

The state of tourism

Measuring changes in tourism

The Lake District National Park's special qualities make it the centrepiece of tourist activity with much to offer all year round. The National Park accounts for over half of tourism spend and tourism-related jobs in the county and has the highest concentration of visitors.

Tourism in the Lake District National Park, as elsewhere, is undergoing significant change. Visitors now expect better quality in every aspect of their visit, from booking arrangements and accommodation to attractions and public places. The area's cultural heritage, including its farmed landscapes and built environment, is an important part of the visitor experience and a significant generator of income. Importantly, the one thing that remains constant is that the majority of people come to the Lake District National Park because of its spectacular scenery and the peace and quiet it offers.

When monitoring changes in tourism, we will monitor the extent to which tourism is sustainable within the context of the National Park environment.

The key indicators we will use to measure change in tourism are:

SOP17

Changes in the tourism economy

1. The economic value of tourism
2. The number of tourism-related jobs

SOP18

Changes in the variety of tourist accommodation

1. The types of accommodation available
2. Accommodation occupancy levels

SOP19

Changes in the impact from tourism

1. The numbers of tourism-related businesses contributing to conservation and sustainable development initiatives
2. The value of contributions from tourism-related businesses
3. Residents' perception of tourism

SOP17

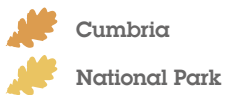
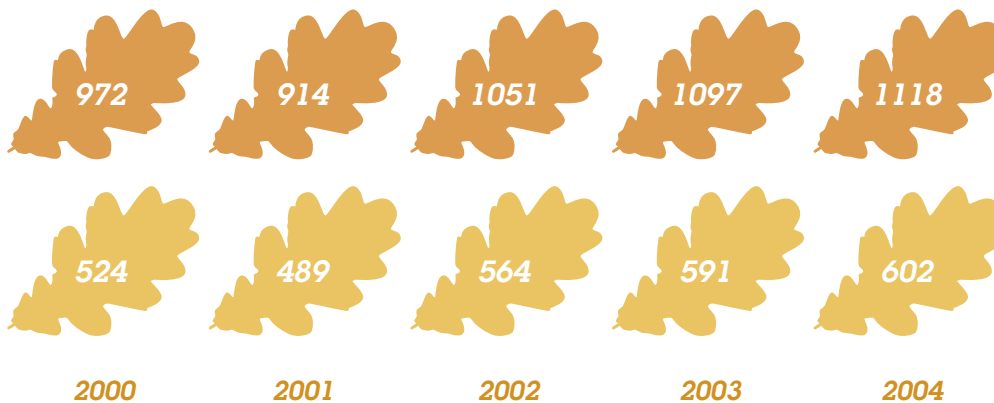
Changes in the tourism economy

One of the most significant indicators of the health of the tourism economy is its value, as well as the number of jobs it creates. Data has been collected since 2000 and we will continue to monitor these changes over time to help us compare the Lake District National Park against the rest of Cumbria, (see diagram below).

Tourism revenue tells us how much tourists spend on items such as accommodation, food and drink, recreation, shopping and transport. Increased revenue represents positive health of the tourism economy. Tourism-related jobs include employment in the accommodation, food and drink, recreation, shopping and transport sectors.

Since 2000, tourism revenue and related jobs have increased in the Lake District National Park and it now accounts for over half the tourism spend county-wide. The 2001 figures reflect the outbreak of foot and mouth disease, when visitor revenue fell by 6.6 % in the National Park. Any analysis of numbers of tourism-related jobs needs to be assessed against the health of the wider employment sector in non-tourism-related jobs and the level of salaries within the sector. Traditionally, tourism-related jobs are low salaried. We also need to determine the percentage of tourism jobs undertaken by local people. This will help us understand an aspect of the role tourism plays in the local community.

£ millions tourism revenue Cumbria wide and in the Lake District National Park



How has it changed?




There has been a year on year increase since 2000 except for 2001 which reflects foot and mouth.

Source: Global Tourism Solutions UK Ltd for Lake District National Park Authority



Number of tourism related jobs (full time equivalent) Cumbria-wide and in the Lake District National Park



-  Cumbria
-  National Park

Source: Global Tourism Solutions UK Ltd for Lake District National Park Authority

How has it changed?



Tourism related jobs have increased year on year since 2002.

SOP18

Changes in the variety of tourist accommodation

The Lake District National Park should provide a broad variety of accommodation to ensure that a diverse range of people can stay in and enjoy the National Park. We will monitor changes in the availability of different types of accommodation.

Most information is currently only available for Cumbria as a whole.

However, there is some data available now for the Lake District National Park.

