

PEAK DISTRICT NATIONAL PARK

VISITOR SURVEY 2005

Performance Review and Research Service

Peak District National Park Authority Visitor Survey 2005

Member of the Association of National Park Authorities (ANPA)

Aldern House
Baslow Road
Bakewell
Derbyshire
DE45 1AE

Tel: (01629) 816 200

Text: (01629) 816 319

Fax: (01629) 816 310

E-mail: aldern@peakdistrict.gov.uk

Website: www.peakdistrict.gov.uk

Your comments and views on this Report are welcomed. Comments and enquiries can be directed to Sonia Davies, Research Officer on 01629 816 242. This report is accessible from our website, located under 'publications'.

We are happy to provide this information in alternative formats on request where reasonable.

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Glossary of Terms

Moors for the Future Survey – moorland visitor survey undertaken by the Peak District National Park Authority on behalf of the Moors for the Future Project

Additional Survey – Other sites surveyed in order to provide a more complete picture for the whole of the National Park

Interview questionnaire – ten questions asked on site of all visitors interviewed (see Appendix 1)

Post-back questionnaire – set of questions given to one person in each group to fill in and post back (see Appendices 2 and 3)

Visitor – any person who was included in the face to face survey

Respondent – Person replying to the post-back questionnaire

Day respondent – A respondent who has indicated that they have not stayed away from home the night before and/or the night after their visit

Staying respondent – A respondent who has indicated that they have stayed away from home the night before and/or the night after their visit

Day visitor – Anyone present in the group represented by a day respondent on the post-back questionnaire

Staying visitor – Anyone present in the group represented by a staying respondent on the post-back questionnaire

Summary

During 2005 the Peak District National Park Authority questioned almost 30,000 people about their visit. Here are some of the main findings:

Who came?

- People of all ages visited the Peak District although there were fewer visitors aged between 16 and 24 years than any other age group
- There were similar numbers of male and female visitors
- People from a wide range of ethnic backgrounds visited, though the majority were white British
- Just over half of visitors were employed - a fifth were retired and just under one fifth were students
- Less than one out of every thirty had a mobility problem but just under one group in 10 had a person who felt they had a mobility problem
- People tended to come in groups of about three
- Families made up just over half of the groups although only one group in five included a child (aged under 16 years)
- One group in seven had a dog with them.

When did they come?

- People visited the Peak District throughout the whole year. As you might expect, there were generally fewer visitors during the winter than any other time of the year
- Most people visited regularly with half coming at least every three months. Less than one in ten had never been to the Peak District before
- Most visited on a Saturday or Sunday, with over half only coming at the weekend.

Why did they come?

- Almost everyone came to the Peak District to see the scenery and about half to enjoy the peace and tranquillity
- Around half came because they had been before and over a quarter because they lived locally.

What did they do?

- Most people came by car or van with an average of three people
- People got involved in a wide range of activities including climbing, cycling and sightseeing - but the most popular activity was walking
- On average people spent about £9.65 during their visit, although one in three did not spend anything
- One in three visited more than one location during the day. These other locations were very varied as were the activities the people did there.

How long did they stay?

- A quarter of visitors spent at least one night away from home and half stayed in the National Park
- People staying generally spent three or four nights away and the most popular types of accommodation were caravan or camping, a hotel or staying with friends or relatives
- For each day of their visit, most people stayed less than three hours in the National Park.

What did they think about their visit?

- 99 people out of every 100 surveyed, enjoyed their visit and 97% said they were likely to return.