



YORKSHIRE DALES
National Park Authority

Yorkshire Dales National Park Authority

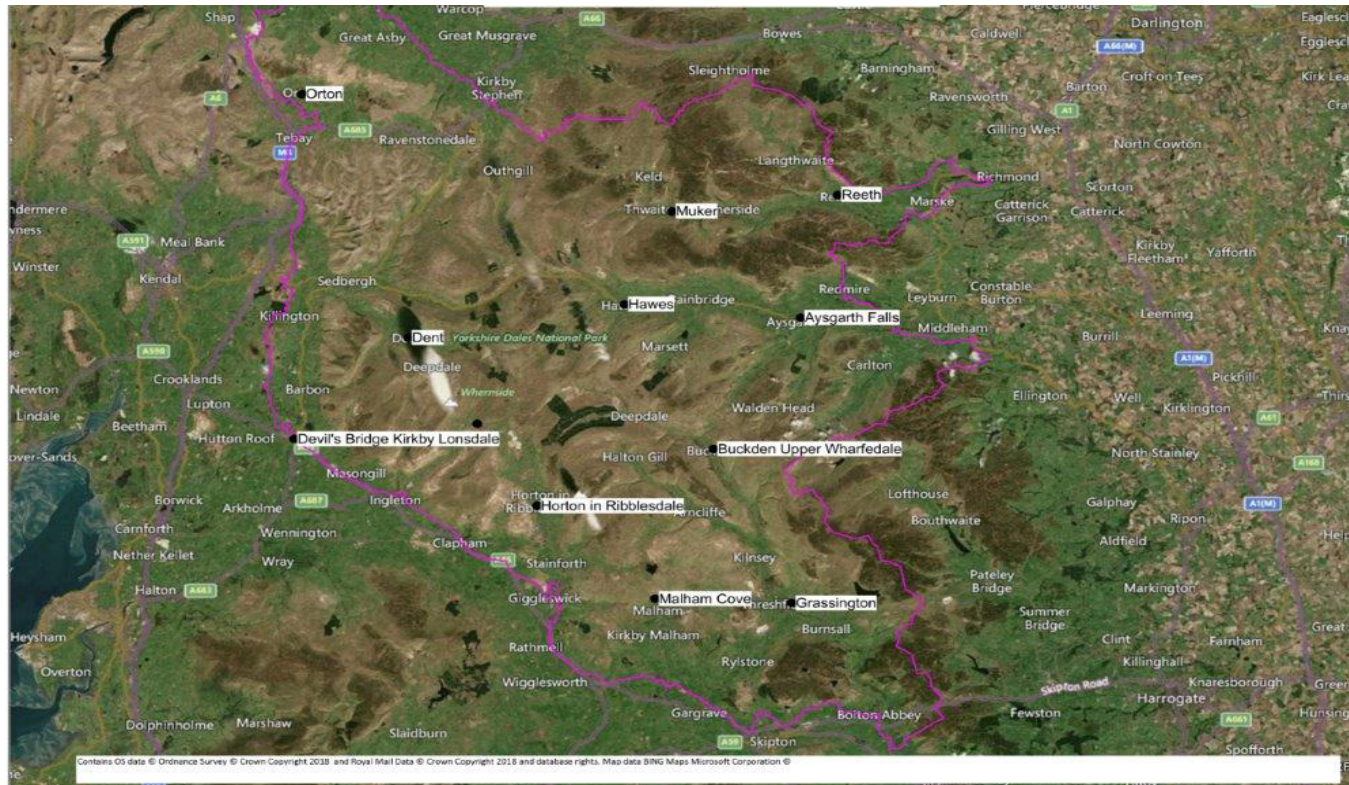
Results from Customer Survey 2017



information by design

Methodology – 652 interviews in the YDNP area – 12 locations including new locations of Orton and Devil's Bridge

- 652 Face-to-face interviews conducted with visitors to the Yorkshire Dales National Park at 12 locations from July to October – pre – mid – and post high season



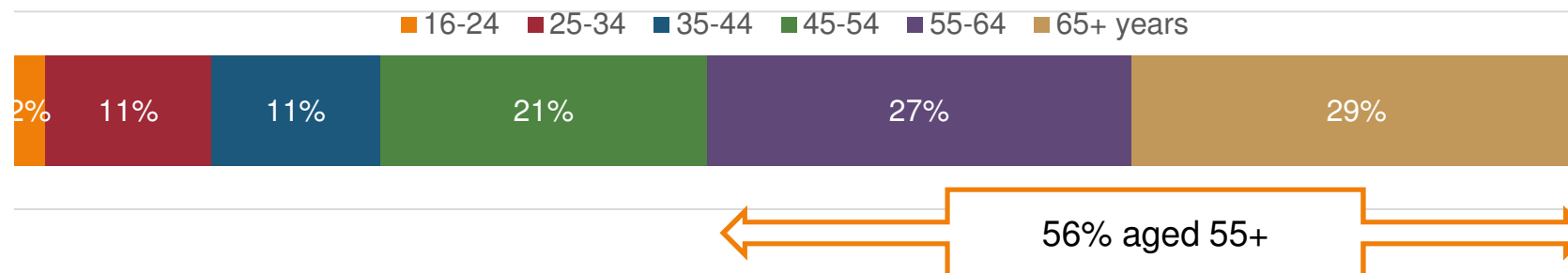
- Aysgarth Falls, Buckden, Dent, **Devil's Bridge near Kirkby Lonsdale***, Grassington, Hawes, Horton in Ribblesdale, Malham Cove, Mucker, **Orton***, Reeth, Ribblesdale

*New locations within the extended National Park

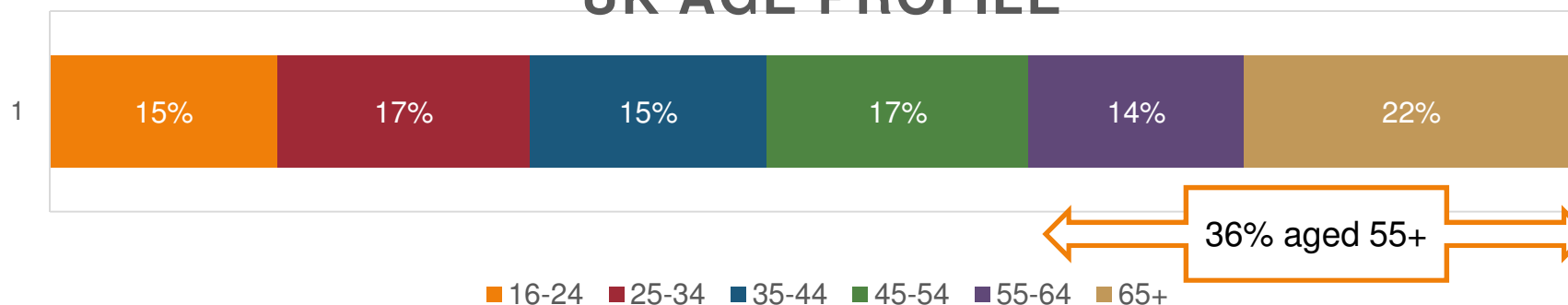
VISITOR DEMOGRAPHICS

YDNP Visitors have older profile than the UK population - higher proportion from older age groups– 56% aged 55+, 36% nationally

AGE GROUP – YDNP VISITORS



UK AGE PROFILE



Source of UK Age profile: 2016
Mid-year population estimates

Base: 651

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Compared with UK population profile, visitor profile similar gender, lower LTLI and higher White British

