



# FOREST OF BOWLAND

Area of Outstanding Natural Beauty

Hetty Byrne  
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# Visitor Survey for the Forest of Bowland AONB

## Aims of the visitor survey

To carry out a survey of visitors, as part of ongoing monitoring of tourism in the Forest of Bowland AONB.

## Background

A visitor and business enterprise survey was first conducted in August 2004 as part of research carried out for the development of a sustainable tourism strategy for the Forest of Bowland AONB. Both surveys with relevant updates were repeated in summer 2006 and 2008 and again summer 2009 to assist in the preparation of the Forest of Bowland sustainable tourism strategy 2010-2015. The sustainable tourism strategy for 2010-2015 <http://www.forestofbowland.com/files/uploads/pdfs/strategies/FOBSTStrategyActionPlanRT.pdf> (Action 7.1) recommends that the visitor survey is repeated biennially in order to better understand our target markets and their needs.

Increasing opportunities for sustainable enjoyment of the Forest of Bowland is a key remit for the AONB partnership. The Management Plan (2009 – 2014) identifies the need to 'Establish a system for monitoring tourism in the AONB' (section 18.3b) [http://www.forestofbowland.com/man\\_plan\\_full?&flagged=All](http://www.forestofbowland.com/man_plan_full?&flagged=All) specifically 'To Undertake a biennial qualitative visitor surveys at key sites; monitor and evaluate specific issues and behaviour patterns, where necessary'. The Forest of Bowland AONB during 2011 has continued their commitment to supporting and developing sustainable tourism and at the beginning of 2011 was re-awarded the European Charter for Sustainable Tourism in Protected Areas, first awarded in 2005. Additionally, the AONB was runner-up in the best sustainable tourism destination category in the Virgin Responsible Tourism awards in October 2011. The business enterprise and visitor surveys will assist in informing future project work and developments for sustainable tourism activity in the AONB.

## Methodology

The following methods were used in achieving the above aim:

A survey was devised (*Appendix 1*) which was administered face to face with 131 visitors in allocated sites across the Forest of Bowland AONB including Gisburn Forest, Beacon Fell, Slaidburn, Dunsop Bridge, Newton, Downham, Barley, Scorton, Crook O' Lune and Wray.

The survey was also administered by three businesses who returned 18 responses giving a total response of 149.

The survey was administered by a University Student on a 4 week work placement with the AONB during June/July 2011.

## Survey Results

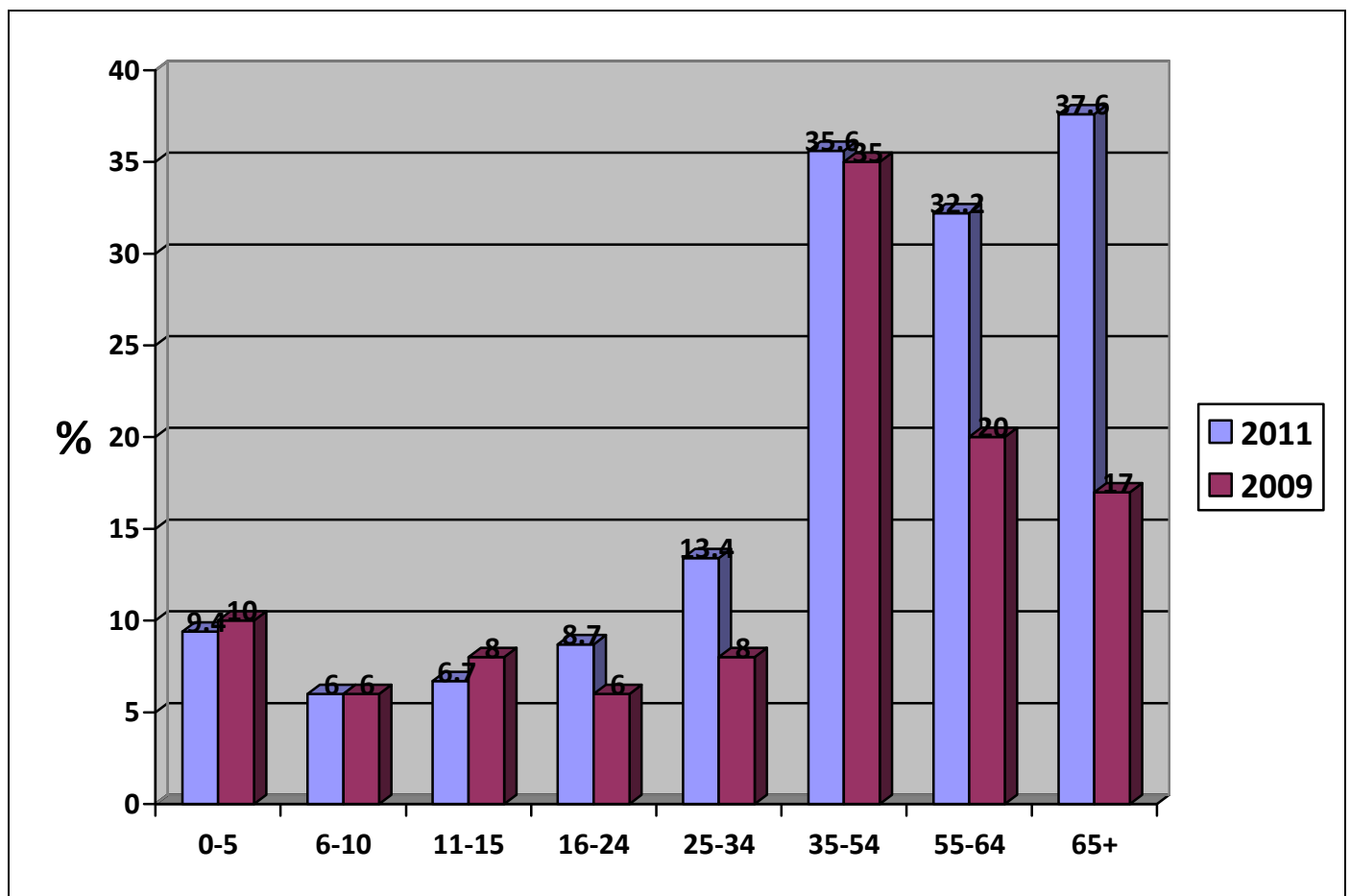
Appendix I – Questionnaire Data shows the questions and results from the survey, a total of 149 visitors responded to the survey. A response of 197 was gained in 2008 and 123 in 2009.

The majority of questions were designed to elicit closed responses; however there were opportunities for visitors to offer more qualitative type responses. The qualitative responses can also be viewed in Appendix I.

Comparisons to the data from previous years are made in the report however, the questionnaire in 2011 was redesigned to take into consideration development of projects and work undertaken by the AONB over the last few years, so comparison are not always possible.

## Visitor Profile

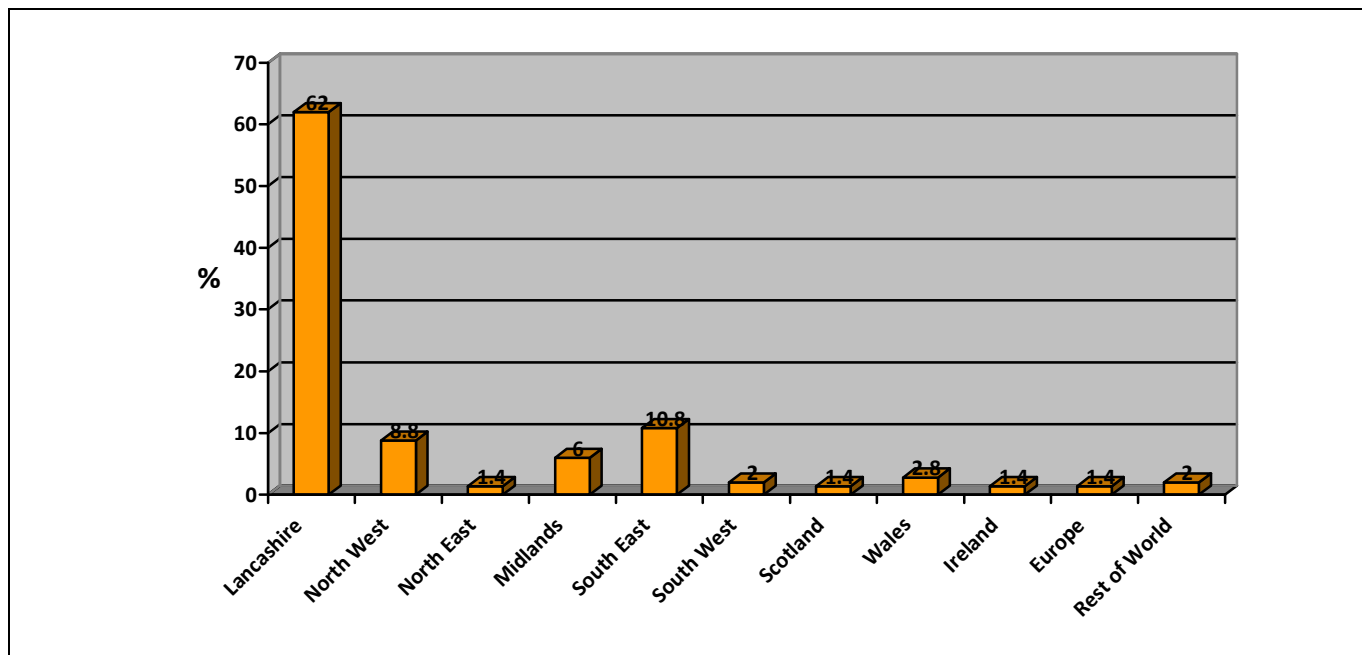
Figure 1 – Response by age



The highest percentage of responses were in 65+ age category (38%) which increased dramatically from 17% in 2009, followed by the 35-54 age group with 35% which was very similar to the 2009 percentage. Then followed by the 55-64 age group (32%), with fewer responses in the lower age groups (0 to 34 years). These percentages changed slightly from the 2009 figures, with a 50% increase in visitors over 65+ and a reduction in visitors aged 55-64. Also, there was a higher response in the 25-34 age group. The numbers for the younger age categories stayed fairly similar.

