CUMBRIAVISITOR SURVEY 2018

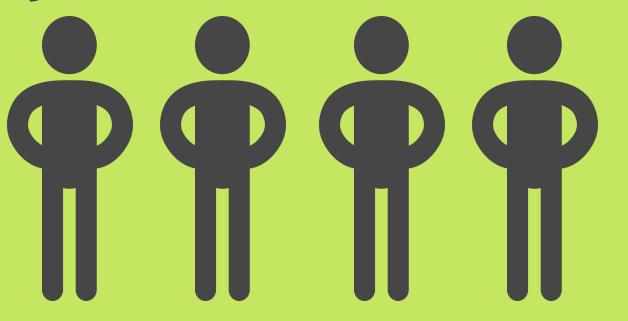
Cumbria Tourism commissioned Enventure Research to undertake its 2018 Visitor Survey. 1,428 face-to-face interviews were completed across Cumbria during June - September. Here are some of the key findings.



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)

ATHRD (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 NEWPLACES only

170/O of FIRST TIME VISITORS were from the SOUTH EAST

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





10/0 of visitors were visiting Cumbria for 0/0 the FIRST TIME and this is increasing

56% of visitors visit Cumbria because of the PHYSICALSCENERY ANDLANDSCAPE



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

OVERTWO IN FIVE OVERSEAS VISITORS

were from either America (24%) or Australia (19%)

60% 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







