

Travel in the Peak District Survey Results



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Purpose of Survey

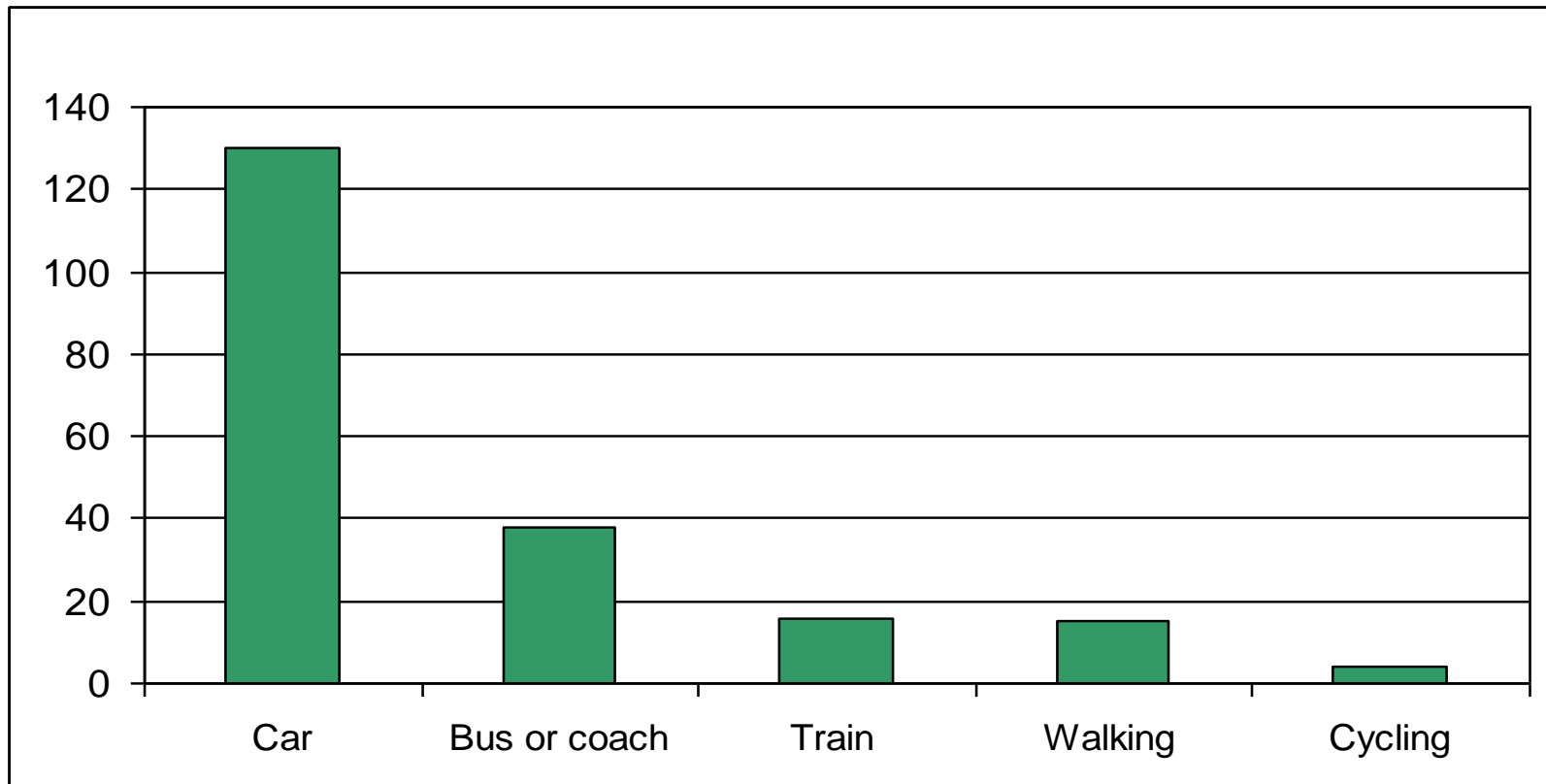
- To find out about how people prefer to receive information about public transport
- To review how we promote sustainable travel in the Peak District
- Targeted at visitors and residents
- Online and in Visitor Centres

Survey Results

- 226 surveys completed
- Download full results report from Peak Connections webpage on PDNPA website:
www.peakdistrict.gov.uk

