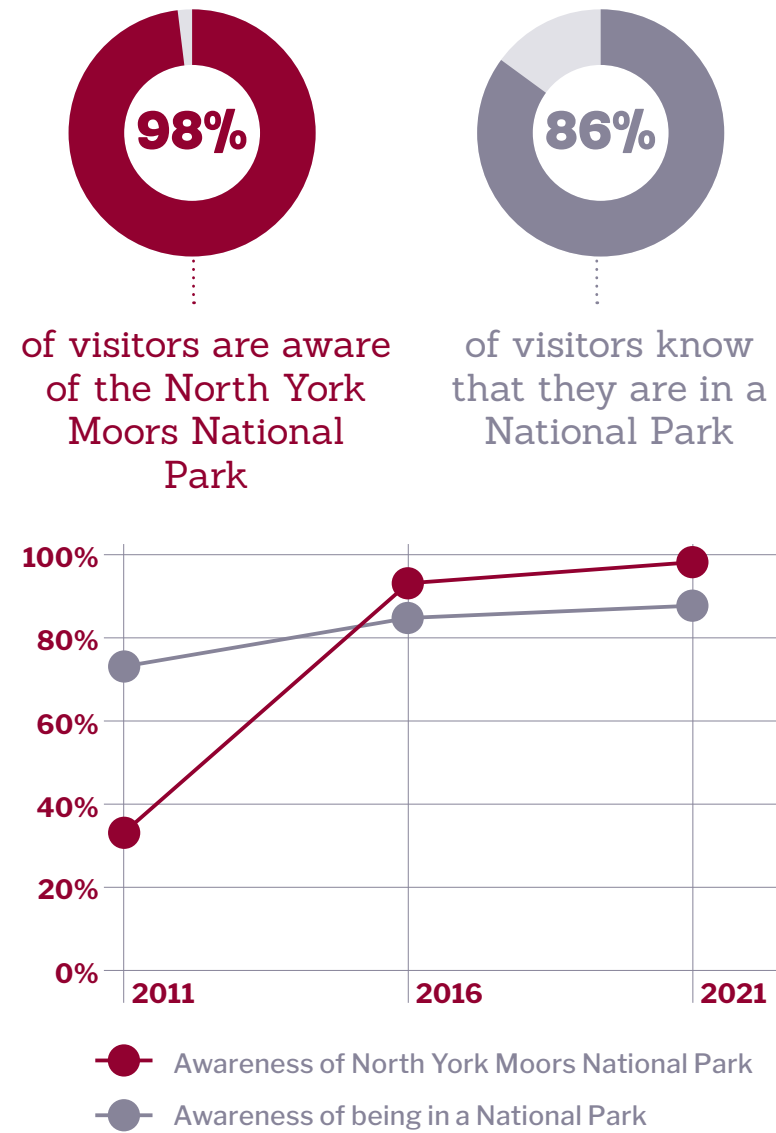


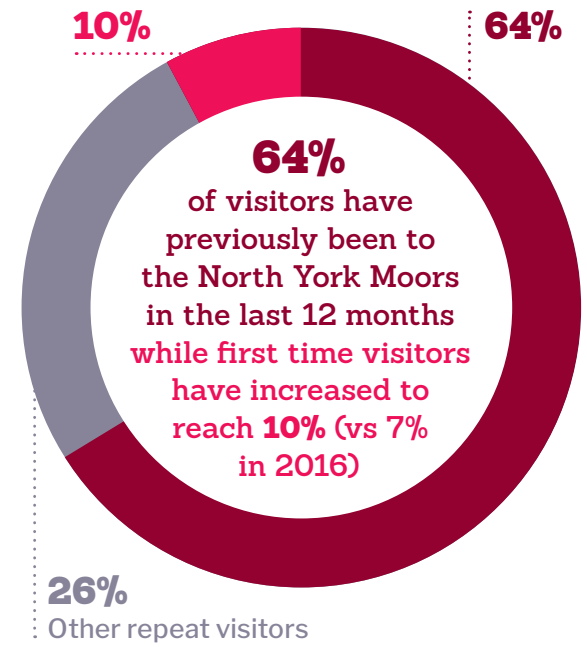
# North York Moors National Park Visitor Survey 2021

For more information about the survey, go to [northyorkmoors.org.uk/tourism](http://northyorkmoors.org.uk/tourism)

## Visitor awareness

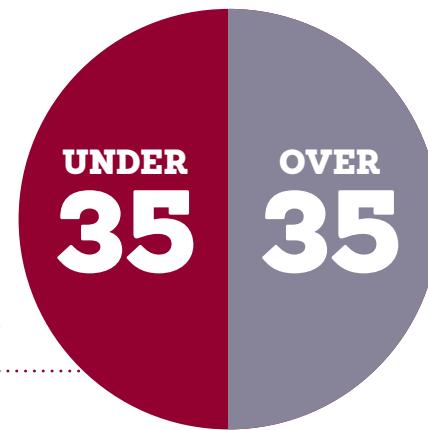


## Visitor profile

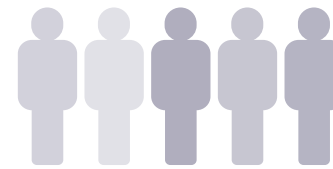


North York Moors has a broad appeal across all age categories, equally split between those <35 and 35+

