



National
Trust

What do we know
about our visitors to
the outdoors?



National Research

Monitor of Engagement with the Natural Environment

(Natural England commissioned survey)



How did people spend their money?

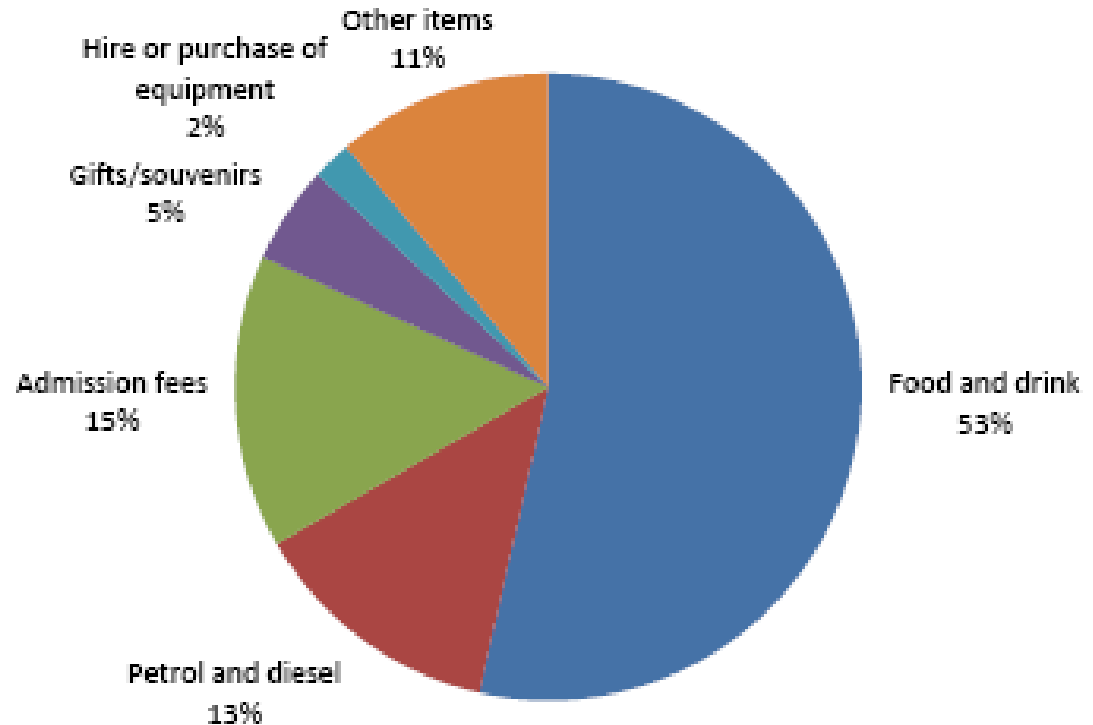


Figure 6-6 Distribution of expenditure on visits by category of spend (%)



Why do people visit?