The above graph highlights that the majority of responses were from visitors in the 35+ age categories, with fewer visitors in the younger age groups.

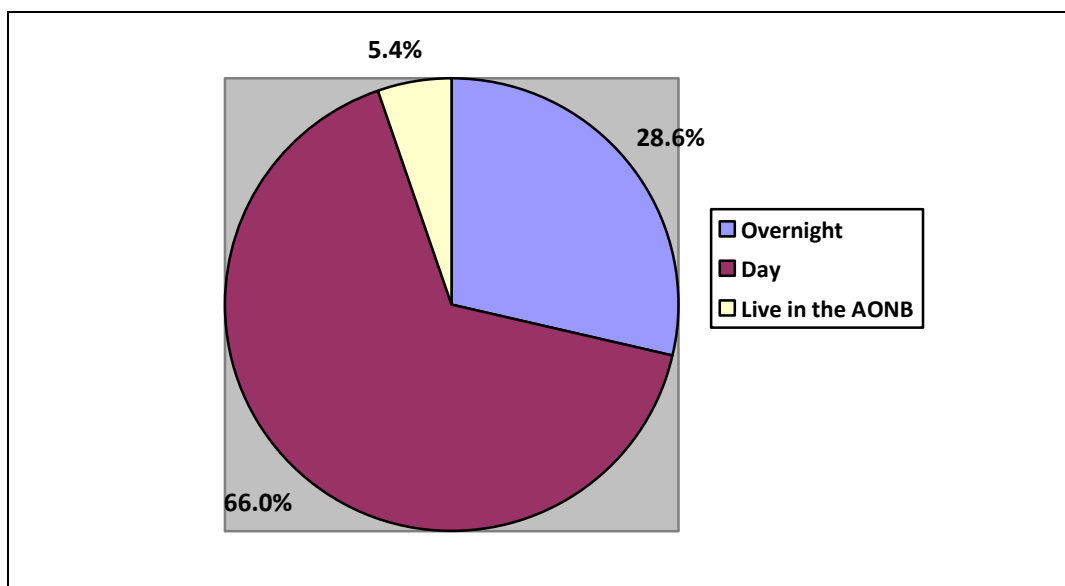
Figure 2 - Where visitors have come from



The majority of respondents are from Lancashire (62%) and 9% in the North West. However, compared to results from 2009 there are a higher percentage of visitors from the rest of the UK - 36% in comparison to 19% in 2009. Additionally, 3.4% of visitors in 2011 were from Europe or the Rest of the World while there were no visitors from outside the UK in 2009.

A full list of individual places can be seen in Appendix I – Questionnaire Data, for the purposes of analysis the places were grouped into regions.

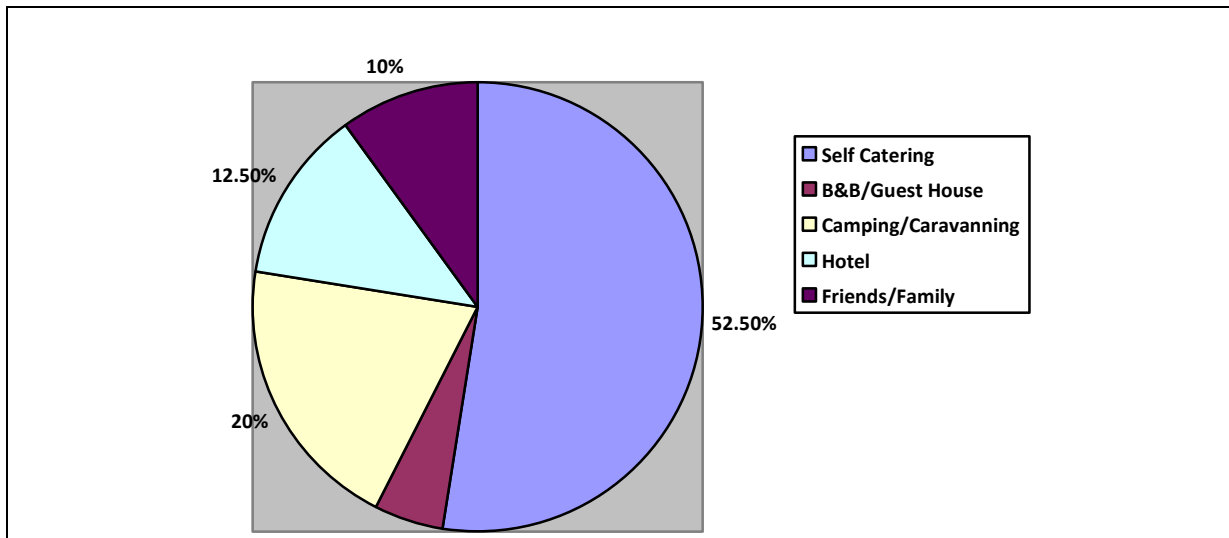
Figure 3 - Type of visitor



In comparison with the 2009 results, the amount of day visitors has declined slightly from 68% in 2009 to 66% in 2011; a more definitive change is the increase in overnight visitors from 17% in 2009 to 28.6% in 2011 and a decrease in visitors living in the AONB from 15% in 2009 to 5.4% in 2011.

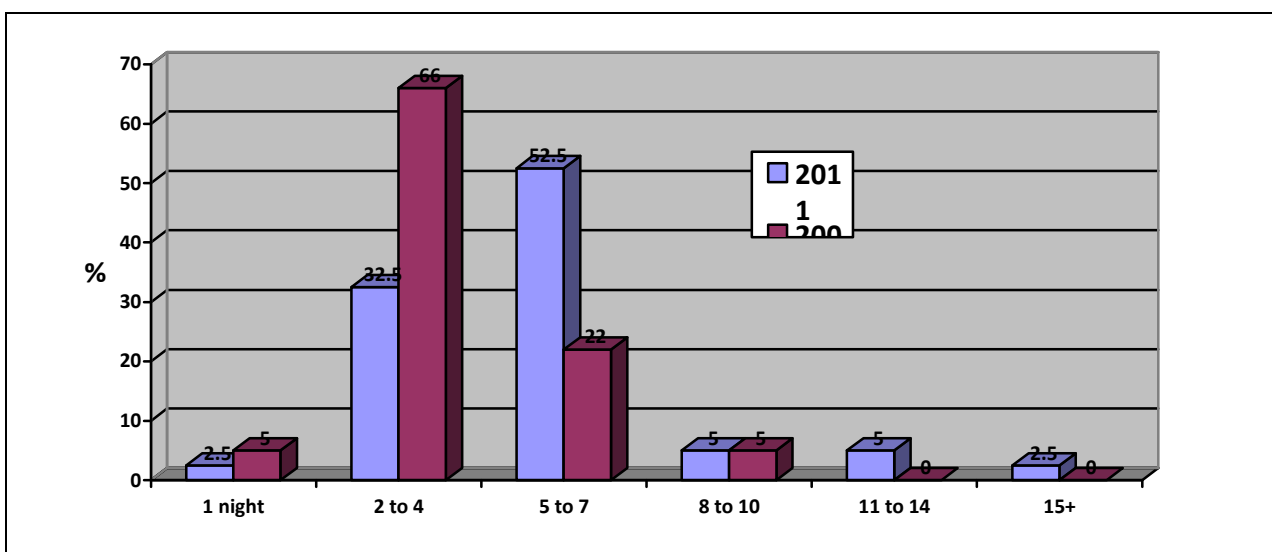
## Staying Visitors

Figure 4 - Types of accommodation



In comparison with the 2009 results, the amount of visitors staying with friends and family has dropped from 40% in 2009 to 10% in 2011; in addition to this the number of visitors camping and caravanning has increased by 5% from 15% in 2009 to 20% in 2011. The number of visitors in self catering accommodation has increased from 30% in 2009 to 53% in 2011. There is no representation for visitors staying in hostels, inns or camping barns.