GENDER

50% 
Male

50% 
Female

UK Population
51% Male
49% Female-
(Source: Mid-year
population
estimates 2016)

LTLI

12% 
Yes

88% 
No

England and Wales
18% have
long-term limiting
illness
(Source: Census 2011)

ETHNICITY

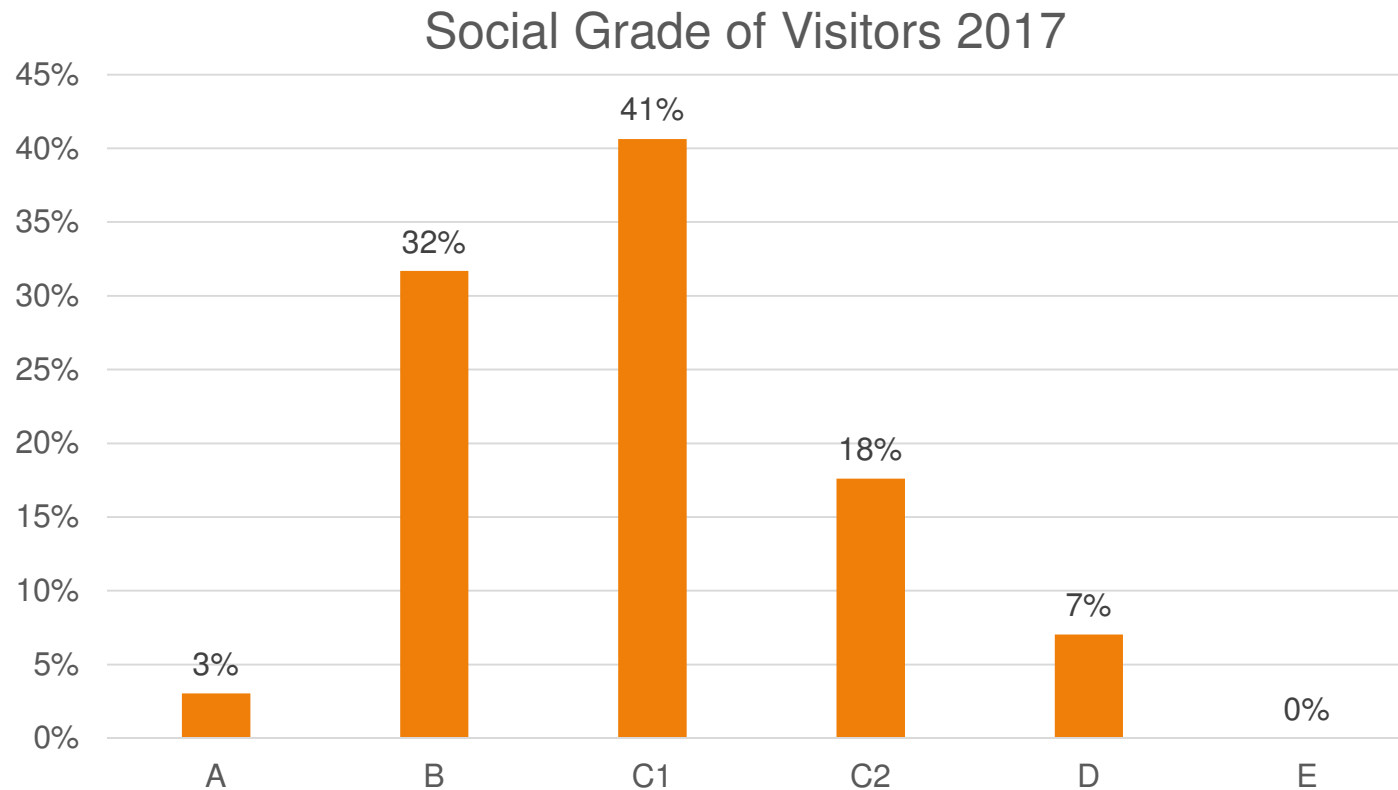
91% 
White British

7% 
White Other

3% 
Other Ethnic Gro

England and Wales
80% White British
5% other White ethnic group,
14% other ethnic group
(Source: Census 2011)

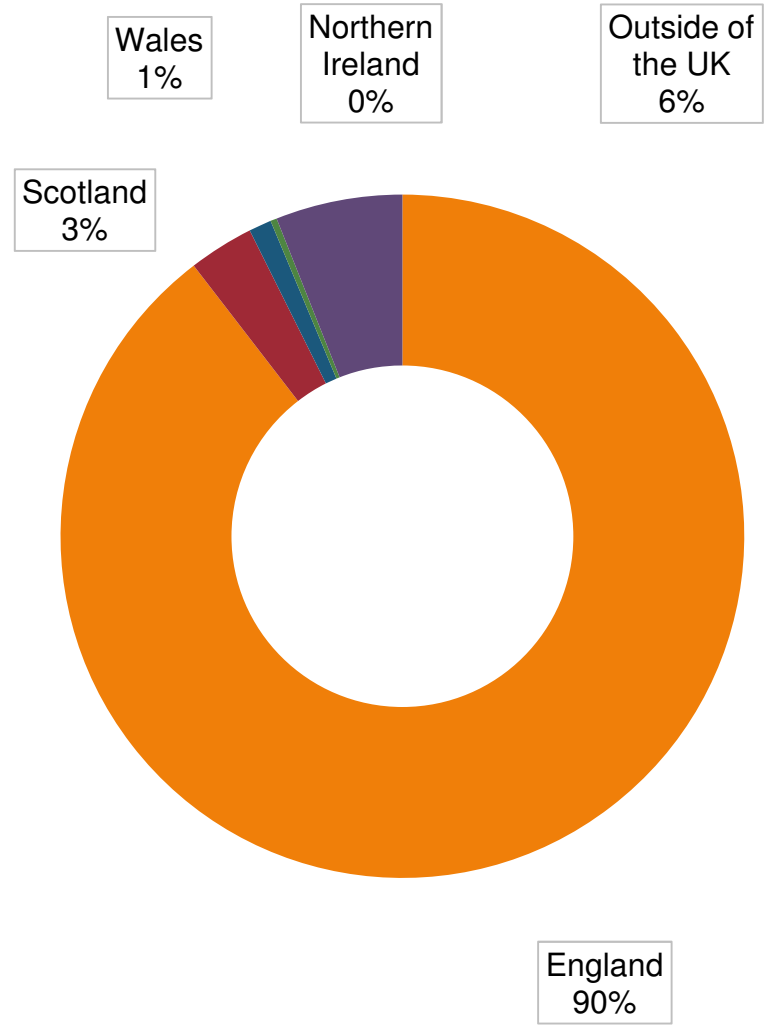
35% of visitors were social grade AB – higher than England and Wales (23%)



England and Wales: AB - 23%, C1 - 30%, C2 - 22%, DE - 25%

94% of visitors from across the UK – 6% from outside the UK

Home locations of interviewees in YDNP



Base: 651 Q: Please could I take your home postcode? Q: Where do you live? Enter Town and Country. If Overseas also record country



VISIT DETAILS

3.5 mean party size, 18% in party containing children, 43% day and 58% overnight – 4.49 mean number of nights stayed

