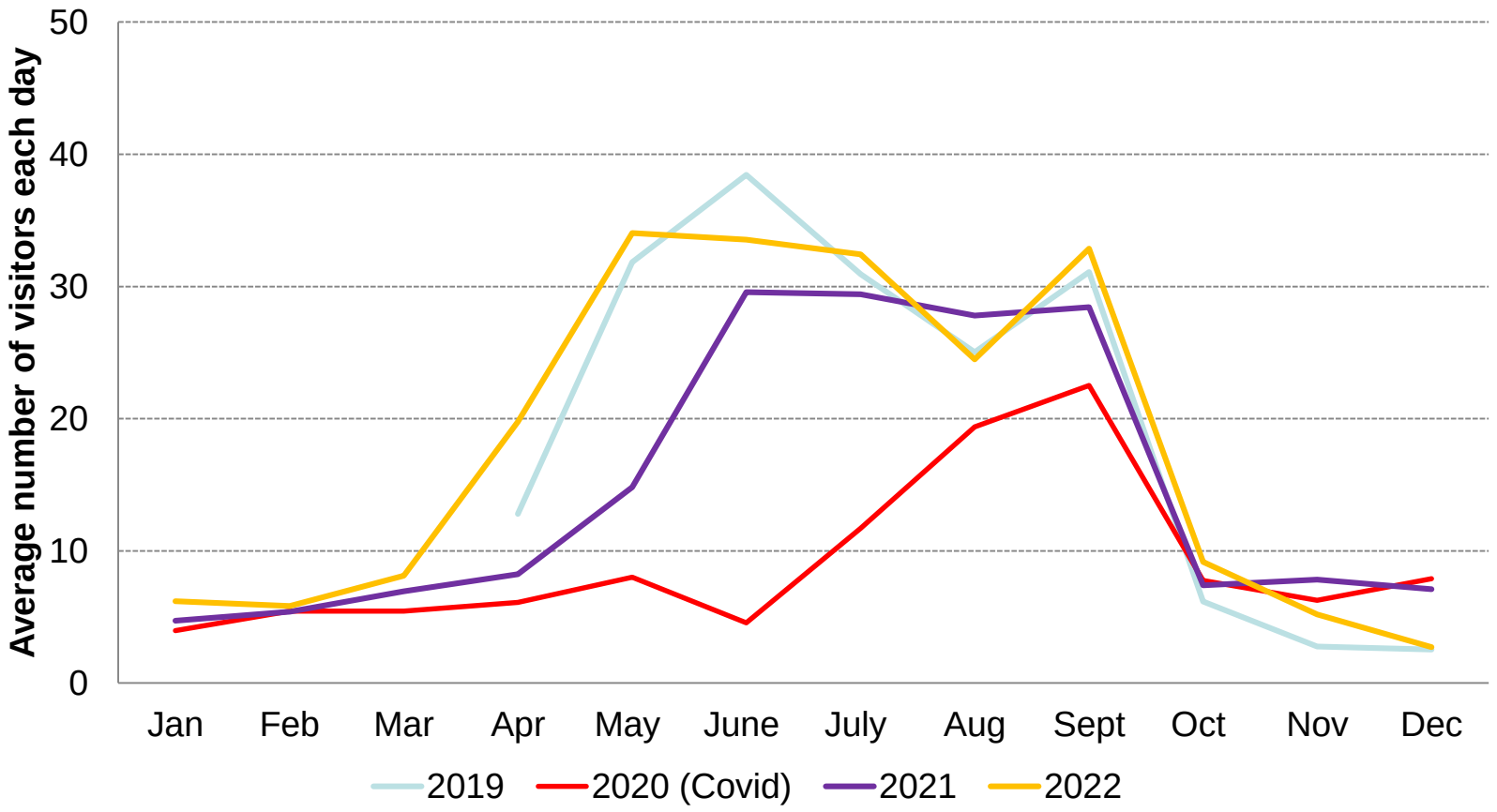

Swale Trail