Figure 5 - Length of stay



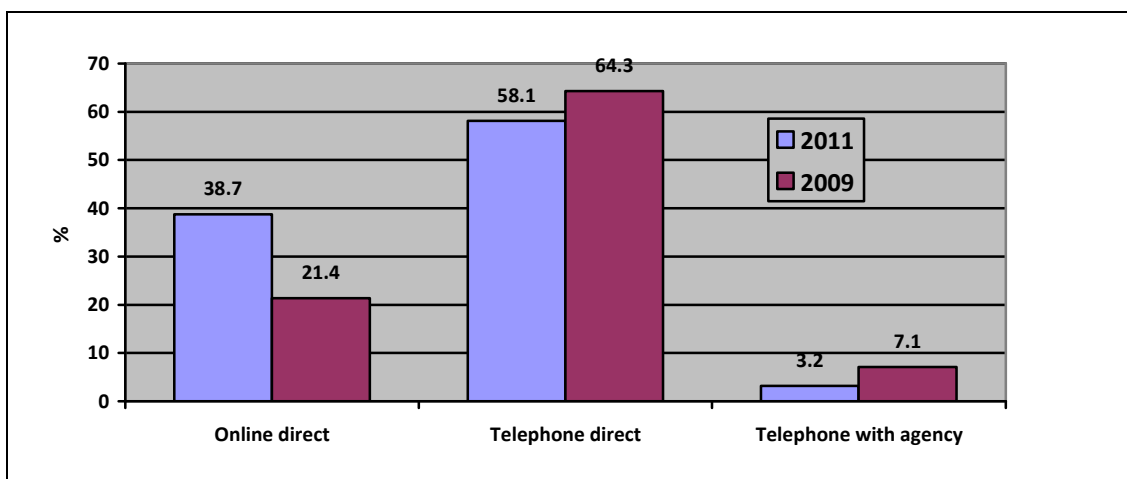
In comparison with the 2009 survey, there has been a small decrease in the number of visitors staying for 1 night (5% in 2009/2.5% in 2011); however the number of visitors staying 2 to 4 nights has dropped from 66% in 2009 to 32.5% in 2011. In 2009 there were 22% of people staying for 5 to 7 nights; this has increased to 52.5% in 2011. There has also

been a small increase in people staying for longer periods of time (11 to 14/ 15+) since 2009. Overall, there is difference in length of stay from 2009 to 2011, with visitors staying for longer periods. These percentages conflict with data received from the 2011 Business Enterprise Survey which found fewer visitors staying for longer periods and an increase in visitors staying for shorter periods. However, no conclusion can be drawn as each survey is drawing from different and small samples.

In terms of how visitors find their accommodation – Google searches are the most popular way of finding accommodation (28.6%) which is a decrease from 38% in 2009. Visitors who stated they had stayed before, and that was the reason for their accommodation choice, increased from 21% in to 2009 to 25% in 2011. The Visit Lancashire website showed the greatest increase between the two years from 6% in 2009 to 21% in 2011. A similar percentage emerged in both years for visitors who found their accommodation through the Forest of Bowland website 2009 – 6% and 2011 – 5%.

83% of visitors stated that the quality of their accommodation was excellent and 17% stated it was good. So overall, quality of accommodation is very good.

Figure 6 - Booking accommodation

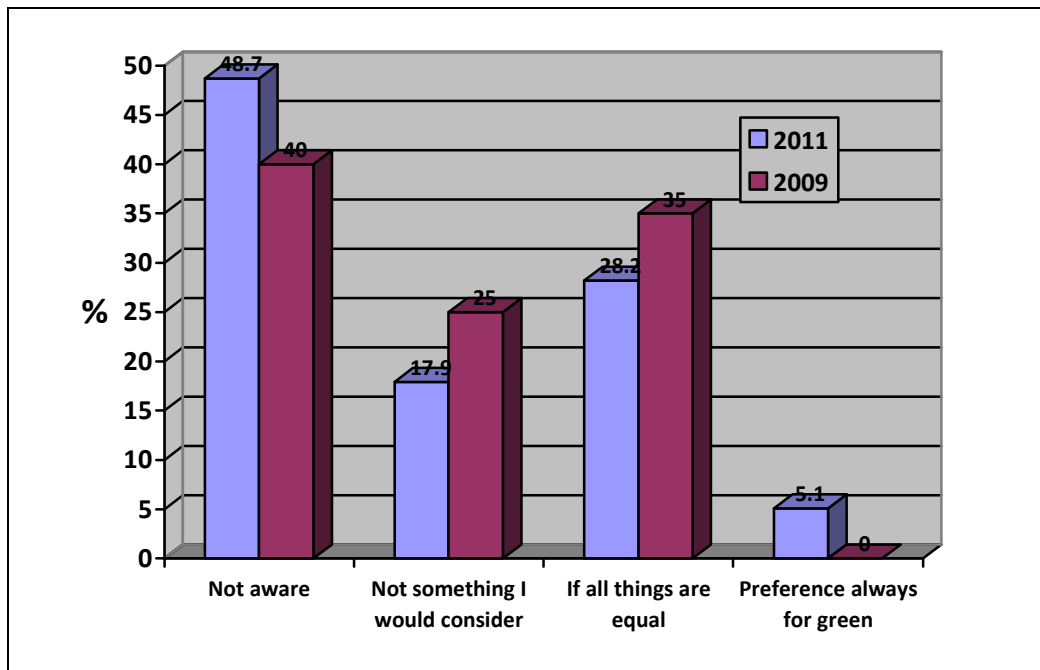


The most popular way of booking accommodation is via telephone direct with the provider, followed by online. From 2009 to 2011 there is slight decrease in the number of visitors booking on the telephone direct with the provider from 64% to 58% in 2011. Also the number of people booking online with an agency has fallen from 7.1% to 0% in 2011. As a result the number of people booking online direct with the provider has increased from 21.4% to 38.7% in 2011, this is most likely due to the wider use and convenience of using the Internet.

Most visitors prepared for their visit by searching on websites, in particular the Forest of Bowland website or Visit Lancashire. Visitors also prepared by looking at OS maps and visitor information leaflets.

Visitors were asked to state why they had chosen to visit the Forest of Bowland AONB, the most popular responses included: convenience, it's quieter than other areas, great walking or to visit family and friends. A full of responses can be seen in Q10, Appendix 1.

Figure 7 - Awareness of green accredited accommodation



Compared with the 2009 results, the number of visitors stating that they are "not aware of green accredited accommodation" has increased slightly from 40% to 48%, however, the "not something considered" option decreased from 25 % in 2009 to 17.9% in 2011. The category "if all things are equal" option did increase slightly from 28.2% to 35%, however, the most significant change was those stating "preference always for green" which increased from 0% in 2009 to 5.1% in 2011. This mirrors the feedback given by GTBS accredited businesses within the AONB who are now taking a small percentage of bookings from visitors particularly seeking them out because of their green credentials. This trend didn't exist a few years ago.

## Access for All

Similar to last year, very few people are aware of trampers and routes - 89.5% stated they weren't aware. A small percentage, 8% were aware of Trampers and the routes and hadn't used them and 2% had used them. Similar results emerged in 2009. There was a very low response to the survey from one of the main sites in the Forest of Bowland, Beacon Fell, where visitors can hire a Trampler. The figures may have been different if there had been more responses from this location. The results demonstrate that further work can be done to promote Trampers and associated routes in the Forest of Bowland. Actual usage of Trampers over the last few years within the AONB has increased significantly, resulting in the development of a new Trampler cluster for Bowland Experience. The number of Trampler trails available to download has also been increased and the new routes will be available in early 2012.

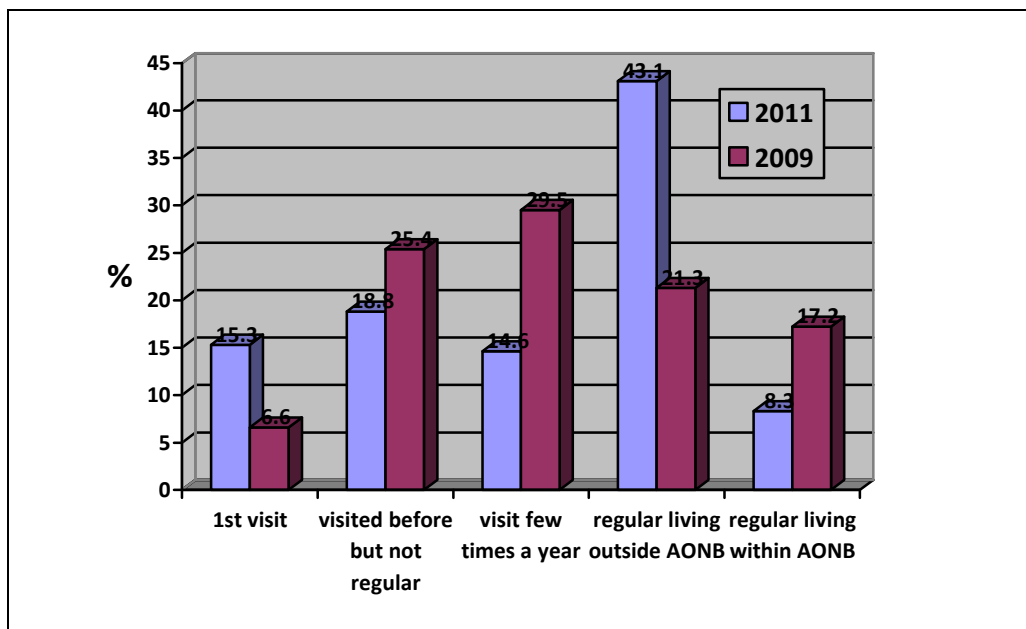
## Transport

As one might expect, results for transport have varied little between 2008, 2009 and 2011. The numbers of people travelling to Bowland by car decreased slightly from 82% in 2009 to 77.8% in 2011, with a slight increase in use of other methods of transport e.g. Public transport, walking and biking (10% of visitors).



## Frequency of visits

Figure 8 - Frequency of visits



For this question there was a marked difference between 2009 and 2011, the number of first visits increased from 7% to 15%, however the number of 'visited before but not regular visitors' decreased from 25% to 18%, also people visiting a few times a year decreased from 30% to 15%. Regular visitors from outside the AONB have increased dramatically from 21% in 2009 to 43% in 2011.