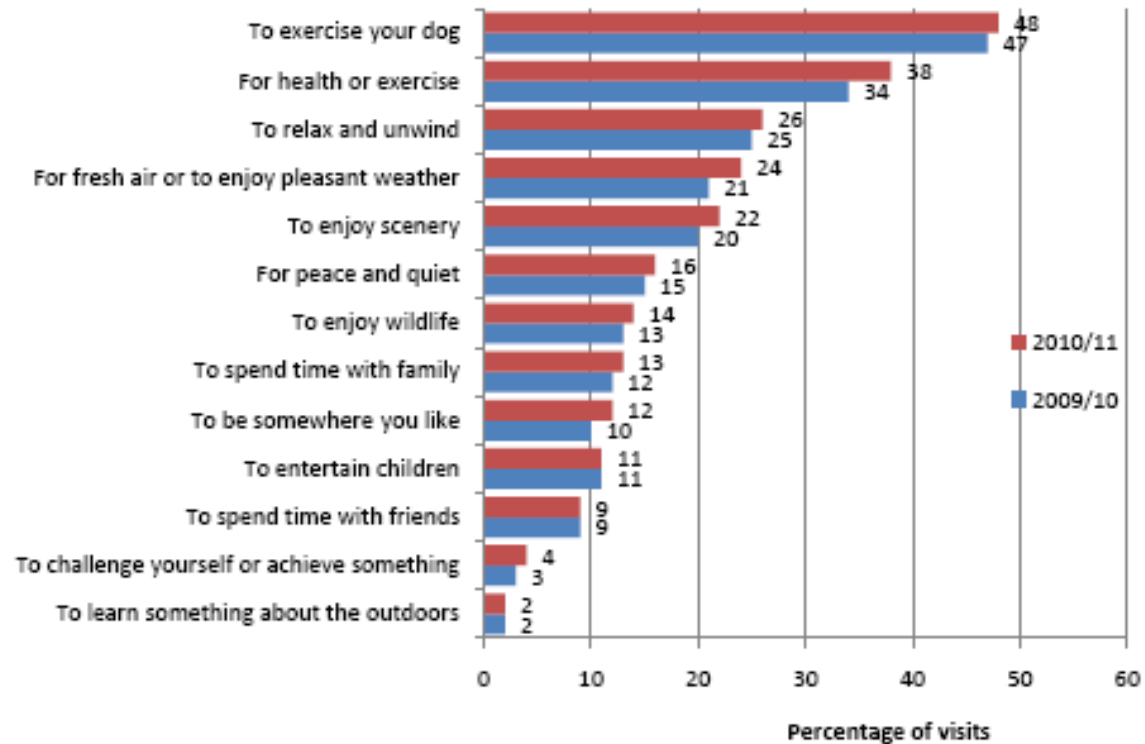


Figure 7-1 Reasons for taking visits to the natural environment (%)



Regional Research

Yorkshire Visitor Survey

(commissioned by Welcome to Yorkshire)