VISITOR KEY FACTS

3.5



Mean Party Size

18%



Parties with children

43%



Day Visitors

58%



Staying overnight

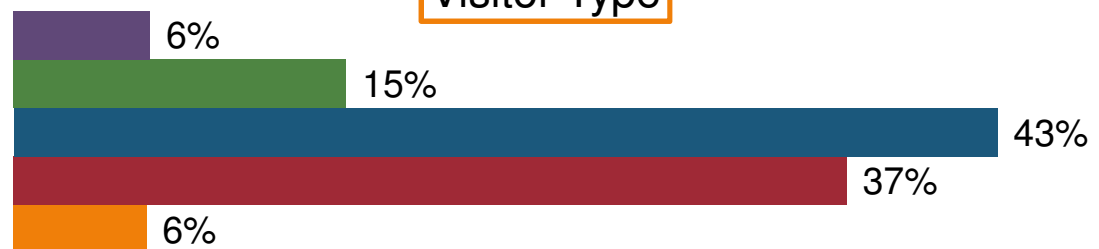
4.49



Mean number of nights

- The mean party size was 3.5
- 18% of respondents were in a group that contained children
- 43% were day visitors
- 58% were staying overnight
- The mean number of nights they were staying was 4.49

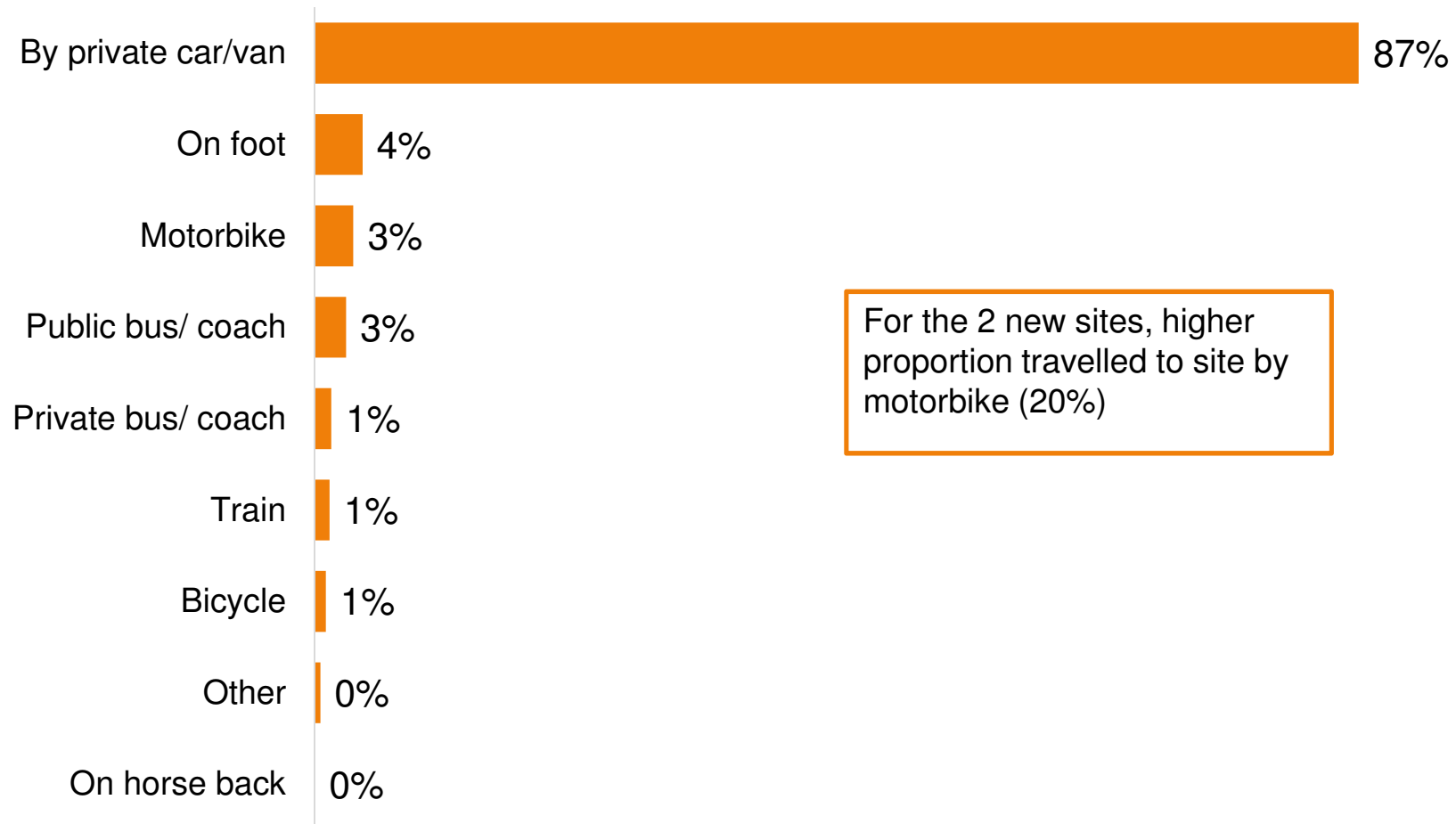
Visitor Type



- Outside of the UK
- Staying overnight outside the Yorkshire Dales National Park
- Staying overnight in the Yorkshire Dales National Park
- On a day Visit from home outside the Yorkshire Dales National Park
- On a day Visit from home within the Yorkshire Dales National Park

87% had travelled to the location they were interviewed by private car or van

Method of travel



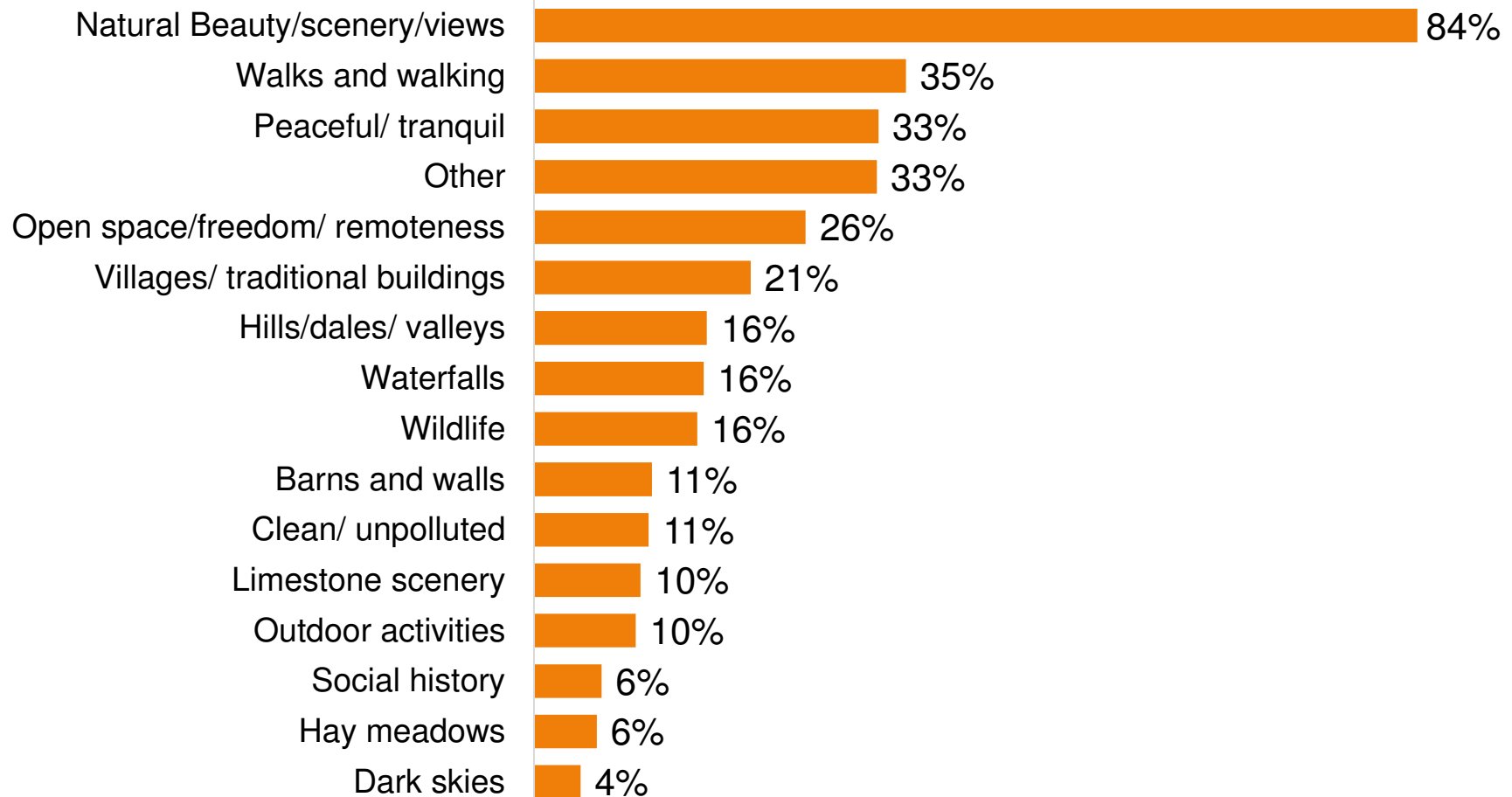
Been before, scenery/landscape/connecting to nature top reasons for visiting