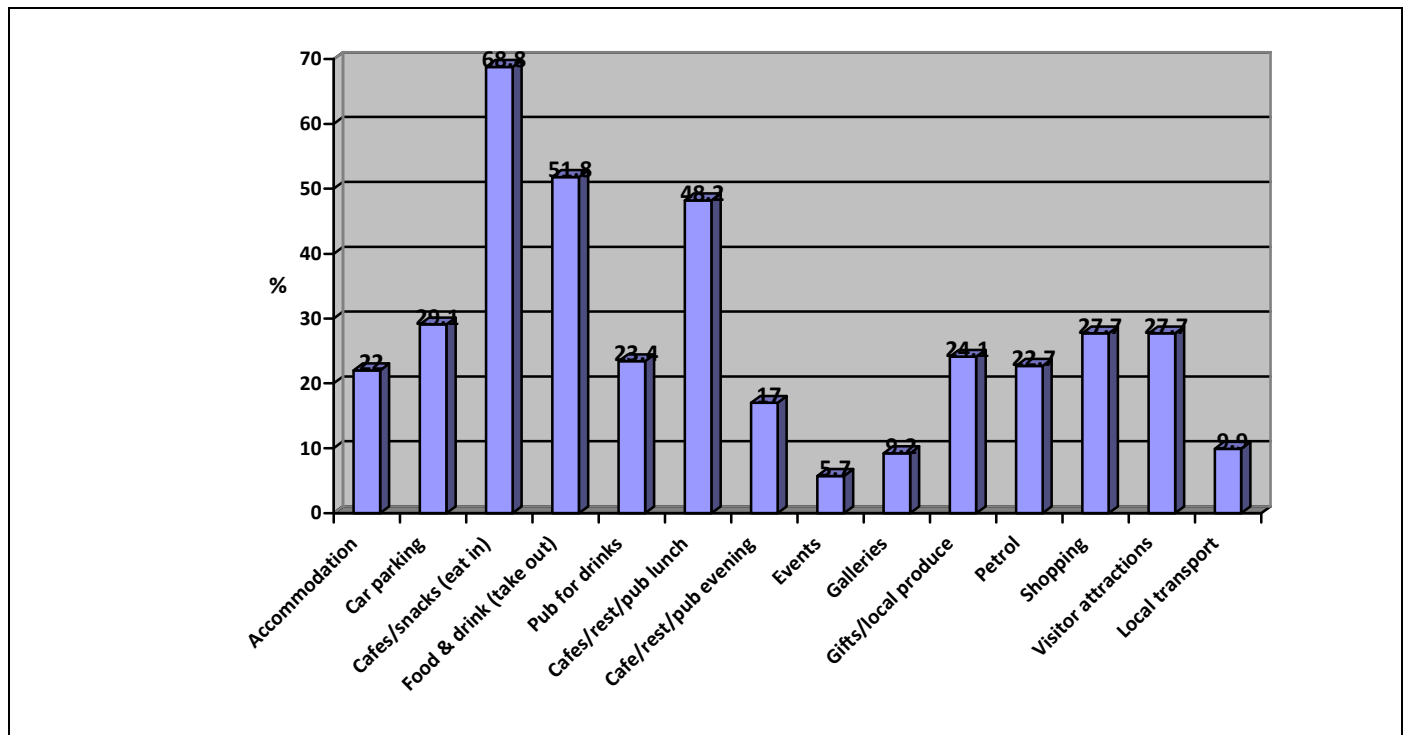
## Visitor Spend

This year saw a large increase in people spending money in cafes for drinks/snacks (eat in) with a 68.8% response. Money spent on petrol and car parking has also increased from 13% and 14% in 2009 to 22.5% and 27% in 2011.

The question for 2011 was simplified and asked visitors to state what they spent their money on while visiting the area, rather than approximate amounts for each category, as was asked in 2009. This encouraged more people to answer this question.

Figure 9 highlights what visitors spend their money on whilst visiting the area:

Figure 9 - Visitor spend

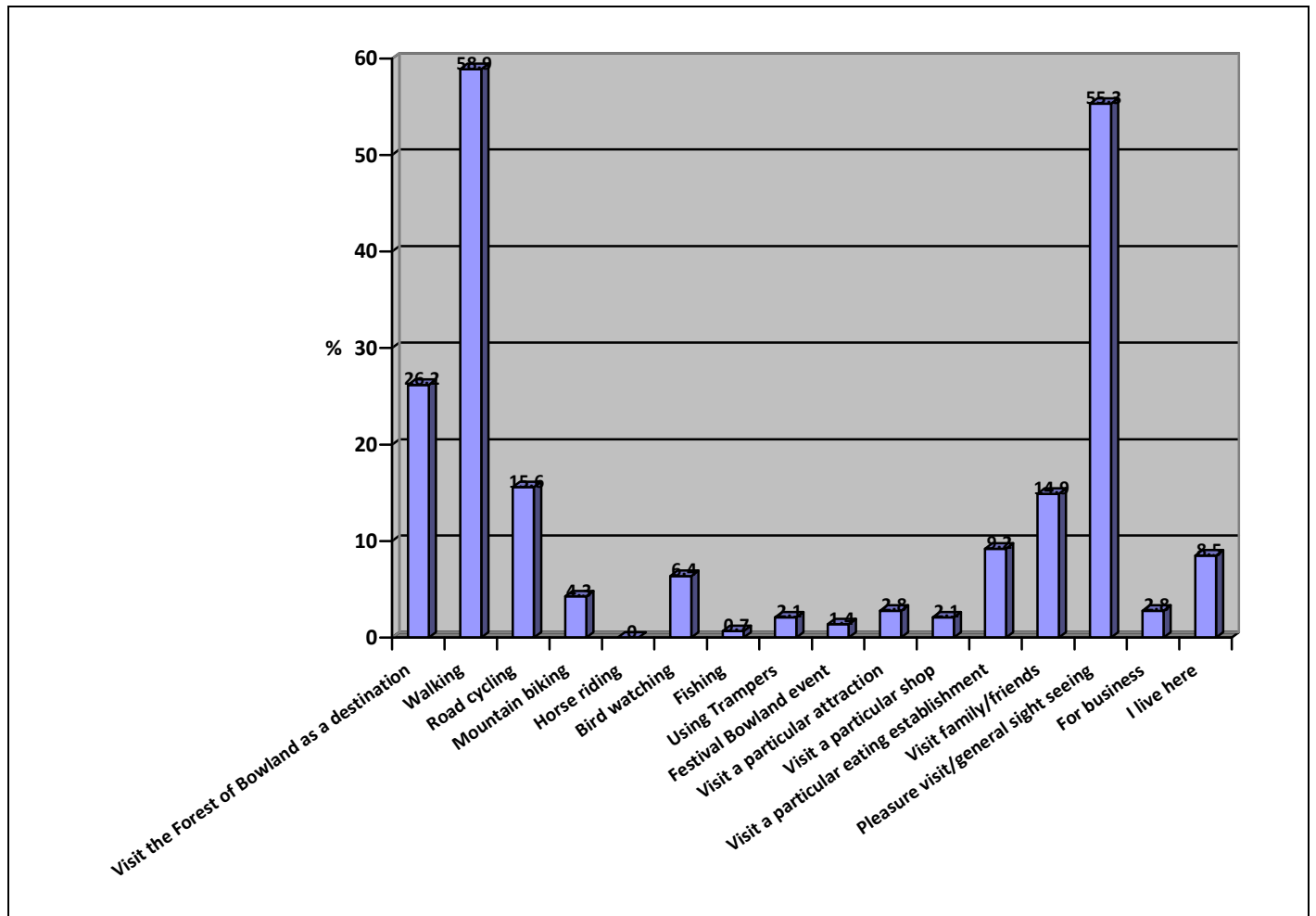


## The Tourism Offer

For the first time in 2011 visitors were asked if they felt the tourism offer was sufficient in the Forest of Bowland. 47 responded to this, and a high percentage stated that it was fine just the way it was and many liked the fact that it was under-developed and quiet. A few visitors commented on additional walks that would be useful, such as dog walks and some commented that the signposting could be better. For a full list of responses, see Q18, Appendix 1.

A high percentage of visitors (59%) were visiting the area for walking, followed by 55% visiting for pleasure/general sight seeing, these are identical results that emerged to 2009 (54% walking and 59% for a pleasure visit). 26% were visiting the area as a destination in its own right (34% in 2009), followed by 16% visiting the area to road cycle.

