

CUMBRIA VISITOR SURVEY 2018

Cumbria Tourism commissioned Enventure Research to undertake its 2018 Visitor Survey. 1,428 face-to-face interviews were completed across Cumbria during June - September. Here are some of the key findings.

96% 

of visitors rated their trip as

GOOD OR VERY GOOD

The average number of visitors in a party has **INCREASED**



to 3.86 (from 3.09 in 2015)

A THIRD (33%)

of all visitors travelled from the North West region

56% of all **DAY VISITORS** were from the North West region

29% of all visitors visited **NEW PLACES** only

17% of **FIRST TIME VISITORS** were from the **SOUTHEAST**

SOUTHEAST visitors made up **11%** of all visitors

94% of all visitors said they felt either very much so or quite a lot better mentally whilst visiting the Lake District





18% of visitors were visiting Cumbria for the **FIRST TIME** and this is increasing

56% of visitors visit Cumbria because of the **PHYSICAL SCENERY AND LANDSCAPE**



golakes
the lakedistrict
Cumbria



10% of staying visitors used **GOLAKES** to find out about visiting Cumbria

OVER TWO IN FIVE OVERSEAS VISITORS were from either America (24%) or Australia (19%)

68% of visitors were **AWARE** that The Lake District National Park had recently been made a

WORLD HERITAGE SITE

OVERSEAS visitors spend an average of £810.76 per party per trip compared to **UK** visitors who spend £659.15 per party per trip



15% of visitors had a dog or dogs with them



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