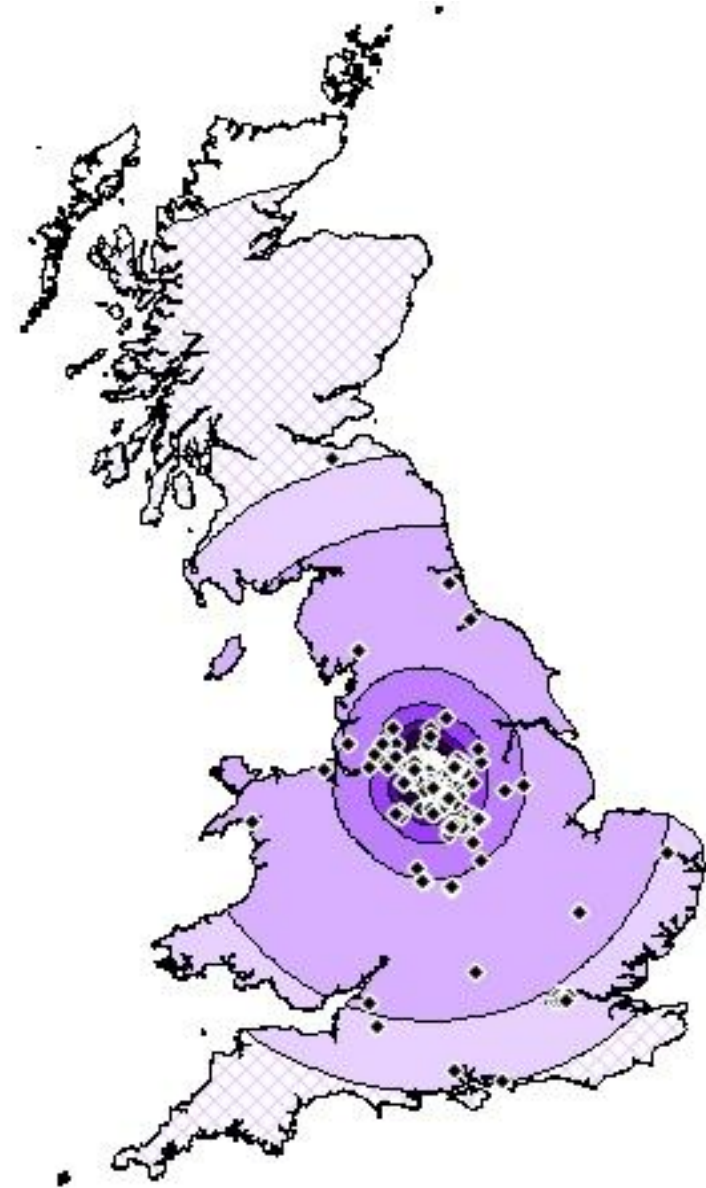
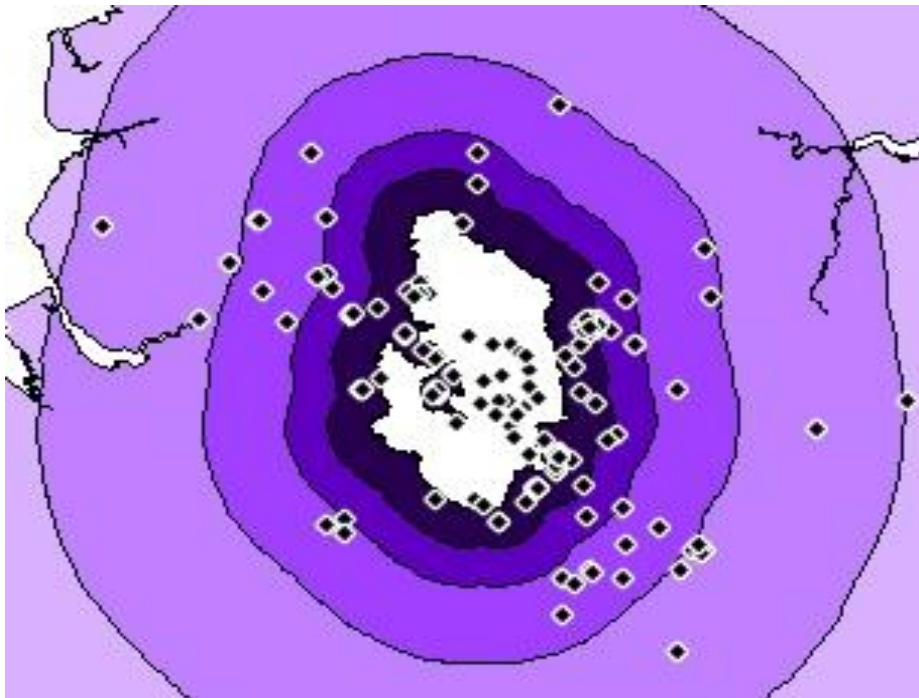
Method of Travel