Figure 10 - Reasons for visiting Bowland

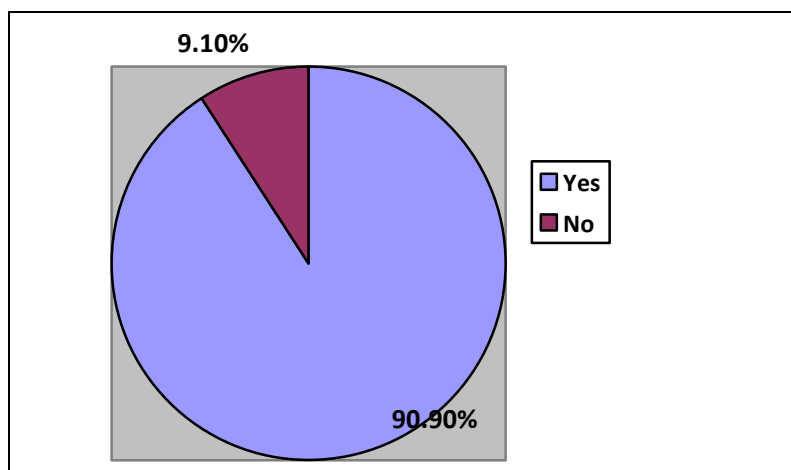


## Communication with Visitors

Visitors were also asked to describe what they liked best about the Forest of Bowland AONB; a full list of responses can be seen Q20, Appendix I, but the most frequently used words were:

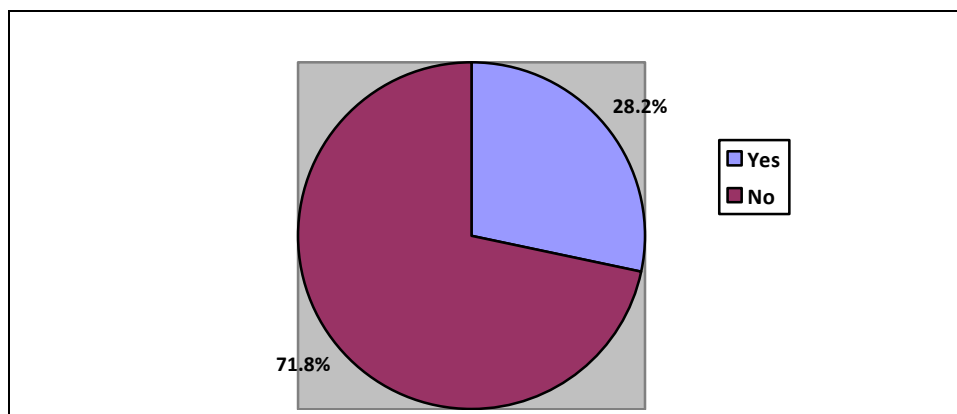
Scenery, Peace, Beauty, Quiet, Walking and Natural Beauty

Figure 11 - Did you know the Forest of Bowland is an area of Outstanding Natural Beauty?



91% of visitors knew that the Forest of Bowland was an Area of Outstanding Natural Beauty (88% in 2009); therefore awareness of the designation is very high. This can be attributed to the sustainable tourism work carried out by the AONB over the last few years, including production of tourism leaflets, website, interpretation and training with businesses. This has involved using 'Sense of Place' and Green Tourism Business Scheme accreditation as mechanisms by which to encourage businesses to market the special qualities of the AONB and market their own businesses.

Figure 12 - Visits to the Forest of Bowland website



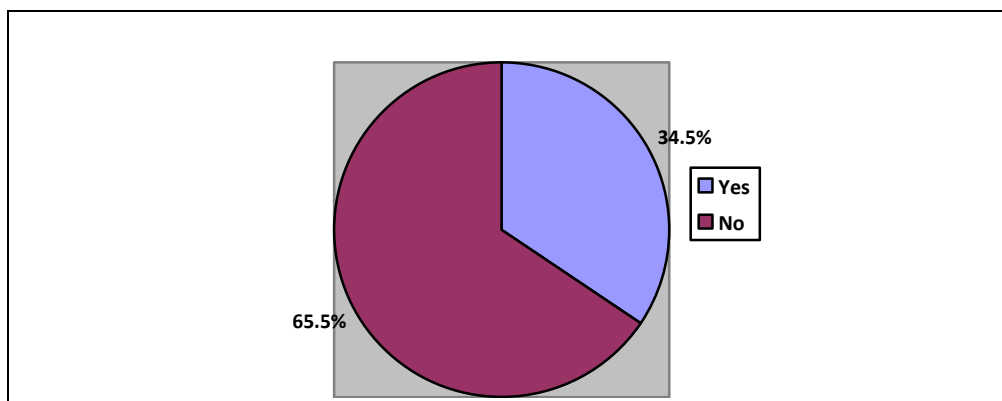
28% of visitors had visited the website; this is an increase from 2009 when only 12% had visited the website. 27 responded to what were the most useful parts of the website, a full list of responses can be seen Q23, Appendix I.

The most common responses were – the walking and cycling information, the accommodation and events pages. All of the visitors who had been to the website rated it as either excellent or good. A few visitors commented on possible improvements to the website which include: better signposting, requests for more walks and longer distance routes. 27% of visitors had downloaded walks and all of them rated these as excellent or good.

Work has been carried out by the AONB in 2011 to better promote the website, including production of an A5 flyer distributed to Visitor Information Centres and tourism businesses in the area to increase awareness.

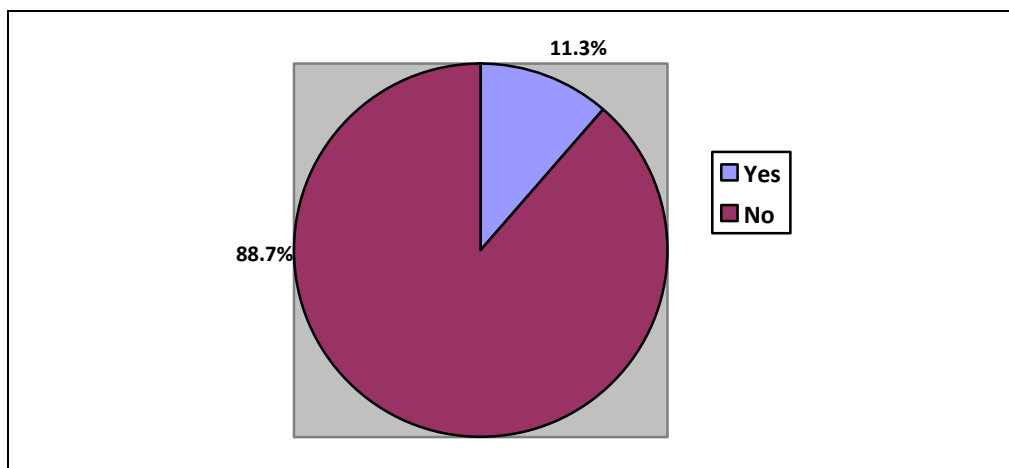
In 2011 an additional question was added specifically about the walking offer. Visitors were asked if there were any particular developments they would like to see in terms of walking type, distance and location – 33 visitors responded. A full list of responses can be viewed Q28, Appendix I but the majority of comments related to better signposting and way marking and more walks suitable for dogs.

Figure 13 - Use of AONB leaflets



66% of visitors have used the AONB leaflets, a significant increase from 46% in 2009. The majority of visitors either picked them up from an Information centre within the AONB, or a shop/eating establishment or attraction or were given them by an accommodation provider (31%) – this is a significant increase from 2009 (7%) and could be attributed to the fact that a leaflet ordering service for AONB leaflets is in place and is being used by businesses to keep their leaflet stock up to date.

Figure 14 - Attendance at Festival Bowland events



11% of visitors have attended a Festival Bowland, a few also responded to any future ideas for Festival Bowland events as follows: more of them, more arts events, more cycling and fishing events and addition of food tours. These suggestions will be forwarded to the Festival Bowland steering group.

The final question was open response box for any comments; see Q28, Appendix I for a full list. All additional comments were very positive, and the most common responses included that the AONB is:

Beautiful, wonderful, best kept secret, quiet, clean, hidden gem & friendly

## Key Findings

- The majority of responses are in the 35+ age categories, with fewer responses in the younger age groups
- There are a higher percentage of visitors from the rest of the UK - 36% in comparison to 19% in 2009. Additionally, 3.4% of visitors in 2011 were from Europe or the Rest of the World while there were no visitors from outside the UK in 2009
- There is an increase in overnight visitors from 17% in 2009 to 28.6% in 2011
- The number of visitors camping and caravanning has increased by 5% from 15% in 2009 to 20% in 2011, and there is an increase in numbers self catering, from 30% in 2009 to 53% in 2011
- Overall, there is difference in length of stay from 2009 to 2011, with visitors staying for longer periods
- The majority of visitors rated the quality of their accommodation as either good or excellent
- A quarter of respondents are repeat visitors, therefore loyalty to the area is developing
- A high percentage of visitors still book via the telephone direct with the provider, but an increasing number are also booking online. An increase of 17% from 2009
- For the first time visitors are seeking out accommodation specifically because of the business's green credentials, 5% have a 'preference always to choose green'
- As with 2009 awareness of Trampers and Access for All routes is low
- There is an increase in the number of respondents who have visited the area by push bike – 10% of the respondents had arrived by bike
- Regular visitors from outside the AONB have increased dramatically from 21% in 2009 to 43% in 2011
- A high percentage of visitors (59%) are visiting the area for walking, followed by 55% visiting for pleasure/general sight seeing. These are identical to the results that emerged in 2009 (54% walking and 59% for a pleasure visit).
- The aspects that visitors value most about the area are: Scenery, Peace, Beauty, Quiet, Walking and Natural Beauty
- 91% of visitors are aware that the Forest of Bowland is an Area of Outstanding Natural Beauty
- 28% of visitors have visited the website, this is an increase from 2009 when only 12% had visited the website
- 66% of visitors have used AONB leaflets, a significant increase from 46% in 2009