Yorkshire Visitor Survey



Source: Regional Visitor Survey 09/10



Range of activities broken down by areas within Yorkshire

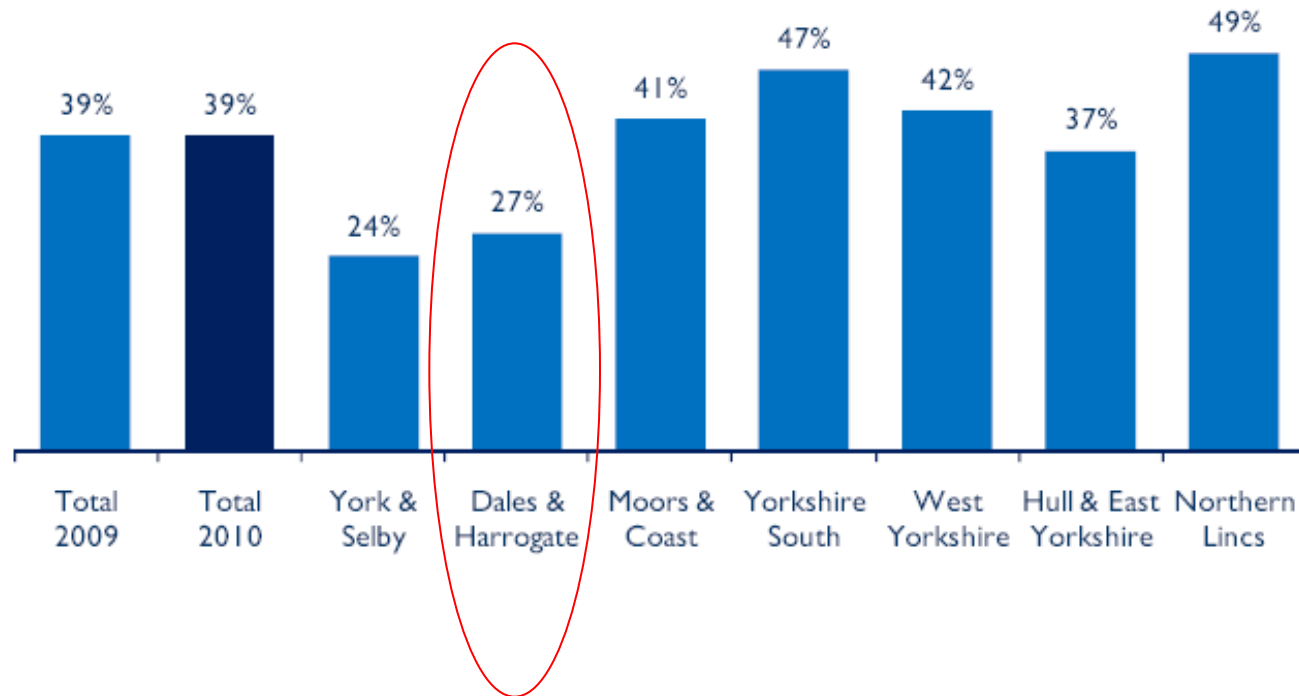
Activities undertaken

Activities - all	Total 2009	Total 2010	York & Selby	Dales & Harrogate	Moors & Coast	Yorkshire South	West Yorkshire	Hull & East Yorkshire	Northern Lincs	Day Visitors	Stayers	First Timers
Eating & drinking out	58%	66%	72%	71%	70%	55%	65%	68%	70%	59%	79%	62%
Stroll around & enjoy the ambience	58%	58%	77%	71%	82%	27%	51%	62%	54%	45%	81%	46%
Shopping	38%	40%	49%	45%	49%	27%	39%	42%	36%	32%	54%	34%
Visit visitor attractions e.g. museums	43%	33%	53%	6%	21%	21%	60%	38%	27%	31%	35%	40%
Short walk (up to 2 hours)	29%	32%	10%	38%	58%	30%	25%	13%	42%	23%	48%	32%
Visiting historic houses & gardens	26%	30%	36%	48%	37%	27%	15%	29%	22%	25%	39%	30%
Visiting natural attractions	24%	24%	6%	37%	61%	9%	8%	28%	31%	15%	41%	18%
Driving around & sightseeing from car	13%	19%	8%	31%	43%	6%	11%	16%	20%	9%	36%	18%
Visiting friends or relatives	12%	15%	8%	9%	14%	15%	20%	12%	24%	6%	29%	13%
Long walk (over 2 hours)	7%	10%	2%	16%	24%	3%	7%	3%	9%	5%	19%	8%
Base	10752	10856	979	1820	1740	2095	2609	998	615	6777	4090	2835



Family visitors

Parties including children





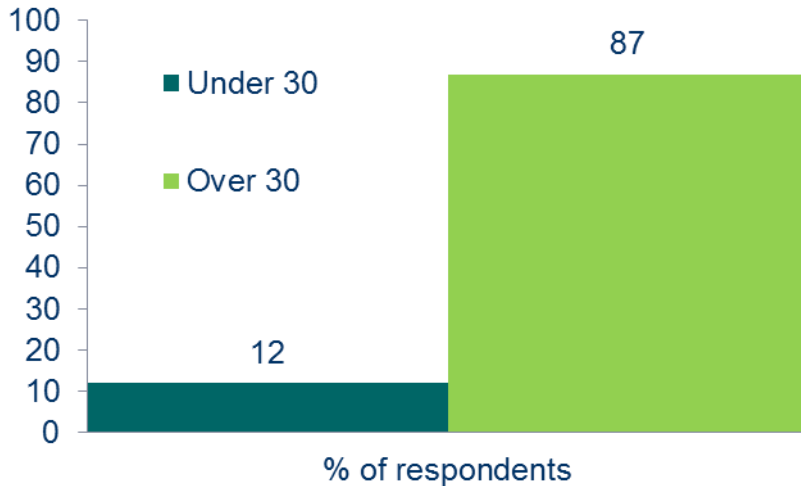
Highlights from Malham Research – Summer 2012