1998 – National Park Caravan Pitches

3,000 approved camping pitches (approximate figure from planning applications)

4,500 static caravans (approximately) on 100 sites (of four vans or more)

2,600 permitted touring caravan pitches on 89 sites

1998
2,600 touring caravan pitches
4,500 static caravan pitches

2004
2,496 touring caravan pitches
4,713 static caravan pitches

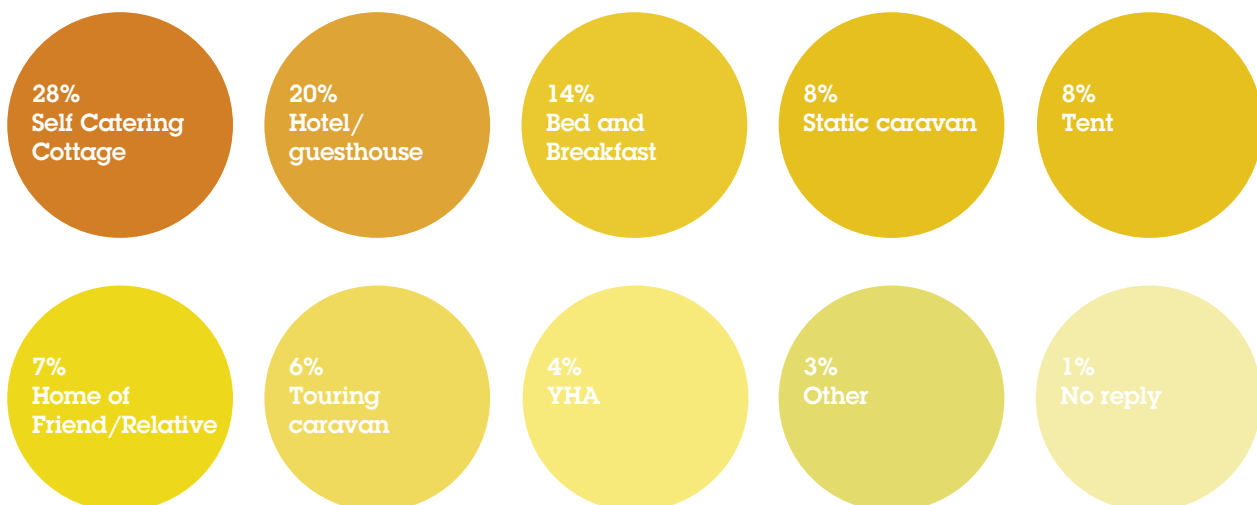
The loss of touring caravan pitches, which could reduce the availability of budget accommodation, contrasts with an increase in the number of static caravan pitches between 1998 and 2004.

We will also measure the occupancy rates for each type of accommodation. Cumbria Tourist Board has surveyed the occupancy rates for different types of accommodation across Cumbria as part of the UK Occupancy Survey, (see diagram opposite).

In 2001, a third (34%) of the staying visitors used serviced accommodation; over a quarter (28%) used self-catering accommodation (cottage or apartment). Almost a quarter (22%) stayed in a tent, touring or static caravan and 7% stayed at the homes of friends or relatives.

Accommodation Type Used in National Park

Source: Lake District National Park Authority Needs and Preferences Survey, 2001



**Serviced Accommodation in
National Park (hotels, guesthouses,
b&bs)**

Annual average room occupancy %	Cumbria	National Park
2004	57.2	60.5
2003	55.7	59.7
2002	54.8	57.3
2001	45.8	47.2
2000	48.4	50.8

**Self Catering Accommodation in
National Park**

Annual average unit occupancy %	Cumbria	National Park
2004	63.2	67.5

Source: Cumbria Tourist Board Occupancy Surveys



SOP19 - Changes in the impact from tourism

There are several initiatives in the Lake District National Park and Cumbria which promote the positive contribution tourism and tourism businesses can make to the environment and community. The Responsible Tourism Scheme is one such initiative run by the Tourism & Conservation Partnership (TCP).

We will use information from these initiatives to monitor how tourism and tourism-related businesses are making a positive contribution to the environment and community. Data from the TCP will show the total amount of money raised by visitors and donated annually by organisations and businesses.

Examples of projects funded by the scheme include 'Our man at the Top', which supports the work of three National Trust footpath repair workers. Lindeth Howe Hotel is one of many businesses supporting conservation initiatives, including enhancement of the Dalesway footpath and the conservation of the red squirrel. They have raised £13,082 towards this work.

Tourism businesses within the Responsible Tourism Scheme are encouraged to assess and manage proactively their environmental performance and to consider the opportunities for strengthened community links through local employment and the use of local products and services.

Tourism businesses within the Responsible Tourism Scheme

2003
60 businesses
involved

2005
93 businesses
involved

How has it changed?



55%

**Contributions of visitors through
businesses involved in the Tourism
Conservation Partnership Scheme**

1999
£41,455 raised by visitors
12 businesses involved

2003
£202,528 raised by visitors
102 businesses involved

How has it changed?



Increase in financial contributions
from visitors.

Source: Tourism Conservation Partnership, 2005