## Recommendations

- Investigate new ways of marketing the AONB outside of the region to increase visitor numbers, and continue to support businesses to market themselves and the protected area through initiatives such as Sense of Place training
- Maximise the opportunities for marketing Bowland via the gateway towns and Visitor Information Centres, investigate opportunities for touch screen promotion
- Continue to encourage opportunities for longer staying visitors, working with businesses to produce car free itineraries and family days out
- Encourage businesses who have not already done so to look into online booking for their accommodation, visitors' preference for this method is increasing
- Continue to maintain the balance between encouraging numbers but encouraging visitors to partake in the most sustainable activities such as walking, cycling and horse riding, for example, developing business clusters to collectively market these opportunities.
- Continue to support and develop Bowland Experience – the AONB's sustainable tourism business network - this will provide the mechanism to deliver training, provide support and generate business clusters. It will also ensure that the area continues to be recognised as a destination in its own right
- Encourage younger age groups and families to the area by providing more focussed information relating to family activities, and encourage and support businesses to produce family activities and days out from their businesses
- With repeat visits increasing, encourage loyalty to the area by providing further interaction on the website and by encouraging businesses to generate offers for loyal, repeat customers
- Encourage businesses to 'package' breaks to encourage our key market of walkers, bird watchers and cyclists
- Continue to support the development of promoted walking and cycling routes which are very popular with visitors. Look to increasing the number of family cycling routes based from businesses
- Continue to support Green Tourism Business Scheme accreditations, as visitors seeking out businesses with green credentials are growing. The accreditation also provides businesses with an effective framework to assist them in developing in a sustainable way
- Numbers of visitors to the website has increased, but further work could be done to raise the profile of the website
- A high percentage of leaflets are picked up by visitors in their accommodation, therefore continue to support use of the leaflet distribution service by businesses - Brochurelink
- Increase the profile and awareness of Trampers and Access for All routes
- Increase awareness of Festival Bowland by encouraging promotion of the events through partners and tourism businesses

## Appendix I – Questionnaire Data

1. Location		
Answer Options	Response Percent	Response Count
Barley	3.8%	5
Beacon Fell	1.5%	2
Crook O'Lune	14.5%	19
Downham	11.5%	15
Dunsop Bridge	19.8%	26
Gisburn Forest	0.0%	0
Langden	13.0%	17
Slaidburn	15.3%	20
Scorton	13.7%	18
Wray	6.9%	9
Other (please specify)		18
<i>answered question</i>		<b>131</b>
<i>skipped question</i>		<b>18</b>

2. How many people are in your age group and which age bracket do they fit into?											
Number											Response Count
Answer Options	1	2	3	4	5	6	7	8	9	10	
0-5	9	4	1	0	0	0	0	0	0	0	14
6-10	7	2	0	0	0	0	0	0	0	0	9
11-15	8	1	1	0	0	0	0	0	0	0	10
16-24	11	2	0	0	0	0	0	0	0	0	13
25-34	11	9	0	0	0	0	0	0	0	0	20
35-54	22	27	3	1	0	0	0	0	0	0	53
55-64	24	21	0	1	1	0	0	0	0	1	48
65+	25	26	2	1	1	0	0	0	0	1	56
											<b>Question Totals</b>
<i>answered question</i>											<b>149</b>
<i>skipped question</i>											<b>0</b>

3. Where do you live? (town/country)	
Answer Options	Response Count
	149
<i>answered question</i>	<b>149</b>
<i>skipped question</i>	<b>0</b>



No	Response	No	Response	No	Response
1	Lincoln	52	St Albans	103	Cleveleys
2	Co Antrim	53	Derbyshire and Cheshire	104	Morecambe
3	Co Antrim	54	Royton	105	Skelmersdale and
4	Dorset	55	Bamber Bridge	106	Southport
5	Sweden	56	Preston	107	Preston
6	Shrewsbury	57	Blackpool	107	Bury
7	London	57	Manchester and	108	Blackpool
8	Botswana	58	Liverpool	109	Skipton
9	Surrey	59	Blackburn	110	Alnwick
10	Germany	60	Hertfordshire	111	Barnoldswick
11	Portsmouth	61	Wirrel	112	Stoke on Trent
12	Scotland	62	Liverpool	113	Clitheroe
13	Northampton	63	Lancaster	114	Preston
14	Yorkshire	64	Bournemouth	115	Bolton
15	Lincolnshire	65	Shropshire and London	116	Langho
16	St Albans	66	Derby	117	Swansea
17	London/Manchester	67	Ormskirk	118	Bolton
18	Dubai	68	Wiltshire and Blackburn	119	Wigan
19	Chatburn	69	Cheshire	120	Nottingham
20	Preston	70	Whalley	121	Clitheroe
21	Lancaster	71	New Zealand	122	Fence
22	Caton	72	Settle	123	Blackburn
23	Wray	73	Hertfordshire	124	Clitheroe
24	Wray	74	Blackpool	125	Derbyshire
25	Birmingham	75	Wigan	126	Preston
26	Lancaster	76	Blackburn	127	Blackpool
27	Lowgill	77	Blackburn	128	South West London
28	Lancaster	78	Blackburn	129	Stockport
29	Garstang	79	Blackpool	130	Blackburn
30	Lancaster	80	Poulton	131	Bolton
31	Morcambe	81	Leyland	132	Bolton
32	Lancaster	82	Fleetwood	133	Knutsford
33	Lancaster	83	Edinburgh	134	Liverpool
34	Burnley	84	Wigan	135	Clitheroe
35	Morecambe	85	Whalley	136	Clitheroe
36	Morecambe	86	Quernmore	137	Manchester
37	Bedford	87	Bolton	138	Accrington
38	Denny Beck	88	Bedford	139	Downham
39	Walton	89	Burnley and Rawtenstall	140	Buckinghamshire
40	Bolton	90	Manchester	141	Kent
41	St Annes	91	Forton	142	Bolton by Bowland
42	Milnthorpe, Cumbria	92	Garstang	143	North Wales
43	Sabden	93	Wigan	144	North Wales
44	Lancashire	94	St Helens	145	North Wales
45	Nether Kellet	95	Scorton	146	Nelson
46	Stockport and Bolton	96	Lancaster	147	Newchurch in Pendle
47	Wigan	97	Lancaster	148	Burnley
48	Langho and Doncaster	98	Bolton	149	Peak District
49	Bristol	99	Catforth		
50	Burscough	100	Catforth		
51	Gosforth, Cumbria	101	Lytham		
		102	Blackpool		

## 4. Which of the following is correct for this visit?

Answer Options	Response Percent	Response Count
Day Visitor	66.0%	97
Overnight visitor	28.6%	42
I live in the Forest of Bowland	5.4%	8
Please state where:		4
<i>answered question</i>		<b>147</b>
<i>skipped question</i>		<b>2</b>

## Please state where:

- 1 Quernmore
- 2 Forton
- 3 Downham
- 4 Bolton by Bowland

## 5. What accommodation are you staying in?

Answer Options	Response Percent	Response Count
B&B/Guest House	5.0%	2
Camping Barn	0.0%	0
Camping/Caravanning	20.0%	8
Friend/Family	10.0%	4
Hostel	0.0%	0
Hotel	12.5%	5
Inn	0.0%	0
Self-catering	52.5%	21
<i>answered question</i>		<b>40</b>
<i>skipped question</i>		<b>109</b>

## 6. How many nights are you staying?

Answer Options	Response Percent	Response Count
One night	2.5%	1
2 to 4	32.5%	13
5 to 7	52.5%	21
8 to 10	5.0%	2
11 to 14	5.0%	2
15+	2.5%	1
<i>answered question</i>		<b>40</b>
<i>skipped question</i>		<b>109</b>

## 7. How would you rate the quality of accommodation in the Forest of Bowland?

Answer Options	Response Percent	Response Count
Excellent	83.3%	30
Good	16.7%	6

Average	0.0%	0
Below average	0.0%	0
Poor	0.0%	0
<b>answered question</b>		<b>36</b>
<b>skipped question</b>		<b>113</b>

### 8. How did you find your accommodation?

Answer Options	Response Percent	Response Count
Forest of Bowland website	7.1%	2
Forest of Bowland visitor guide	0.0%	0
Visit Lancashire website	21.4%	6
Visit Britain website	7.1%	2
Tourist Information Centre	7.1%	2
Google search	28.6%	8
Other website	3.6%	1
Stayed before/recommendation	21.4%	6
Leaflet/brochure/magazine	3.6%	1
Other (please specify)		7
<b>answered question</b>		<b>28</b>
<b>skipped question</b>		<b>121</b>

#### Other (please specify)

- 1 Caravan Club
- 2 Red Rose Cottages
- 3 Driving around
- 4 Came 20 years ago
- 5 Travel company
- 6 Caravan club
- 7 Friends

### 9. How did you book your accommodation?

Answer Options	Response Percent	Response Count
Online - direct with accommodation provider	38.7%	12
Online - via an agency or organisation	0.0%	0
Telephone - direct with accommodation provider	58.1%	18
Telephone - via an agency or organisation	3.2%	1
Other (please specify)		2
<b>answered question</b>		<b>31</b>
<b>skipped question</b>		<b>118</b>

#### Other (please specify)

- 1 Family owns
- 2 Driving around

### 10. Why did you choose the Forest of Bowland for your stay/holiday?

Answer Options	Response Count
	30
<i>answered question</i>	<b>30</b>
<i>skipped question</i>	<b>119</b>

### Response

- 1 Saw on countryfile a few years ago
- 2 Availability
- 3 Wanted to visit the area
- 4 Good location
- 5 Never been before, convenient to get to
- 6 Near Garstang
- 7 Been before
- 8 Heard good things about it
- 9 It looked very nice and had good motorway connections
- 10 This is now home from home
- 11 We liked the look of it
- 12 This is our 4th visit here
- 13 Because we hadn't visited the area before.
- 14 Recommended by friends
- 15 Quieter than lakes
- 16 Visit family
- 17 Like the area
- 18 Been many times and love it.
- 19 Family
- 20 Not too crowded.
- 21 Like the area
- 22 Easy reach within an hour
- 23 Family wedding
- 24 Somewhere new to explore - quieter than other areas
- 25 Peace and quiet
- 26 Chose Yorkshire Dales as convenient for here also
- 27 Like the area and have been before
- 28 Friends
- 29 Scenery and walking
- 30 Good walking, lovely scenery