Main Reason for Visiting



Over four-fifths see natural beauty, scenery and views as a special quality of YDNP; walks and walking, peaceful/tranquil also feature

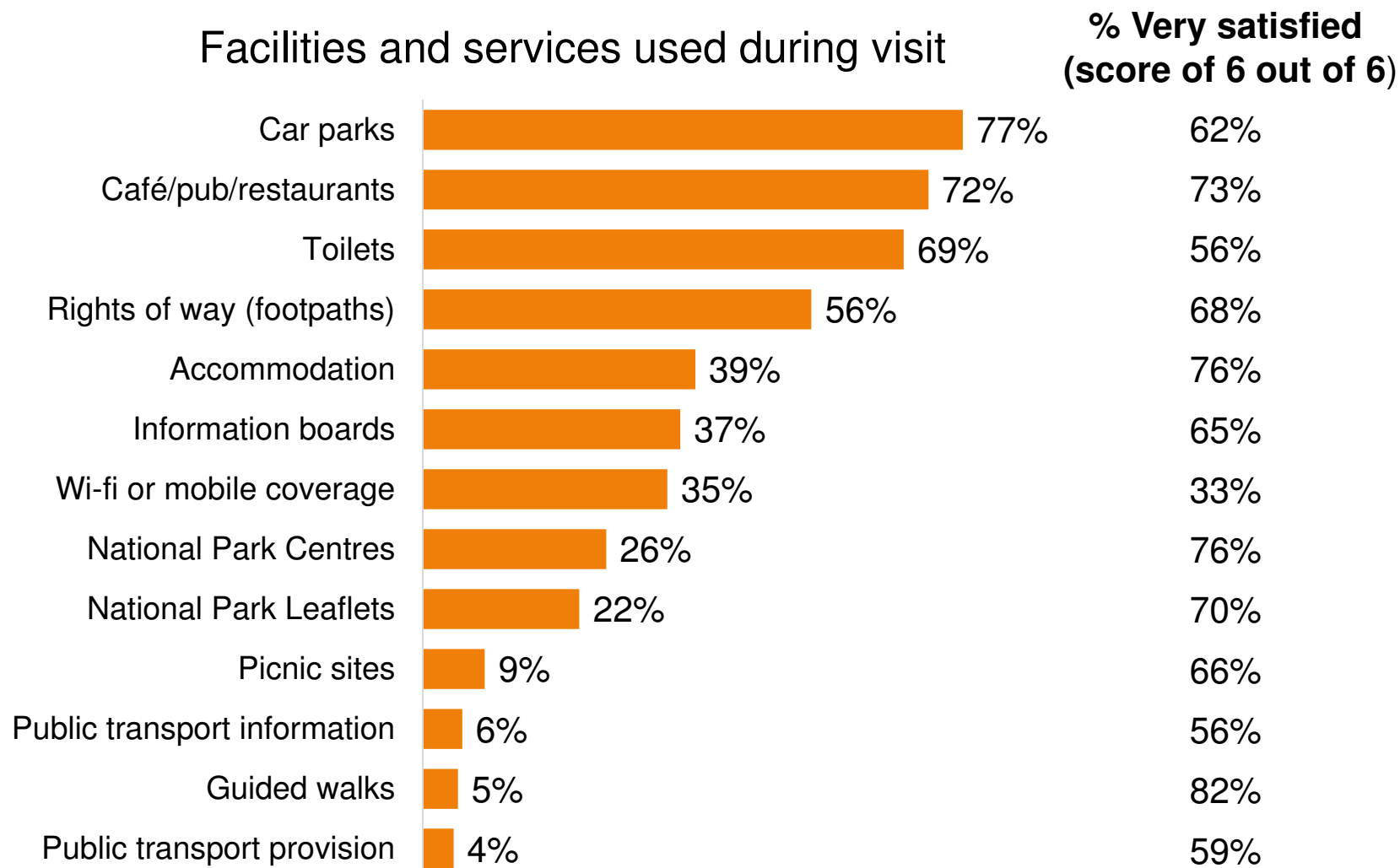
Special Qualities



Cafes and tea rooms, general sightseeing and walking for more than one hour top activities during visit – but **main** activities walking, general sightseeing and visiting attractions



Car parks, cafes, pubs and restaurants and toilets most used facilities and satisfaction levels generally high - lower for Wifi/mobile coverage and public transport information/facilities