- 64% usually travel to the Peak District by car
- 27% usually travel by public transport (bus or train)
- Two-thirds use public transport at least once a month

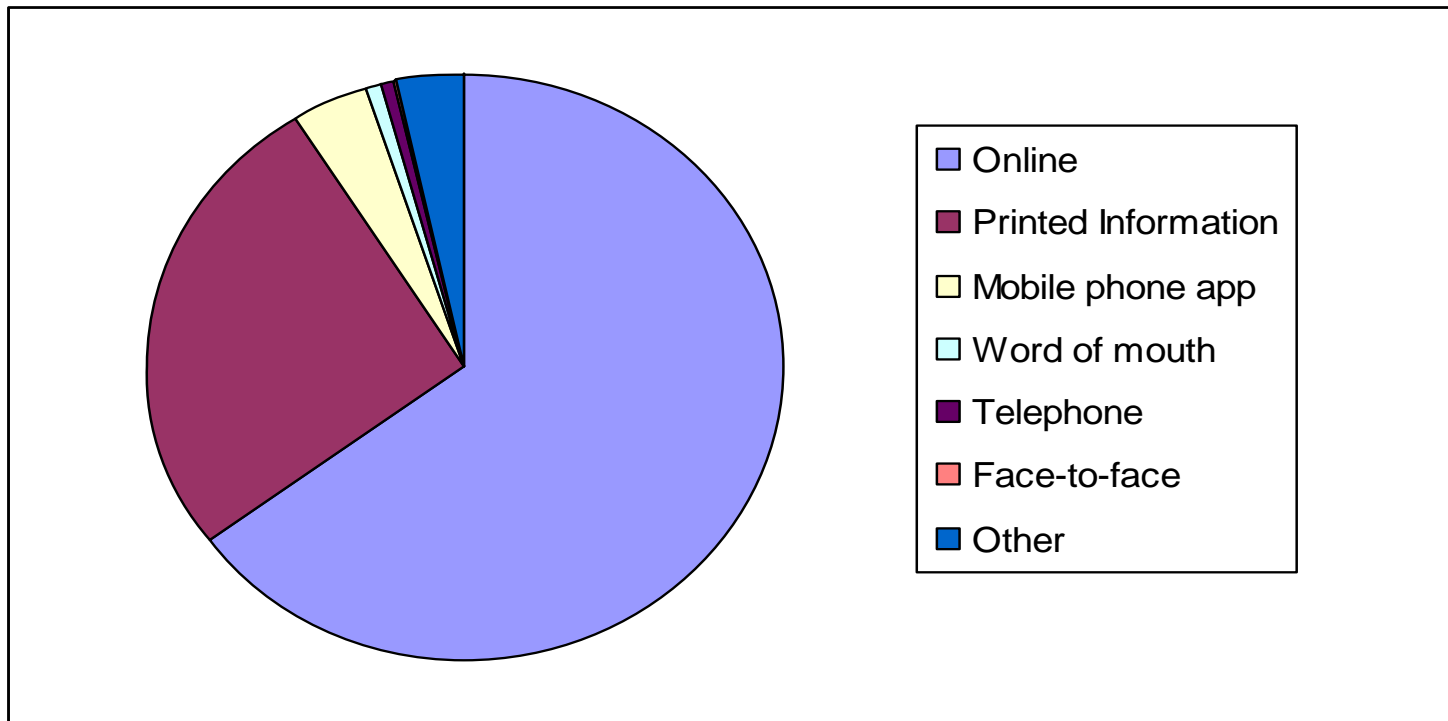


Distance Travelled

- 78% lived outside the Park
- But 68% lived within a 10-mile radius of the NP boundary



Sustainable Transport Information



- **Two-thirds** prefer to receive public transport information **online**
- One-quarter still prefer printed information, such as leaflets and timetables, but only 27% would be prepared to **pay** for it

