Lake District National Park Authority
Visitor Management Survey
Survey Conducted: 30 and 31 May 2020

To assist understanding of the visitors we are now welcoming a short poll was organised by LDNPA Commercial & Comms teams. On Saturday and Sunday, those involved in visitor management in the park conducted a quick survey of **351 visitors**. The survey was conducted in Coniston, Keswick, Bowness, Ambleside and Rydal. This is the summary of the results from the last 48 hours.

Full Week Summary

![Pie chart showing visitation patterns](image_url)
WHERE DID YOU COME FROM TODAY?

- Within the National Park: 30%
- Cumbria outside the LDNP: 19%
- Lancashire: 9%
- Greater Manchester: 7%
- Yorkshire: 5%
- Greater Merseyside: 4%
- Midlands: 3%
- Other: 23%

**Before your visit, which of the following things did you do?**

- Use the LDNPA website to check how busy areas were: 35.5%
- Plan your destination AND end up at that destination: 38.7%
- Plan your destination AND change your plan enroute: 55.1%
- Use social media to research your visit: 43.4%
- Bring a picnic and refreshments: 42.2%
- Bring a BBQ: 25.8%
- Bring alcohol: 70.3%

**Before your visit, which of the following things were you aware of before your visit?**

- Not all car parks are open: 58.2%
- Not all toilets are open: 70.3%
- Most shops are closed: 74.6%
- Most food businesses are closed: 39.5%
- Local people are worried about visitors not respecting social distancing: 86.7%
- You should take your litter home: 34.4%
- You should follow the Countryside Code: 12.5%
- You should check how busy areas are before you arrive: 59.4%
**What would you have been doing this time last year on a day like this?**

- Still visiting the Lake District
- Something different

### What was your main reason for visiting the Lake District today?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>We love the Lake District</td>
<td>13.5%</td>
</tr>
<tr>
<td>We wanted to cool off in the water</td>
<td>12.2%</td>
</tr>
<tr>
<td>We wanted to take exercise</td>
<td>9.8%</td>
</tr>
<tr>
<td>We wanted to meet friends and family in a safe environment.</td>
<td>18.8%</td>
</tr>
<tr>
<td>The lockdown has been lifted</td>
<td>8.2%</td>
</tr>
<tr>
<td>The thing we’d normally be doing is closed</td>
<td>15.3%</td>
</tr>
<tr>
<td>Family gathering to celebrate Eid al Fitr</td>
<td>3.3%</td>
</tr>
<tr>
<td>Other outdoor destinations are too busy</td>
<td>9.8%</td>
</tr>
<tr>
<td>Passive aggressive responses - such as why not, or mentioning Dominic Cummings</td>
<td>4.2%</td>
</tr>
<tr>
<td>Motorbike was gathering dust</td>
<td>4.9%</td>
</tr>
</tbody>
</table>