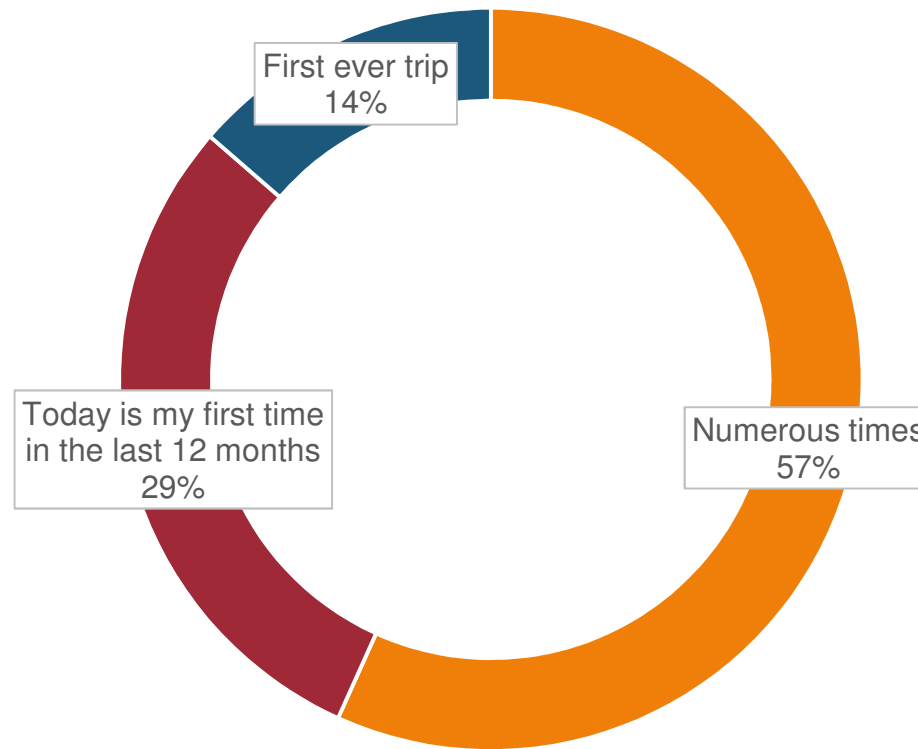


Base: 652 Q: During your visit to the Yorkshire Dales have you used any of the following facilities or services? Q: On a scale of 1 - 6 (where 1 is not at all satisfied and 6 is very satisfied) how satisfied or dissatisfied were you with the standard of...?



86% had visited the Yorkshire Dales National Park before

Number of times visited YDNP in last 12 months



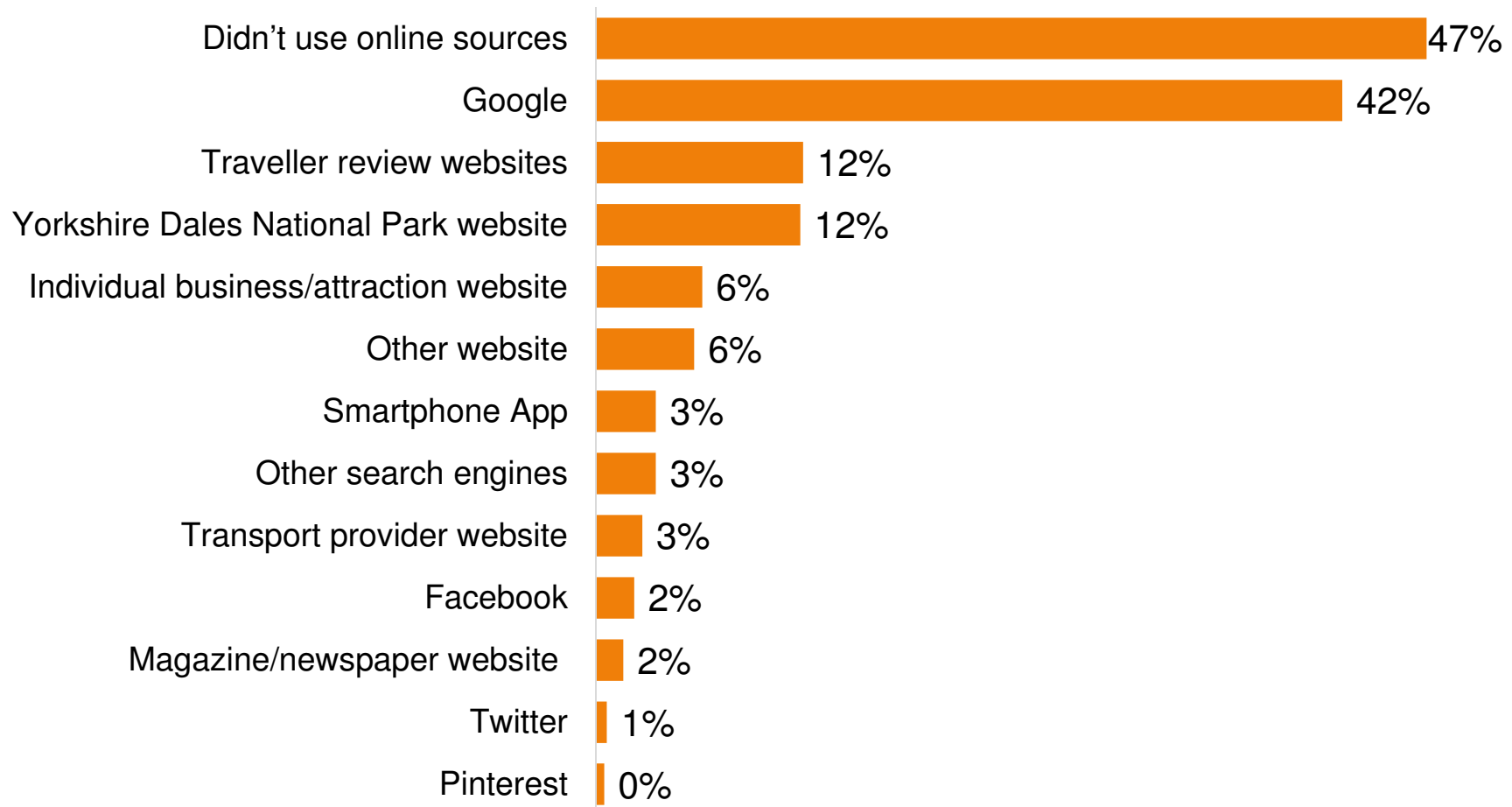
■ Numerous times ■ Today is my first time in the last 12 months ■ First ever trip

VISITOR INFORMATION, DECISION MAKING AND AWARENESS OF YDNP

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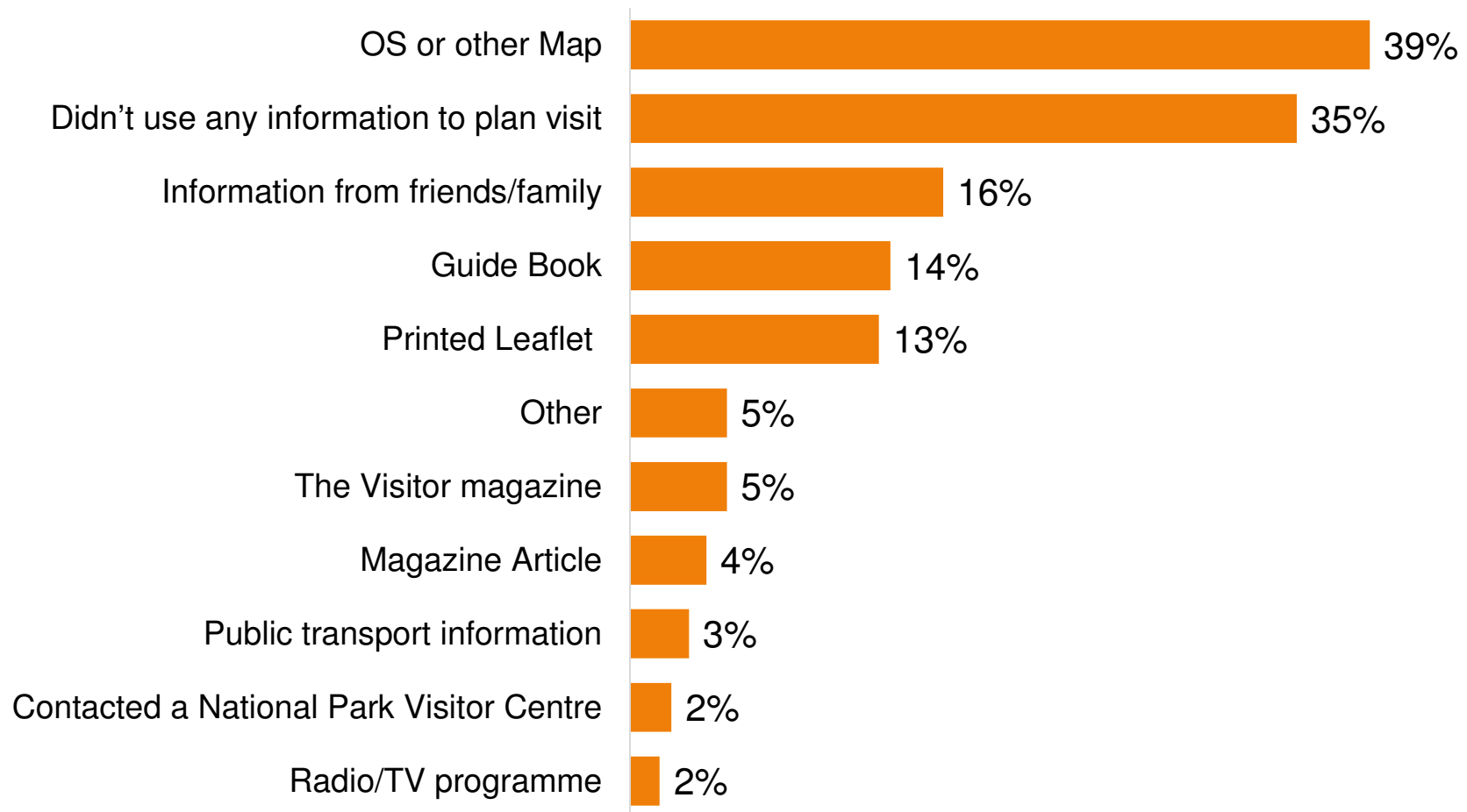
53% used online information when planning visit – Google top online source used – 1 in 10 use traveller and YDNP websites