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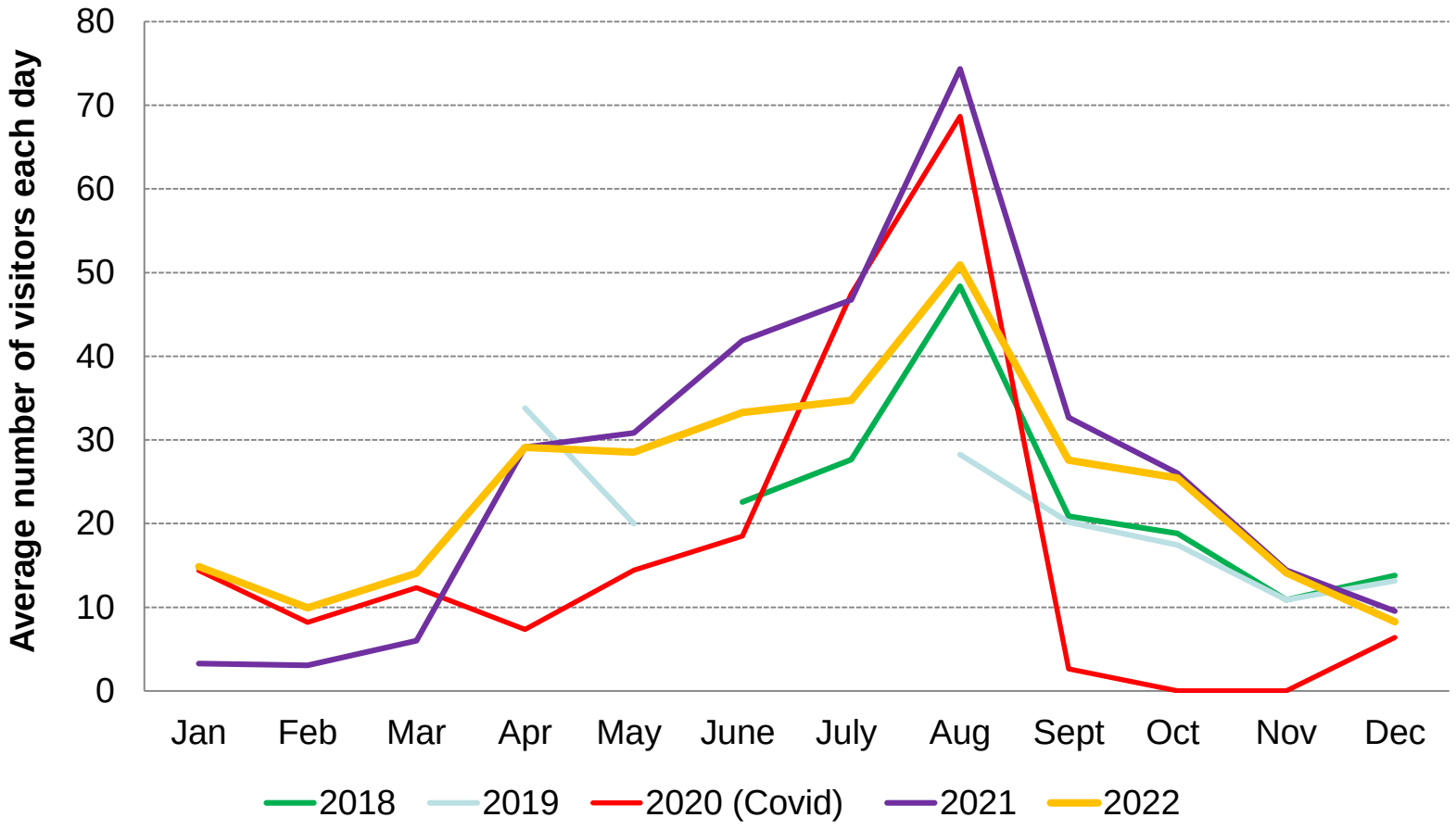