Sustainable Travel Website

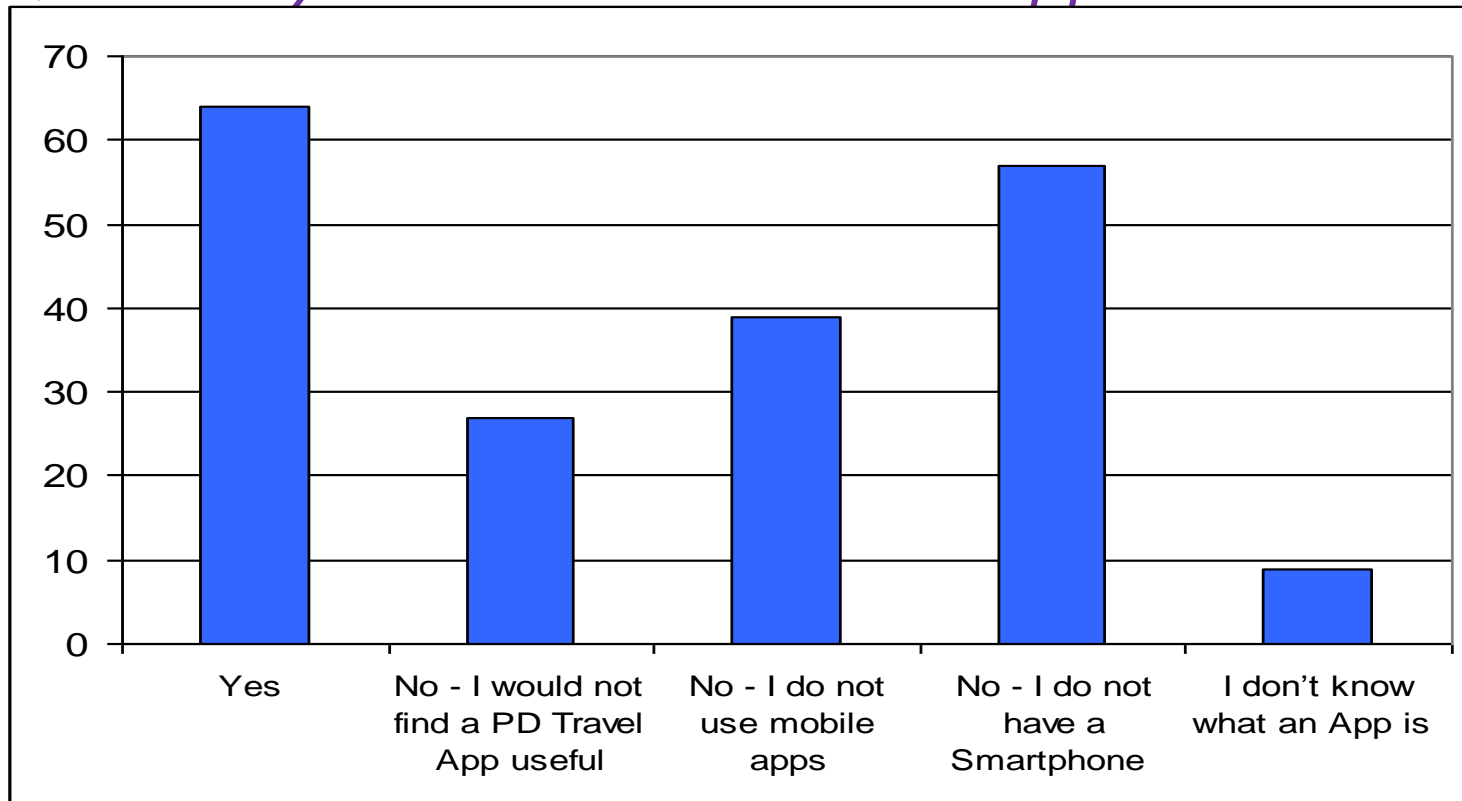
- **83%** would find it useful to have a **single website** with information about how to plan their journey in and around the Peak District, including public transport information ie. Bus & train times



Integrated Ticketing & Apps

- 61% would like to be able to buy a ‘travelcard’ for the Peak District (+26% unsure)
- Mixed views about mobile apps:

Q. Would you use a Peak District App?



Encouraging public transport use

Most popular changes that would encourage people to use public transport in the PD more:

1. More frequent bus services
2. More direct bus routes
3. 'Hail & Ride'
4. Travelcards
5. Better online travel information
6. Better information about linking journeys

Sustainable Travel Website

- **83%** would find it useful to have a **single website** with information about how to plan their journey in and around the Peak District, including public transport information ie. Bus & train times



Next Steps ...

- Development of an integrated sustainable travel website for:
 - Public transport information
 - Journey planning
 - Linking with tourism & recreation