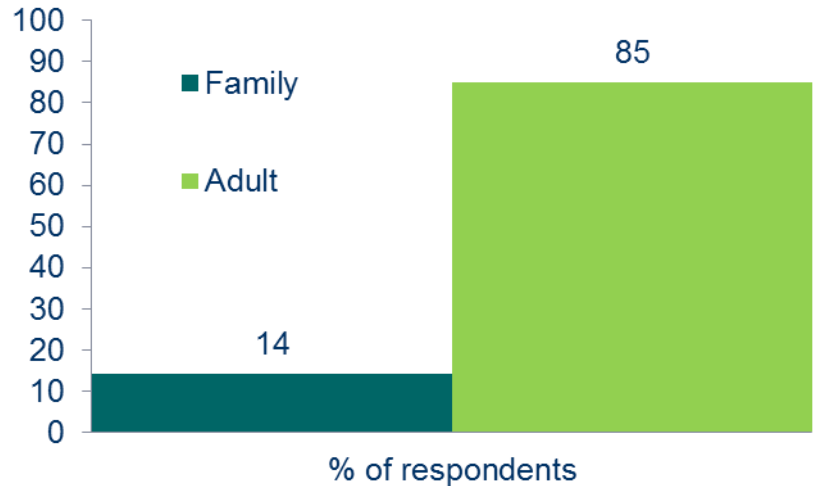
Visitor Profile

Malham largely attracts those over 30 without families

Visitor Profile: Age



Visitor Profile: Family Status



NB: 'Family' is defined by having children under 16 living at home.

- The visitors we interviewed in Malham consisted of a mixture of males and females (49% and 51%).