Car Park Ticket Sales

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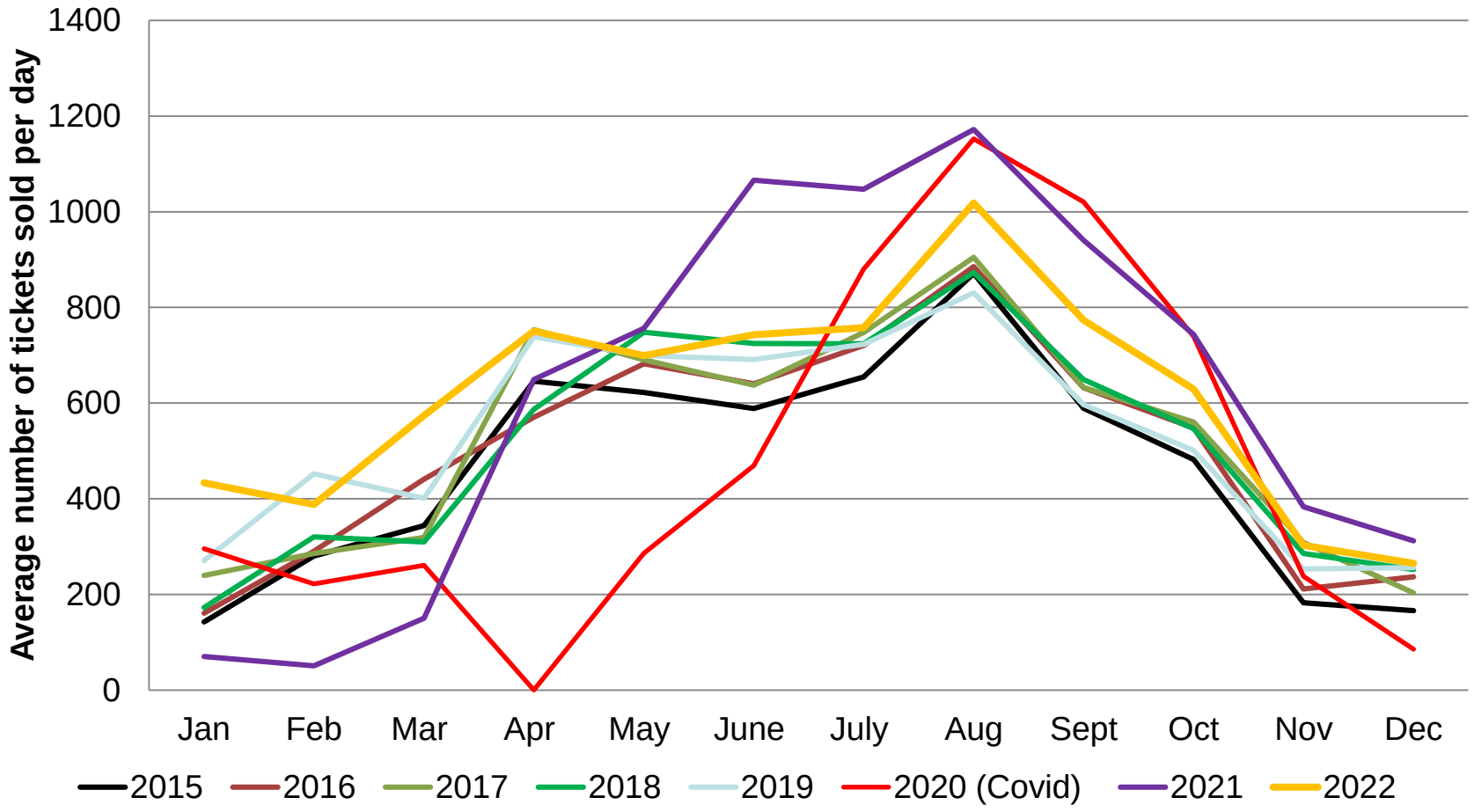

TV and film coverage

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Visitor messages

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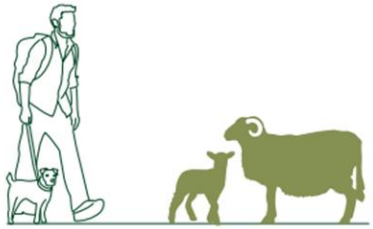
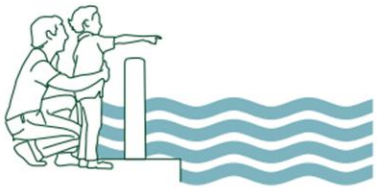
Welcome to Yorkshire Dales National Park – enjoy your day

RESPECT THE LAND
RESPECT THE COMMUNITY
RESPECT EACH OTHER



Walk Dogs Safely
Dogs must be kept under close control during lambing time – preferably on a lead. Sheep worrying is a criminal offence.