### 11. How did you research/prepare for your visit?

Answer Options	Response Count
	16
<i>answered question</i>	<b>16</b>
<i>skipped question</i>	<b>133</b>

Number	Response
1	Forest of Bowland website
2	Websites
3	Forest of Bowland website
4	Website and maps
5	Leaflets and a return visit

6	Forest of Bowland website, walk websites
7	Visit Lancashire
8	Visited websites
9	Forest of Bowland website
10	Websites
11	last minute plan
12	Websites for walking
13	Trip advisor
14	Web searches, Visit TICs
15	Google
16	OS map and websites

**12. How aware are you of 'Green' accredited accommodation?**

Answer Options	Response Percent	Response Count
Not aware	48.7%	19
Aware, but not something I would consider when booking	17.9%	7
If all things are equal, I will choose a Green accommodation provider over one that is not	28.2%	11
Irrelevant of cost or other facilities, my preference is always to opt for a Green accommodation provider	5.1%	2
<i>answered question</i>		<b>39</b>
<i>skipped question</i>		<b>110</b>

**13. Does anyone in your party use the following:**

Answer Options	Response Percent	Response Count
Pushchair/pram	7.7%	11
Wheelchair	6.3%	9
No	86.0%	123
<i>answered question</i>		<b>143</b>
<i>skipped question</i>		<b>6</b>

**14. If yes, are you aware of Trampers and trails for wheelchair and pushchair users in the Forest of Bowland?**

Answer Options	Response Percent	Response Count
Not aware	89.5%	111
Aware, but never used	8.1%	10
Aware and have used	2.4%	3
<i>answered question</i>		<b>124</b>
<i>skipped question</i>		<b>25</b>

**15. By which mode of transport have you reached the Forest of Bowland for this visit?**

Answer Options	Response Percent	Response Count
Car	77.8%	112
Motor bike/moped	4.2%	6

Organised coach party	0.7%	1
Push bike	10.4%	15
Public transport	1.4%	2
Walked	5.6%	8
Horse	0.0%	0
<i>answered question</i>		<b>144</b>
<i>skipped question</i>		<b>5</b>

### 16. How often do you visit the Forest of Bowland?

Answer Options	Response Percent	Response Count
First visit	15.3%	22
Visit before, but not a regular visitor	18.8%	27
Visit a few times a year	14.6%	21
Regular visitor (living outside the Forest of Bowland)	43.1%	62
Regular visitor (living within the Forest of Bowland)	8.3%	12
If your first visit, will you return?		17
<i>answered question</i>		<b>144</b>
<i>skipped question</i>		<b>5</b>

### If your first visit, will you return?

- 1 Yes
- 2 Yes
- 3 Yes
- 4 Yes
- 5 Yes
- 6 Yes
- 7 Yes
- 8 Undecided
- 9 Yes
- 10 Yes
- 11 Yes
- 12 Yes
- 13 Yes
- 14 Yes
- 15 Yes
- 16 Yes
- 17 Yes

### 17. Please indicate how you spend money when visiting the Forest of Bowland (tick any that apply)

Answer Options	Response Percent	Response Count
Accommodation	22.0%	31
Car parking	29.1%	41
Cafe for drinks/snacks (eat in)	68.8%	97

Food & drink (take out)	51.8%	73
Pub for drinks	23.4%	33
Cafes/restaurants/pubs for lunch	48.2%	68
Cafes/restaurants/pubs for evening meal	17.0%	24
Events/entertainment	5.7%	8
Galleries/museums/exhibitions	9.2%	13
Gifts/crafts/local produce	24.1%	34
Petrol/garage services	22.7%	32
Shopping	27.7%	39
Visitor attractions	27.7%	39
Local transportation (buses, trains, taxis, bike hire)	9.9%	14
Other (please specify)		3
<b>answered question</b>		<b>141</b>
<b>skipped question</b>		<b>8</b>

#### Other (please specify)

- 1 Christmas shopping in November visiting nice places in May
- 2 Garden Centres
- 3 Sporting events

#### 18. Is the tourism offer in the Forest of Bowland sufficient for your needs or is there anything you feel is missing?

Answer Options	Response Count
	47
<b>answered question</b>	<b>47</b>
<b>skipped question</b>	<b>102</b>

Number	Response Text
1	Perfect
2	Last minute deals on websites
3	Could be more
4	Fine as it is, don't want too much change.
5	Not over commercialised
6	Not much on offer for tourists
7	nothing missing plenty of info
8	Missing hotels
9	Good for dog walking
10	More dog walking guides
11	More village shops
12	Overall impressed
13	Passing through
14	Just passing through the area
15	Doesn't need anything else.
16	Less people the better
17	Like to explore independently
18	Great for walking
19	Not a lot of facilities, lacking teashops.
20	Fine, but don't want anymore people
21	Footpath signs

- 22 Not enough info on trips out, and not enough signs or historical houses
- 23 We don't like tourists
- 24 Re-surface roads so safer to cycle on.
- 25 Need more hostels
- 26 Not enough footpaths and too many cars
- 27 Cycling through
- 28 Excellent walking
- 29 Perhaps more children's activities
- 30 Dog friendly routes would be useful
- 31 Yes, we visit for the walking
- 32 Suits what we require, not in your face.
- 33 Good for walking
- 34 Adds to it, the fact that there isn't too much.
- 35 More local crafts.
- 36 Like it as it is.
- 37 Good as it is.
- 38 All good and no charge for parking.
- 39 Everything is good.
- 40 It's fine
- 41 More advertisement of walks
- 42 All good - parking is free too
- 43 Car park signs needed
- 44 Very good, lovely villages
- 45 Signposting
- 46 Nothing missing
- 47 Nothing missing

**19. What are your main reasons for visiting the Forest of Bowland? (select up to 3 responses)**

Answer Options	Response Percent	Response Count
Visit the Forest of Bowland as a destination	26.2%	37
Walking	58.9%	83
Road cycling	15.6%	22
Mountain biking	4.3%	6
Horse riding	0.0%	0
Bird watching	6.4%	9
Fishing	0.7%	1
Using Trampers	2.1%	3
Festival Bowland event	1.4%	2
Visit a particular attraction	2.8%	4
Visit a particular shop	2.1%	3
Visit a particular eating establishment	9.2%	13
Visit family/friends	14.9%	21
Pleasure visit/general sight seeing	55.3%	78
For business	2.8%	4
I live here	8.5%	12
Any other reasons:		14
<b><i>answered question</i></b>		<b>141</b>
<b><i>skipped question</i></b>		<b>8</b>



Number	Any other reasons:
1	Gibbon Bridge one of the best in England
2	Vintage car rally
3	Vintage motor rally
4	Vintage car rally
5	Vintage car rally
6	Vintage car rally
7	Vintage car rally
8	Vintage car tour
9	Picnic
10	Motorbiking withouth traffic
11	Wedding
12	Meeting a running club
13	Roads for motorbikes
14	The ducks

**20. Describe in a few words what you like best about the Forest of Bowland:**

Answer Options	Response Count
	121
<i>answered question</i>	<b>121</b>
<i>skipped question</i>	<b>28</b>

Number	Response
1	The peace and tranquility, it is nice to hear all the natural things - the birds, cows, sheep, rivers and streams
2	Scenery
3	The unspoilt scenery
4	Not too busy, good local food
5	Tranquility, scenery
6	Space and quiet, not crowded, walking is a pleasure
7	Lovely landscape
8	Everyone is friendly
9	Everything
10	We love it all
11	Scenery and access to the coast
12	How pretty it is, quiet
13	Its natural beauty, its nature, the rain!
14	Peacefulness
15	The nice paths followed by cafe
16	Tranquility
17	Beautiful area
18	Beautiful scenery
19	Unspoilt character and scenery
20	The fact that noone knows about it.
21	Great scenery, wildlife and green
22	Beautiful scenery and good access to walks
23	Wonderful views and nature
24	Peaceful and relaxing walking
25	Nice walks, paths and scenery
26	Good people

- 27 Distinctive scenery
- 28 Beautiful
- 29 Accessibility for walkers
- 30 Peaceful
- 31 Very green
- 32 Natural
- 33 Beautiful and quiet
- 34 Tranquility
- 35 Great scenery and footpaths
- 36 Pretty scenery and villages
- 37 Peaceful and laid back.
- 38 Not too many tourists. Good short walks  
Scenic, good parking and walking for  
dogs, not too crowded.
- 39 Landscape and natural beauty,  
stepping stones at Whitewell
- 40 Peaceful and unspoilt
- 41 Beautiful scenery
- 42 Peace and quiet
- 43 Scenery and emptiness
- 44 Only just arrived
- 45 Scenery, walking and peace
- 46 Countryside clean and tidy
- 47 Grandeur and green spaces
- 48 Lovely scenery
- 49 Pretty, peaceful and nostalgic
- 50 Solitude, peacefulness, scenery quiet
- 51 Beautiful and peaceful
- 52 Peacefulness
- 53 Natural Beauty
- 54 Nice and peaceful
- 55 Beauty and open space
- 56 Isolation and scenery
- 57 Quiet roads and pretty
- 58 Rural countryside and relatively traffic free
- 59 Beauty and tranquility
- 60 Wild landscape
- 61 Scenery
- 62 Quiet, not many people know about it.
- 63 Scenery, quiet, clean and plenty of fresh air.
- 64 Lovely countryside  
Unregulated - freedom to roam. Lovely scenery and  
quiet
- 65 Scenery and nice, quiet roads
- 66 Picturesque and quiet
- 67 Emptiness, unspoilt and great wildlife
- 70 Beautiful area
- 71 Lovely scenery  
Peace and quiet and natural  
environment
- 72 Natural, people genuine and tourism low key
- 73 Wild and appropriately developed.
- 74 Peace and quiet