Sources of online information used for planning



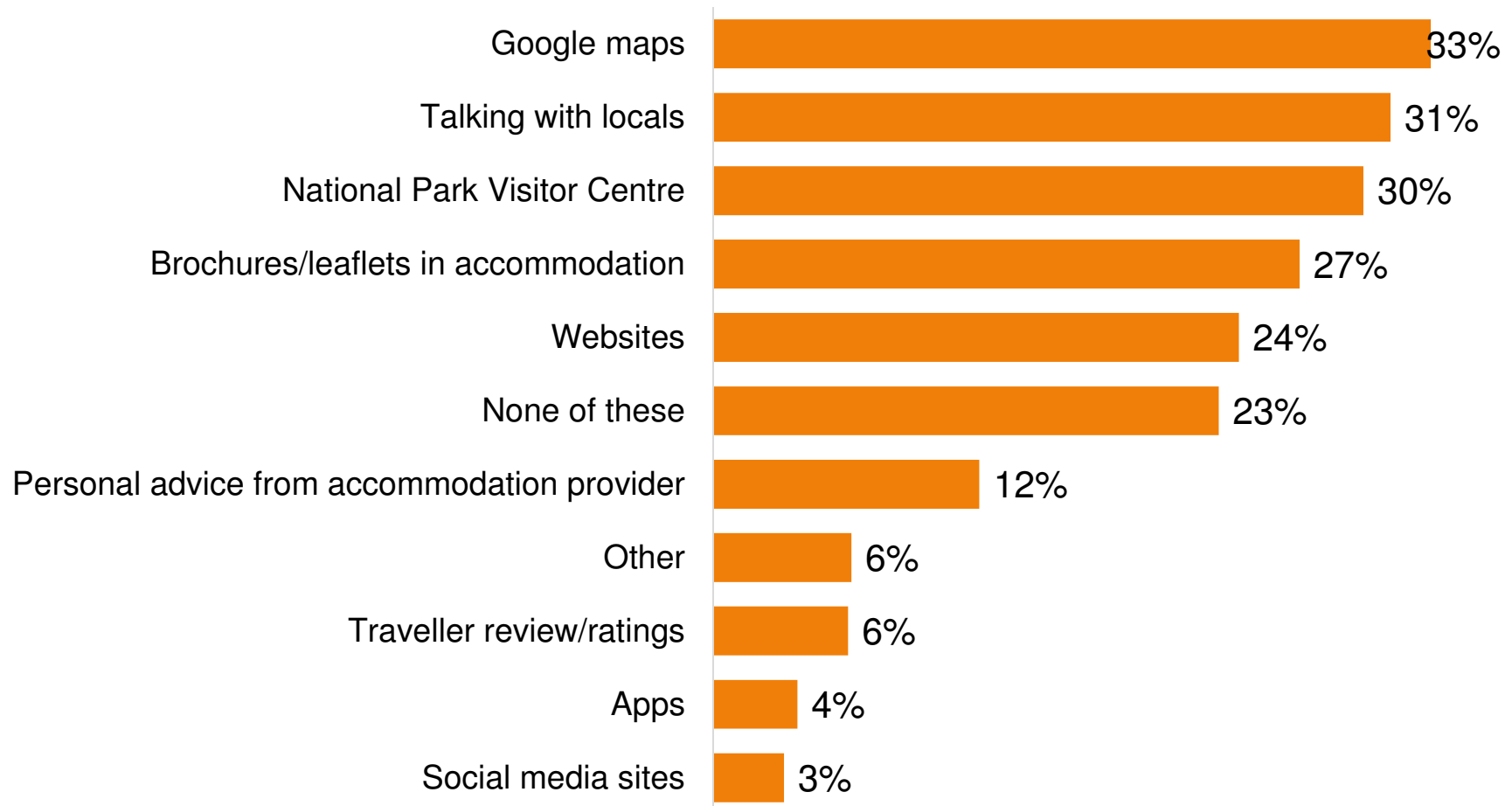
65% had used off-line information when planning visit – maps top information source used but 1 in 3 did not use information