Protect Wildlife
During the breeding season groundnesting birds are easily disturbed. Please keep your dog under close control – preferably on a lead.



Be Water Aware
Rivers and lakes can be extremely cold, deep and difficult to get out of. There may also be hidden hazards below the surface. Always check before you enter. If you find someone in difficulty in water in the Dales, call 999 and ask for Fire & Rescue.

No BBQs or Fires
Strictly no open fires or BBQs due to the risk of wildfire.

Take Your Litter Home
Leave no trace. Take nothing but photos, leave nothing but footprints.

Visitor hubs

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Visitor centres

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Waymarked walks

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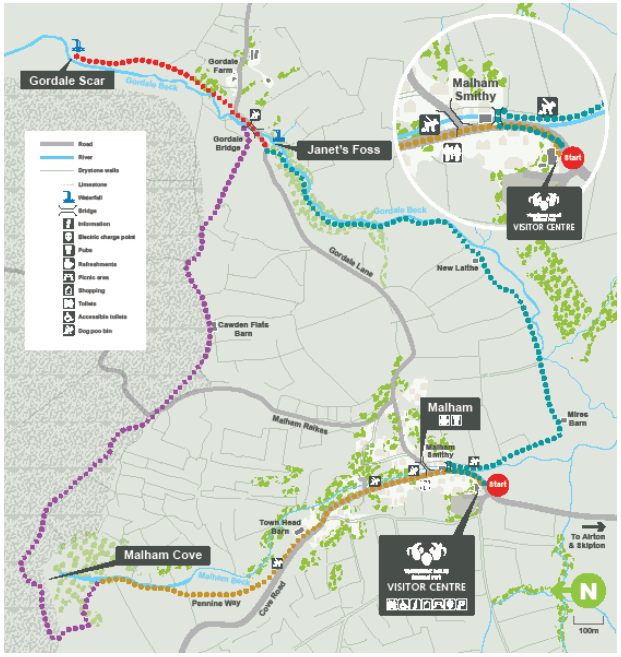
Malham Walks

Malham Cove
1 mile (1.6 km), 25 mins each way
Follow gold route
The 70 metre (230ft) high cliff of white limestone has amazed visitors for centuries.

Janet's Foss
1.2 miles (2 km), 40 mins each way
Follow blue route
Found in a magical woodland setting, this waterfall is named after the queen of the fairies.

Gordale Scar
1.8 miles (2.9 km), 50 mins each way
Follow blue route to Janet's Foss
Then red route to Gordale Scar
Inspiring writers and artists for centuries, this hidden gorge has been carved deeper and deeper by the meltwater of successive ice ages.

Malham Landscape Trail
4.5 miles (7.2 km), 3 hours circular
Follow blue route to Janet's Foss
Then red route until Gordale Scar
Then purple route to Malham Cove
Then gold route for return to the Visitor Centre.