- 76 Peace and quiet
- 77 Not overrun with people
- 78 Nice and picturesque
- 79 Green and the trees and small
- 80 Hills and views
- 81 Scenery and wildlife
- 82 Enjoy the greenery and countryside
- 83 Nice, pretty and accessible place
- 84 Excellent eating establishments and great walking
- 85 Nice welcome, good pubs
- 86 Network of varied footpaths
- 87 Unexplored and quiet
- 88 Great for walking
- 89 Quiet getaway
- 90 Remoteness, beauty, countryside and old characterful buildings
- 91 The scenery, rivers, valleys, hills and nature
- 92 Open, rural, unspoilt and retained it's character
- 93 Lovely countryside and views
- 94 Peace and quiet
- 95 Unspoilt, attractive, peaceful
- 96 Beautiful environment
- 97 Beautiful countryside
- 98 Quiet and good walking
- 99 Pretty with easy access for walking  
Peace and quiet, beautiful countryside and pretty villages.
- 100 Greenery, stone, trees, scenery and hills.
- 101 Unspoilt and easily accessible
- 102 Remoteness and Wildness
- 104 Views and quality of roads
- 105 Lovely wildlife and countryside.
- 106 Peaceful, calm and clear roads
- 107 Not spoilt by tourists
- 108 Natural beauty and tranquility
- 109 Wet, beautiful, rural and tranquil
- 110 Scenery and great walks
- 111 Clean and peaceful
- 112 Scenery and quietness
- 113 Perfect place to live
- 114 Lovely, beautiful and clean
- 115 Scenery and stone walls
- 116 Peace, beauty, tranquility, lack of buildings
- 117 Scenery, pretty villages and accessible
- 118 Scenery, rustic and relaxing
- 119 Wilderness but also accessible
- 120 Peace, tranquility and lovely scenery
- 121 Peace and quiet and relaxation

**21. Did you know the Forest of Bowland is an Area of Outstanding Natural Beauty?**

Answer Options	Response Percent	Response Count
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Yes	90.9%	130
No	9.1%	13
<i>answered question</i>		<b>143</b>
<i>skipped question</i>		<b>6</b>

## 22. Have you visited the Forest of Bowland website?

Answer Options	Response Percent	Response Count
Yes	28.2%	40
No	71.8%	102
<i>answered question</i>		<b>142</b>
<i>skipped question</i>		<b>7</b>

## 23. What are the most useful parts of the website?

Answer Options	Response Count
	27
<i>answered question</i>	<b>27</b>
<i>skipped question</i>	<b>122</b>

Number	Response
1	Accommodation and walking info
2	All
3	Walking/accommodation
4	General information
5	User friendly
6	Walking routes
7	Cycling info
8	General info
9	Cycle routes
10	General info
11	Restaurants
12	General info
13	General info
14	General info
15	Directions
16	Map
17	Accommodation section
18	Cycling info
19	Walks and access
20	Birdwatching info and walks
21	Walking routes
22	Villages, walks and visitor attractions
23	Events and farmers' markets
24	Good general info on the area
25	Events
26	Good links
27	General information

24. Have you downloaded a walk from the Forest of Bowland website?		
Answer Options	Response Percent	Response Count
Yes	22.2%	8
No	77.8%	28
Approximate number:		7
<i>answered question</i>		<b>36</b>
<i>skipped question</i>		<b>113</b>

Number	Approximate number:
1	3
2	1
3	2
4	2
5	4
6	10
7	3

25. How do you rate the quality of the walks?		
Answer Options	Response Percent	Response Count
Excellent	46.2%	6
Good	53.8%	7
Average	0.0%	0
Below average	0.0%	0
Poor	0.0%	0
<i>answered question</i>		<b>13</b>
<i>skipped question</i>		<b>136</b>

26. Overall, how do you rate the Forest of Bowland website?		
Answer Options	Response Percent	Response Count
Excellent	38.7%	12
Good	61.3%	19
Average	0.0%	0
Below average	0.0%	0
Poor	0.0%	0
<i>answered question</i>		<b>31</b>
<i>skipped question</i>		<b>118</b>

27. Do you have any suggestions for changes or additions to the website?	
Answer Options	Response Count
	6
<i>answered question</i>	<b>6</b>
<i>skipped question</i>	<b>143</b>

Number	Response Text
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- 1 Better signposting
- 2 Couldn't find info about church next to inn at Whitewell
- 3 More walks
- 4 more long distance routes
- 5 No, keep as it is
- 6 Not good for proper walking here

**28. If you have visited the area for walking or are interested in walking are there any particular developments you would like to see in terms of type, distance and location?**

Answer Options	Response Count
	33
<i>answered question</i>	<b>33</b>
<i>skipped question</i>	<b>116</b>

Number	Response
1	Generally good signage;
2	Walks that interest the children
3	More waymarked footpaths
4	Less intrusion the better
5	Better signpostings
6	Not good signposting
7	More info about what's available
8	Care for paths eroding
9	More flat walks
10	Dog walks
11	More walks for people with mobility problems
12	More signposts
13	Circular 5-7 mile walks
14	Medium walks with a pub/teashop at the end.
15	Clearer signs
16	Wet is an issue when walking - introduce plank bridges
17	Short walks
18	More signs
19	Walks beginning at public transport drop offs.
20	More routes in Craven area
21	More dog walks
22	No improvements needed, very well waymarked.
23	Better waymarking
24	More suitable for dogs
25	More signposting of shorter walks
26	Short walks
27	Private land would be good to see.
28	Longer routes developed over 2 or 3 days with places to stay.
29	Better signposting
30	Mapped out better for different abilities
31	Stiles can be a problem for disabled
32	Routes well maintained and waymarking good
33	More leaflets about shorter walks

29. Have you used any Forest of Bowland leaflets?		
Answer Options	Response Percent	Response Count
Yes	34.5%	48
No	65.5%	91
<i>answered question</i>		<b>139</b>
<i>skipped question</i>		<b>10</b>

30. If yes, how have you received the leaflets?		
Answer Options	Response Percent	Response Count
Downloaded from the Forest of Bowland website	6.3%	3
Picked up from an Information Centre within the Forest of Bowland	33.3%	16
Picked up from an Information Centre outside the Forest of Bowland	20.8%	10
Picked up in a shop/eating establishment/attraction	31.3%	15
Given by an accommodation provider	31.3%	15
Other (please specify)		2
<i>answered question</i>		<b>48</b>
<i>skipped question</i>		<b>101</b>

Number	Other:
1	Sent from LCC
2	Rally organisers

31. Have you ever attended a Festival Bowland event?		
Answer Options	Response Percent	Response Count
Yes	11.3%	15
No	88.7%	118
Comments:		1
<i>answered question</i>		<b>133</b>
<i>skipped question</i>		<b>16</b>

Number	Response
1	Very well organised

32. Do you have any ideas for future Festival Bowland events?	
Answer Options	Response Count
	7
<i>answered question</i>	<b>7</b>
<i>skipped question</i>	<b>142</b>

Number	Response
1	Arts & Crafts trail, or leaflet showing public art works.
2	More arts ones
3	More of them

- 4 More fishing events
- 5 More art, poetry and crafts relating to the area.
- 6 More cycling events
- 7 Food tours

### 33. Any other comments?

Answer Options	Response Count
	50
<i>answered question</i>	<b>50</b>
<i>skipped question</i>	<b>99</b>

Number	Response Date
1	Very friendly people and a wonderful landscape
2	Enjoyed my visit
3	Thanks its lovely
4	Hidden Gem
5	Leave it as it is in terms of commercial promotion
6	Best kept secret!
7	Leave it as it is.
8	Tendancy to take for granted as so close to it.
9	Parking fee same for 1 hr as 8 hrs, doesn't seem fair
10	We'll return, support development
11	Very nice area - not advertised much out of area, could be advertised more.
12	Came back intentionally this way on our way home
13	Lovely, like stepping back in time.
14	Advertise events better
15	We love it
16	Roads in poor condition
17	Don't tell anyone else about it!
18	Keep it as natural as possible
19	Parking in certain areas can be tricky.
20	Keep it as it is.
21	Quiet and well maintained
22	Change fire signs to no fire and BBQ and introduce signs showing walks and more litter bins
23	Don't encourage anymore visitors.
24	Don't become too commercial
25	Pleased to leave close by.
26	Improvement in public transport from Lancaster to Bowland. Should not attempt to be like the lakes, continue to promote sustainable tourism, valued on local food and producers.
27	Nice place to stop
28	Restrict traffic
29	Beautiful
30	Will visit again for sight seeing in the future
31	Beatiful area.



- On our doorstep, so take advantage of it. We like the peace and quiet and don't want to see anymore people.
- 32 Don't change it.
- 33 Car parking and toilet facilities good
- 34 It's beautiful
- 35 Very green area and relaxing place.
- 36 Appreciate the beauty
- 37 Don't make it too busy!
- 38 Beautiful place.  
Disabled access is good.
- 40 Don't want everyone to know about it!
- 41 Please don't build up the area and spoil it.
- 42 Green accreditation should be advertised more.
- 43 Well kept secret.
- 44 Very pleasant and clean and easily accessible
- 45 Preserve it the way it is.
- 46 Beautiful would like to stay longer  
Friends who visit the area are surprised  
by what it is like - the wonderful beauty.
- 47 Well maintained and clean.
- 48 Wonderful area
- 49 Dogs are very welcome
- 50