

North York Moors National Park Residents' Survey 2023

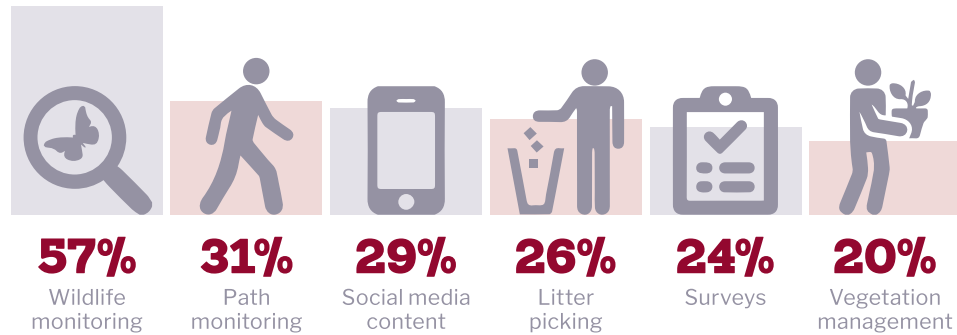
For more information about the survey, go to northyorkmoors.org.uk/tourism

Residents' profile



Volunteering opportunities

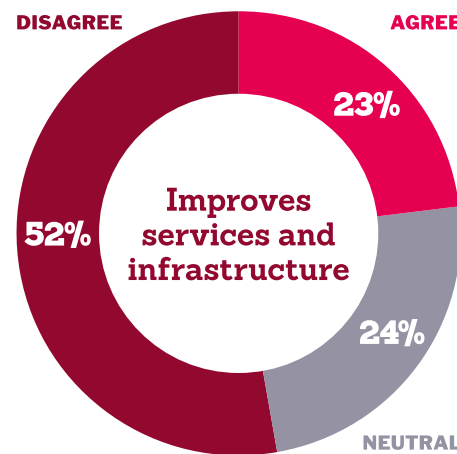
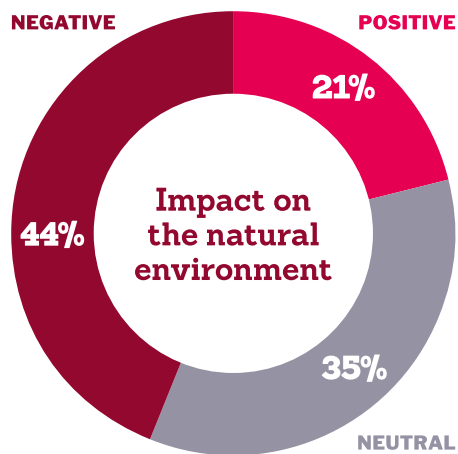
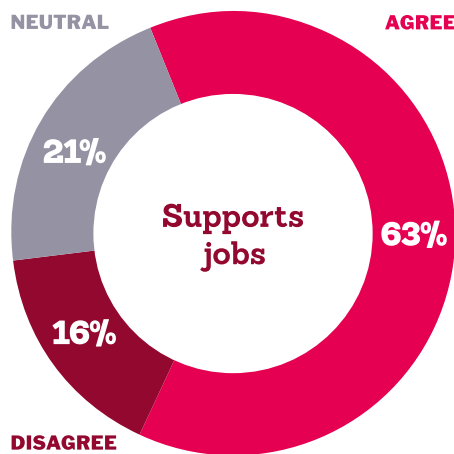
Residents were asked which volunteering opportunities they thought would be popular with visitors.



The role of tourism



Tourism business owners thought that tourism was more important, affected the environment more positively and agreed more that it supports jobs and improves services, and less that it causes congestion and delays, and limits parking.



Coastal area residents feel more negatively about this

Key insights

- ✓ **56%** of residents rate tourism in the National Park as very important/important
- ✗ **76%** believe tourism increases traffic congestion
- ✓ **63%** agree that tourism supports jobs in food, retail and other sectors
- ✗ **70%** feel tourism limits parking spaces



Perceived negative impacts on communities

Over **94%** feel tourism negatively impacts on the housing market

Visitor behaviour and motivations

Key themes on the perceived positive impacts of tourism



- 1 Economic benefits e.g. Jobs, business creation
- 2 Investment in conservation
- 3 Connecting with nature/health and wellbeing

Key themes on the perceived negative impacts of tourism



- 1 Littering and dog fouling
- 2 Overtourism
- 3 Vehicles
- 4 Control of dogs
- 5 Housing affordability/second and holiday homes
- 6 Noise and light pollution