North York Moors Visitor Survey 2016

Visitor awareness:
- 92% of visitors are aware of the North York Moors National Park
- 83% of visitors know that they are in a National Park
- 51% are aware of 3 or more of the special qualities of the North York Moors National Park, with awareness highest for the natural beauty, open space and walks/outdoor activities

Visitor profile:
- North York Moors appealing mainly to post families even in the school summer holidays – 55% are described as post family
- 77% of visitors are from the North of England, with 25% growth in the proportion from the North-East and North-West since 2011
- Just over half of the visitors interviewed (54%) were on a day trip, with 23% on a short break and 22% staying for 4 nights or longer

Priorities for North York Moors National Park Authority work in the near future:
- Protection, conservation and maintenance of the National Park are areas that visitors think need to be prioritised by the National Park Authority over the next four years
- All three of the measures were ranked as important by more than half of the respondents
- 62% of visitors have been to the National Park more than once in the last 12 months, with most visiting twice
- 7% first time visitors
- 22% 12 mths – 5 years
- 10% over 5 years

Frequent Visitors:
- The unspoilt scenery, peace and tranquility, and getting close to nature and wildlife are the most important factors of a visit to the North York Moors
- All three are important to 90% of respondents
- Preferred activities are:
  1. eating out
  2. walking
  3. visiting the beach

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