Walking app

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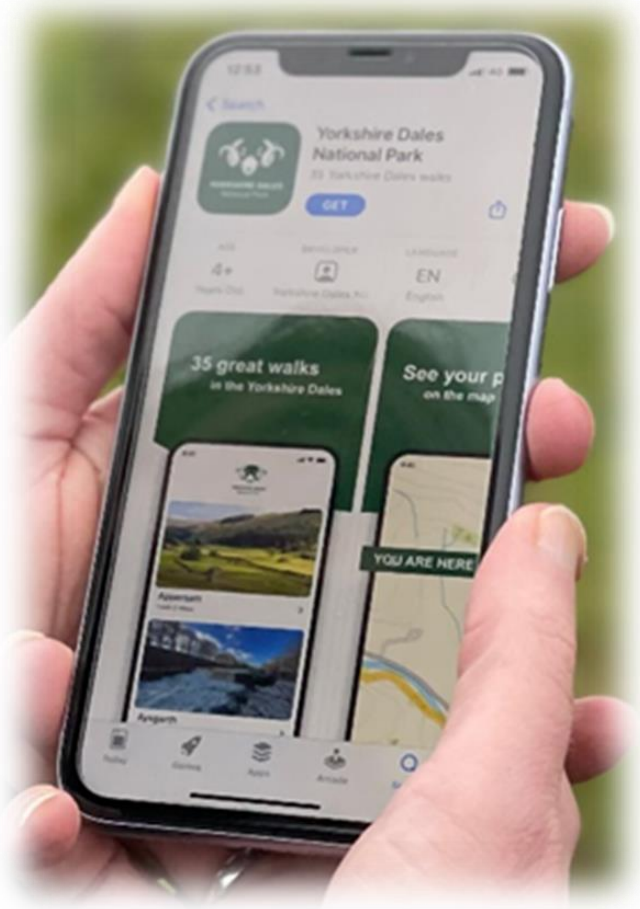