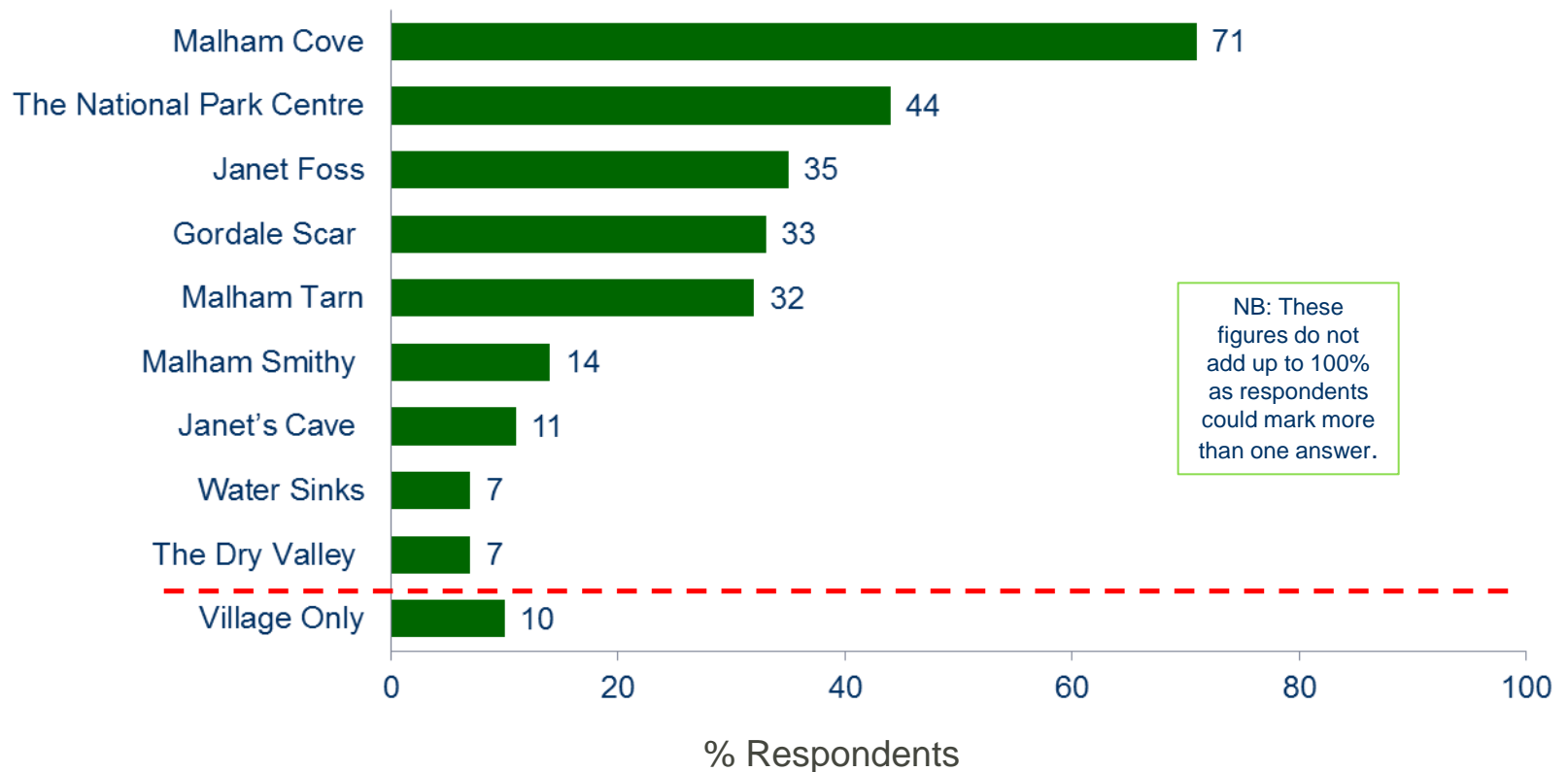
*Balance = DK



Attractions visited whilst at Malham

Almost all, 90%, visit attractions surrounding Malham village

Q10. Have you visited any of the other nearby attractions today? (If you are on holiday and staying in Malham, please think about whether you have visited any of the following during your stay)