Those aged 16-34 have increased by 43% since 2016



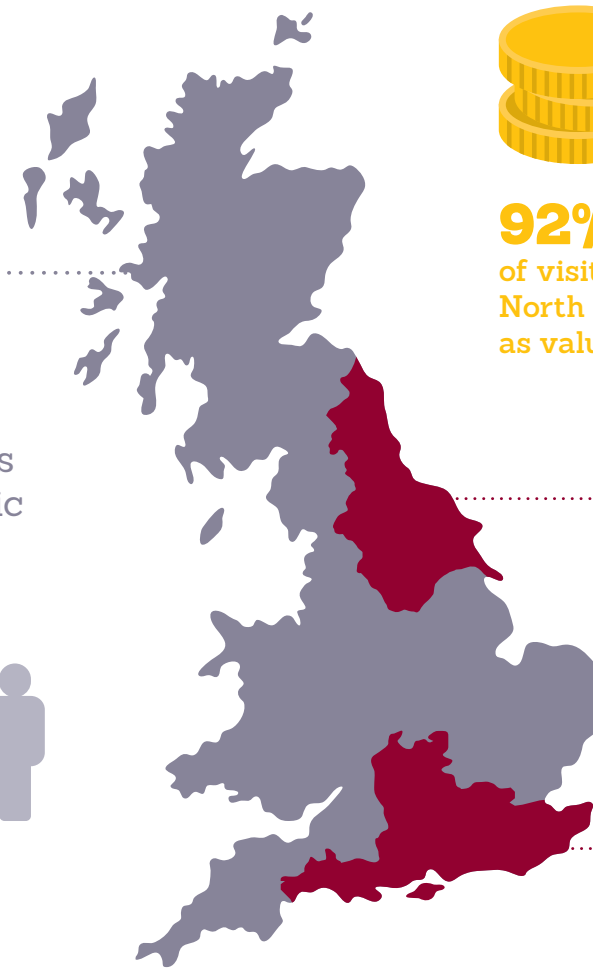
5% of visitors are from ethnic minorities (vs 1% in 2016)



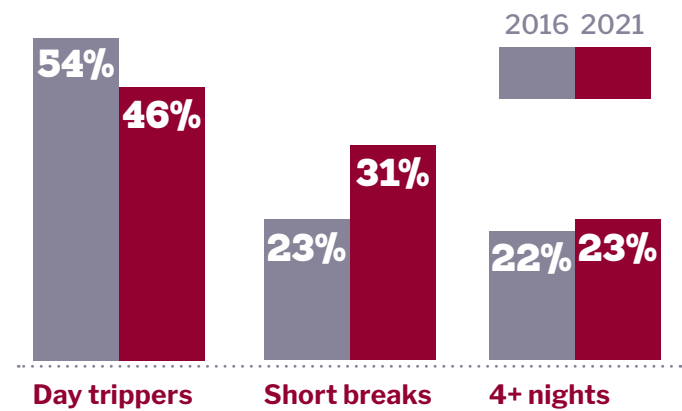
92% of visitors rate the North York Moors as value for money



92% of visitors rate the North York Moors as very good



Just under half of visitors are on a day trip, while the largest increase is seen in those coming on a short break (+35%)



## Visitor behaviour and motivations

Favourite activities are:

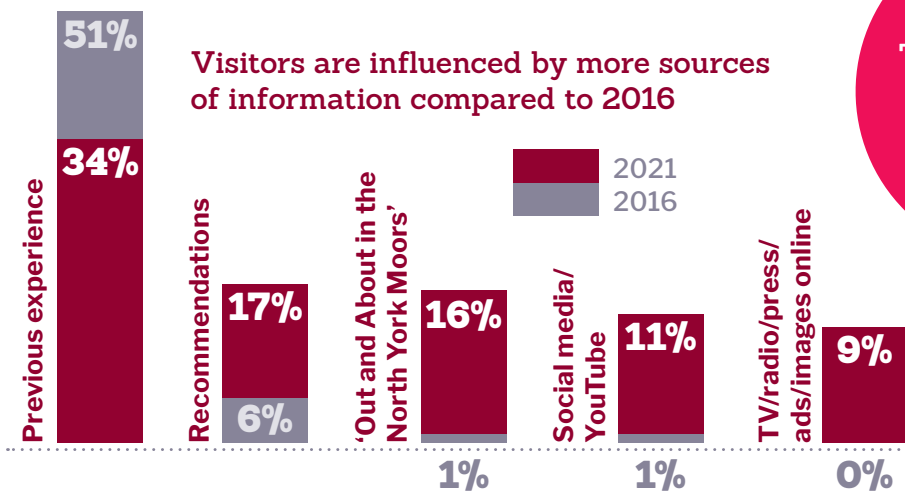
- Eating out
- Walking
- General sightseeing
- Visiting the beach

Activities showing the strongest growth:

- Cycling/mountain biking
- Visitor attractions
- Nature experiences
- Stargazing



NATIONAL PARK STATUS influences 76% of respondents to visit



The beautiful unspoilt scenery, getting close to nature and wildlife, and peace and tranquillity are the most important factors when visiting the North York Moors

All three are important to 96%+ of respondents



North York Moors National Park