Other sources of information used for planning



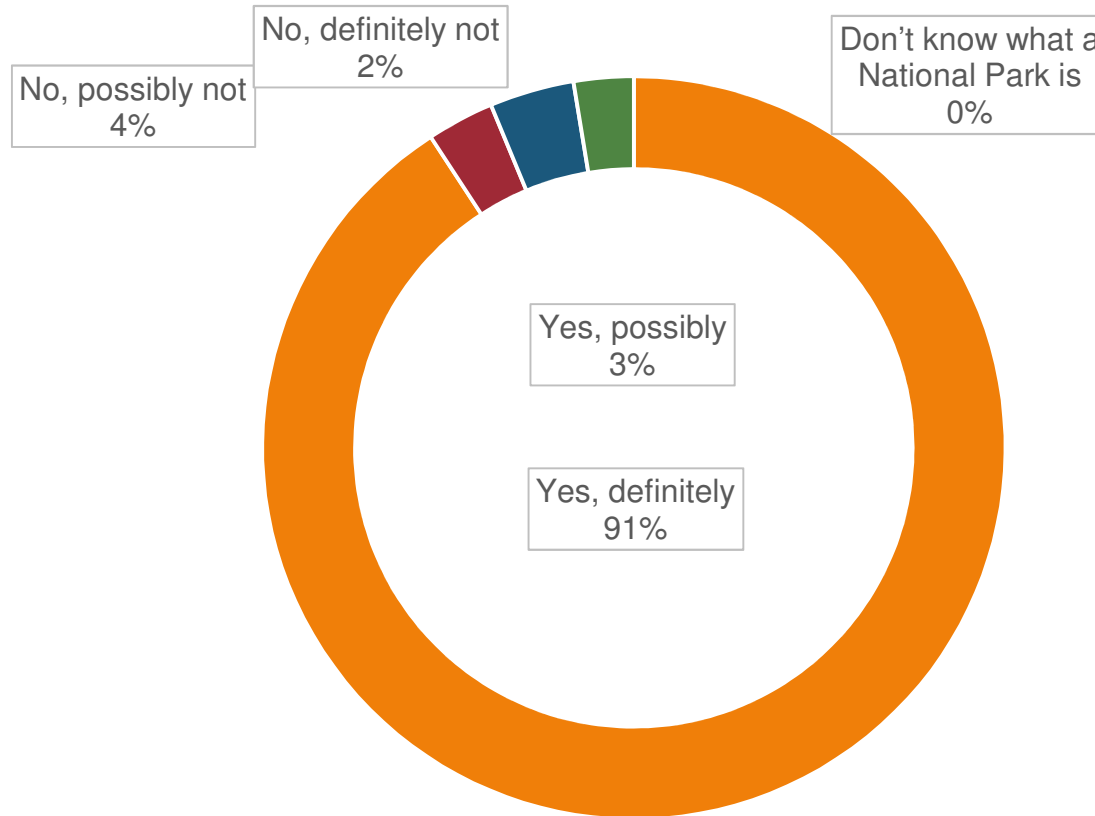
One-third used/planned to use Googlemaps as source of information during visit – but similar proportions rely on talking with locals, NP visitor centres and brochures/leaflets in accommodation

Information sources used (or will use) during visit



94% were aware the site they were interviewed at was part of YDNP

Awareness that area is part of YDNP



■ Yes, definitely ■ Yes, possibly ■ No, possibly not ■ No, definitely not ■ Don't know what a National Park is