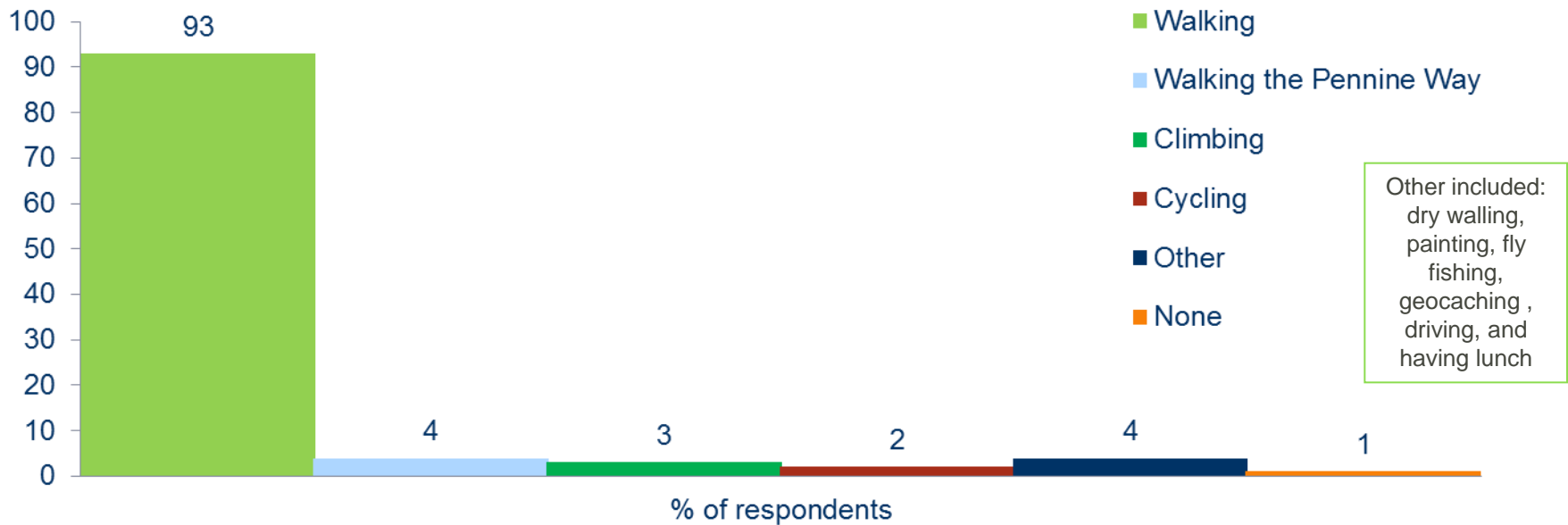




Activities undertaken whilst at Malham

Almost all visitors undertake a walk during their visit

Q11. Whilst at Malham have you undertaken, or plan to undertake any of the following activities?

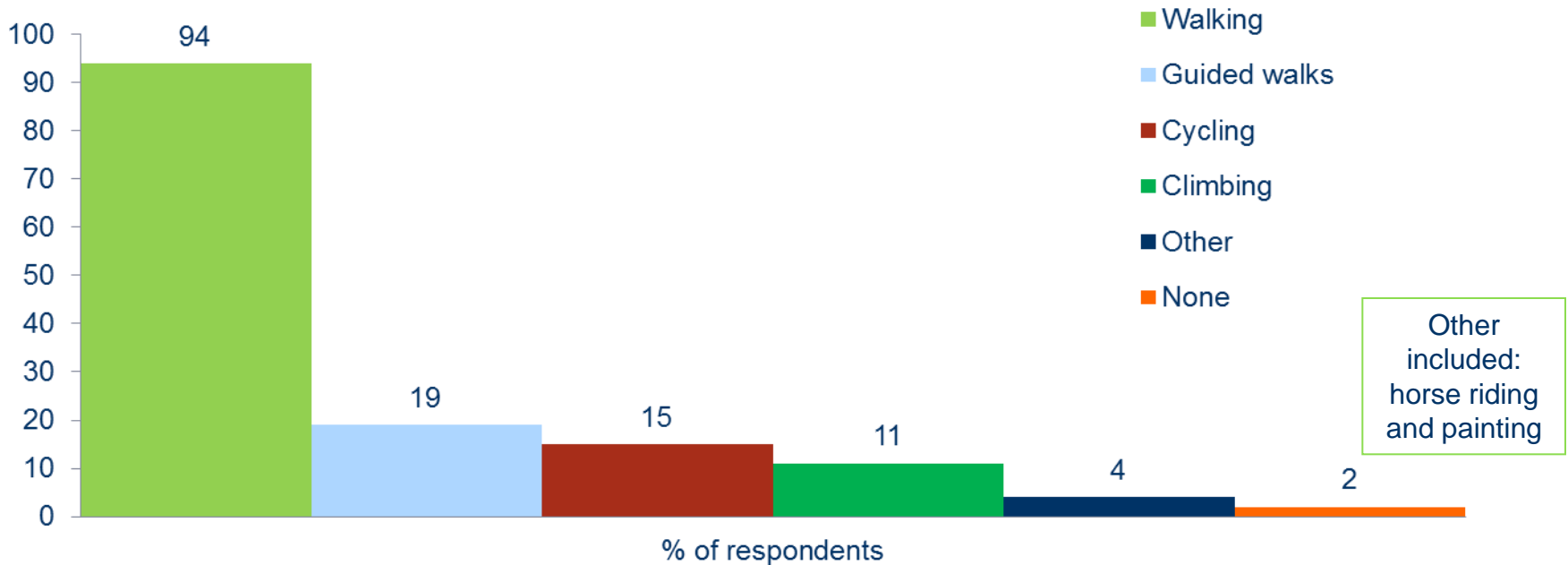




Activities visitors would ideally like to participate in

Almost all feel that walking is an ideal activity to undertake, but some would like guided walks, cycling and climbing

Q25. Whilst at Malham what activities would you ideally like to participate in during your visit if they were available?



- High proportions of Explorer Families feel that guided walks would be ideal (30%). This is lowest amongst Live Life to the Full (13%).