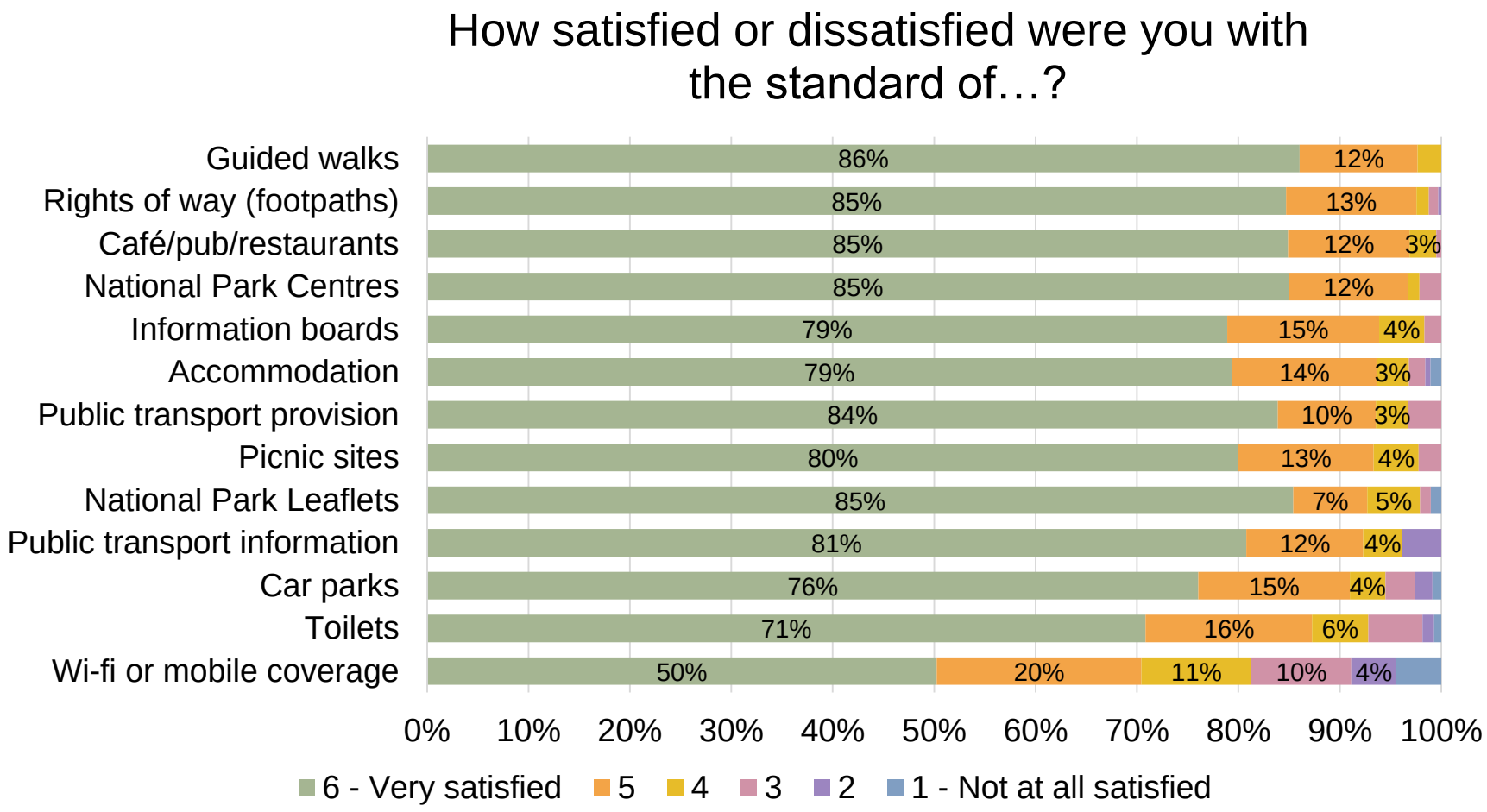
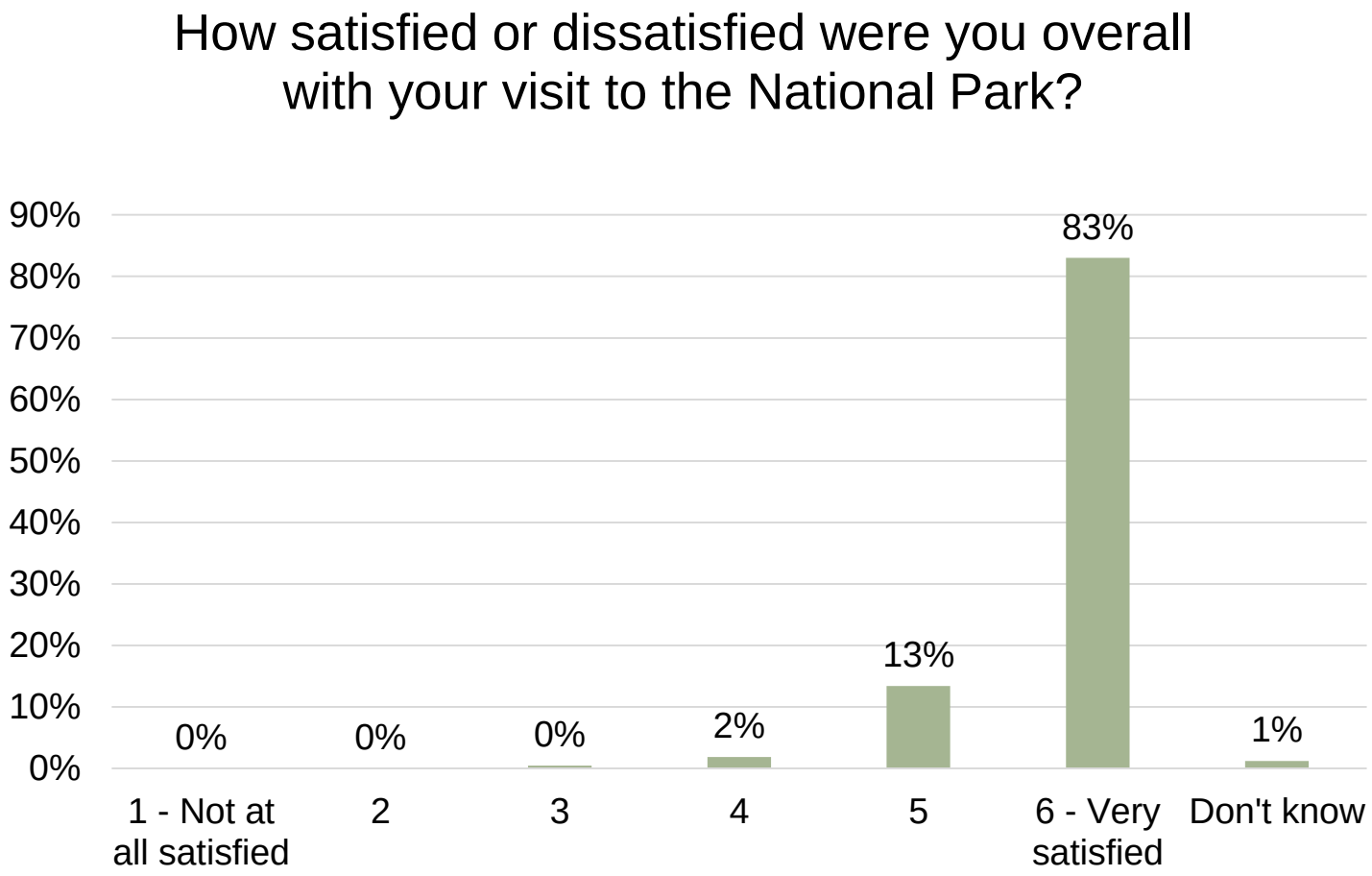


View of services (2022)



Visitor satisfaction (2022)