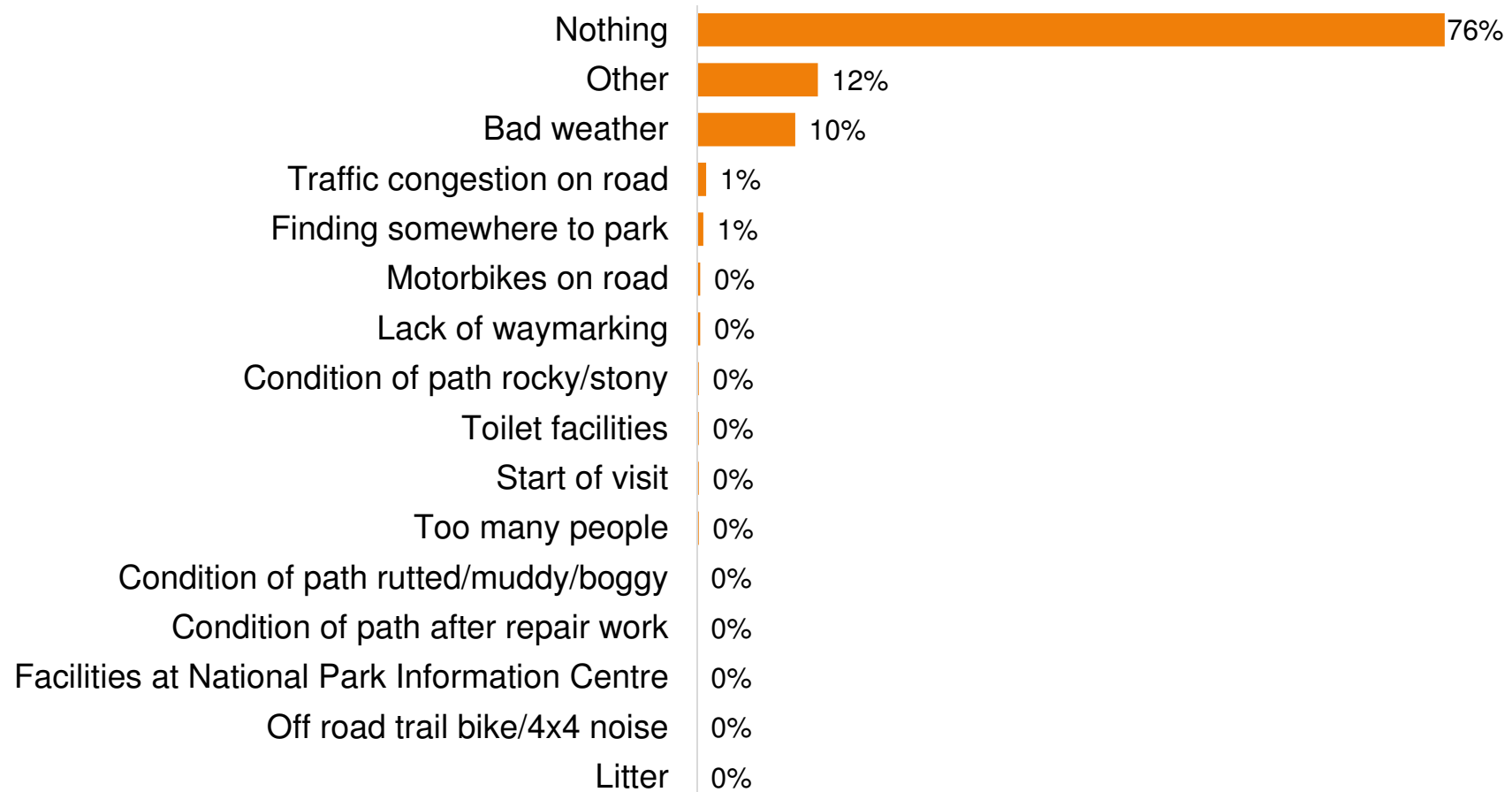


VISITOR ENJOYMENT, SATISFACTION AND RECOMMENDATION

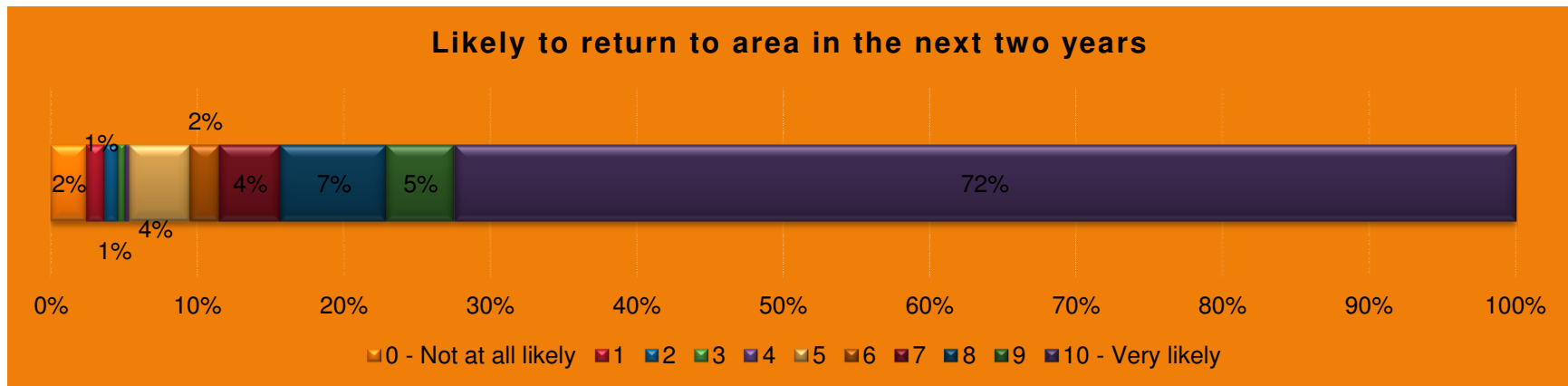
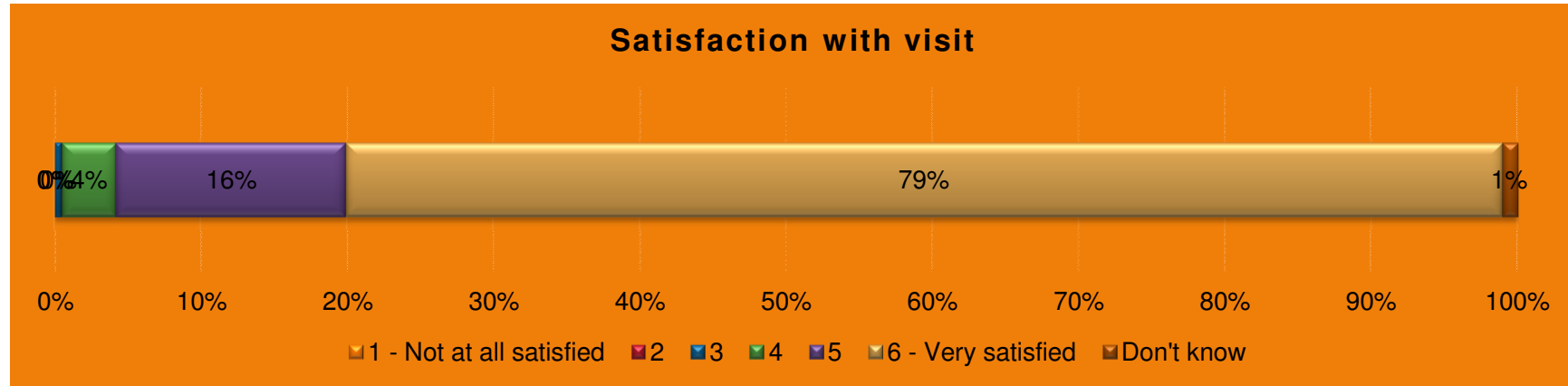
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Over three-quarters said 'nothing' spoils the enjoyment of their visit to YDNP – 1 in 10 said bad weather

Spoilt enjoyment of visit



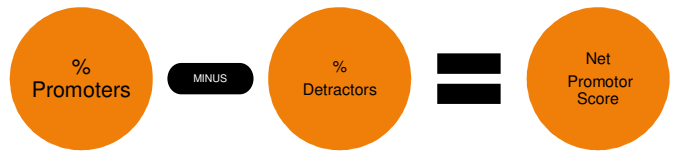
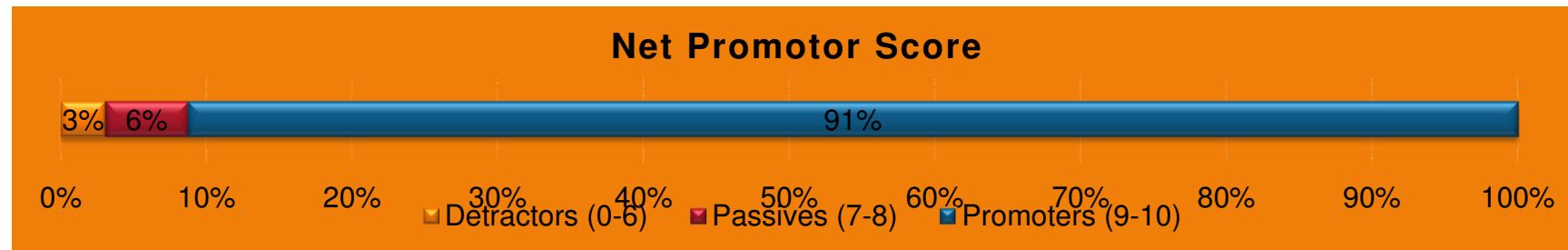
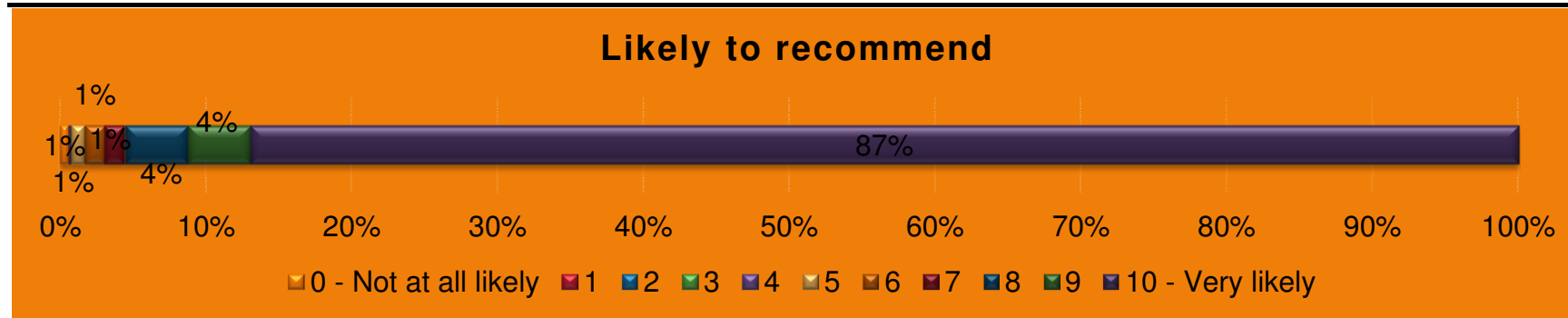
95% satisfied (5 or 6 out of 6); 79% likely to return (9 or 10 out of 10) – very high scores



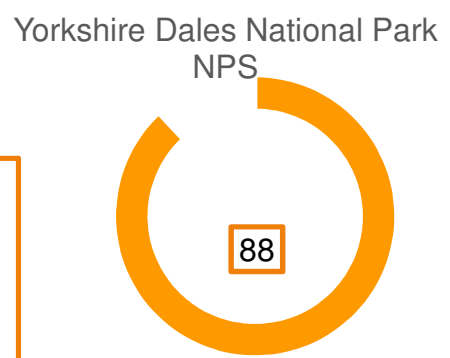
Base: 652 Q: Taking into account what you have enjoyed about your visit and what (if anything) has spoiled your visit, on a scale of 1 - 6 (where 1 is not at all satisfied and 6 is very satisfied) how satisfied or dissatisfied are you overall with your visit to the Yorkshire Dales National Park?



Net promoter score – 88% – very high in comparison to major brands



- Net Promoter Score (NPS) used to understand customer recommendation.
- Calculation - subtract % giving score of 0-6 (detractors) from % giving score of 9 or 10 (promoters).
- Scores of 7 or 8 classed as 'passives' - not included.
- For YDNP - 91% of respondents promoters and 3% detractors – high compared to major brands



	McDonald's Type: B2C Size: L	-8
	Pizza Hut Type: B2C Size: L	78
	Starbucks Type: B2C Size: Large	77
	KFC Type: B2C Size: L	53

Base: 652 Q: 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 recommend this area to your friends and family?



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