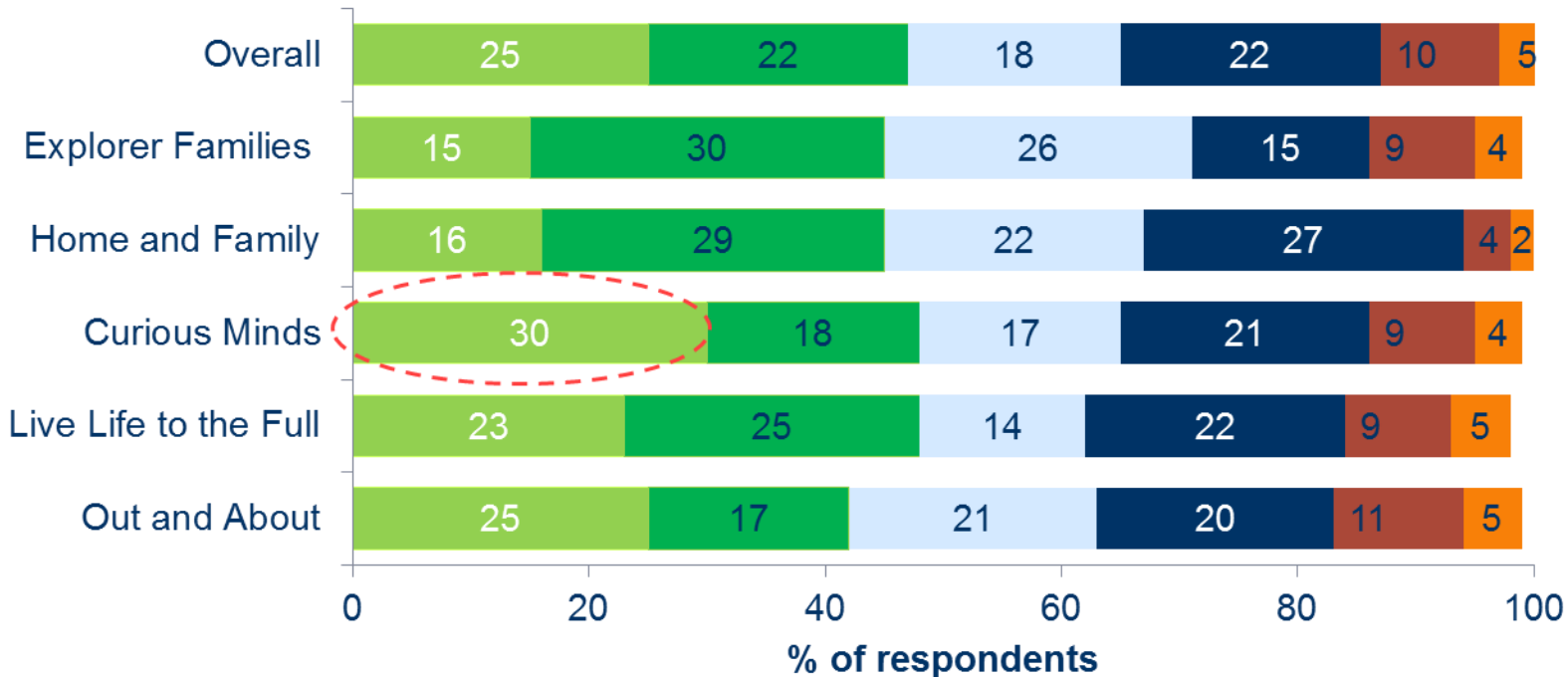


Spend During Malham Visit

Just under half of visitors spend less than £5

Q12. Overall, how much has your party spent during your visit to Malham today (excluding car parking)?

■ I haven't spent any money ■ Below £5 ■ £6-10 ■ £11-20 ■ £21-40 ■ Above 40



NB: Balance = DK/Not Stated

Base: All respondents (501); Explorer Families (53), Home and Family (45), Curious Minds (174), Live Life To The Full (79), Out & About (112),