



# Visitor Survey

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## Q1 2025

# Key Findings

## Visitor information

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- When surveyed, 71% of participants said they lived in the UK, 25% identified as local residents of Derbyshire and/or the Peak District, and 4% reported traveling from overseas.



- Of those who stated they live in the UK, the majority (43%) reported residing in the East Midlands. This was followed by the North West (13%), Yorkshire and the Humber (10%), and the East of England (10%). Smaller proportions came from various other regions including London, the South East, South West, West Midlands, North East, and Scotland, each accounting for 3% of respondents. No participants reported living in Wales, Northern Ireland, or the Channel Islands/Isle of Man, and 3% preferred not to disclose their location.



- Of the respondents who reported traveling from abroad, 75% were from Europe and 25% were from North America.



# Key Findings

## Visitor information

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- As expected in a visitor survey, the vast majority of respondents (92%) indicated that their reason for visiting was for leisure, including holidays, short breaks, or day trips. A smaller proportion were visiting friends or family (6%), and a few were on a business trip (2%).



- The majority of visitors (59%) were on a day trip lasting more than 3 hours. Additionally, 31% stayed for 2 or more nights, while 8% stayed for just 1 night. A small number (2%) were making an overnight stop-over as part of a longer trip or tour elsewhere.



- The most common activities among visitors were eating and drinking at cafés, pubs, or restaurants (67%) and sightseeing or exploring the area (63%). Many also visited attractions such as historic houses, theme parks, or museums (59%), and took part in outdoor leisure activities like walking or cycling (48%). Less common activities included visiting friends or relatives (11%), attending public events (13%), or engaging in hobbies and cultural experiences (17%).



# Key Findings

## Visitor information



- The most common types of accommodation were staying with friends or relatives (35%) and self-catering options such as cottages, houses, or lodges (33%). Hotels were also a notable choice, used by 15% of visitors. Other accommodation types—including guest houses/B&Bs, pubs with rooms, hostels, and caravan or camping options—each accounted for 4% of responses, indicating more limited use.
- Just under half of the visitors (48%) had booked accommodation in advance, while 52% did not book accommodation (likely day visitors or those staying with friends/family). Among those who did book, the majority made their reservations 1 to 3 months in advance (15%) or 3 to 6 months in advance (13%). A smaller number booked 2 weeks to 1 month prior (11%), while only 2% booked within the last week. Notably, no visitors reported booking accommodation on arrival, and 7% had booked more than 6 months in advance.
- In addition to accommodation, the majority of visitors (72%) did not book anything else in advance. Among those who did make additional advance bookings, events were the most commonly reserved (13%), followed by tours (11%) and attractions (9%). A smaller portion (4%) arranged vehicle hire in advance.



# Key Findings

## Visitors in destination



- The survey results show that visitors explored a diverse selection of locations across the Peak District and Derbyshire. Bakewell (53%), Castleton/Edale (47%), Buxton (43%), and Matlock/Matlock Bath (43%) were among the most frequently visited areas. Other notable destinations included Hathersage (30%), Ashbourne and Chesterfield (both 26%), and Belper (17%). Fewer visitors reported going to Derby City (9%), South Derbyshire (11%), and Glossop (8%).



- Among the attractions listed, Chatsworth House was the most visited, with 55% of respondents indicating they had been there, followed by the Peak District National Park at 49%. Other popular sites included National Trust properties (31%), Crich Tramway Museum (25%), Dovedale (24%), and the Heights of Abraham (24%). A notable number also visited Bolsover Castle (22%) and various Peak District caves and castles such as Peak Cavern, Peveril Castle, Speedwell Cavern, and Treak Cliff Cavern—each attracting 18% of visitors. Meanwhile, 18% of respondents stated they had not visited any of the listed attractions.



- Among those who indicated they had visited the Peak District National Park, the most frequently visited locations were Ladybower Reservoir / Derwent Dam (56%), Stanage Edge (44%), and Mam Tor (40%). Kinder Scout and the Castleton caves and caverns were each visited by 36% of respondents, while Bamford Edge attracted 32%, Chrome Hill (Dragon's Back) 24%, and Dovedale 20%.



# Key Findings

## Town & City



- Visitors to Derby reported spending time at a variety of attractions, with the Derbion shopping centre and Irongate/Sadlergate area being the most popular, each visited by 80% of respondents. Other frequently visited sites included the Cathedral/Cathedral Quarter, the Museum & Art Gallery, the Museum of Making, and Pickford House (each at 60%). Fewer visitors explored QUAD (40%), took a riverboat ride (20%), or mentioned other locations (20%).



- Among those who visited Buxton, the most popular attractions were Pavilion Gardens (73%) and the Buxton Crescent Spa (64%). The Buxton Opera House also drew significant interest, with 45% of visitors attending. Smaller proportions explored Poole's Cavern and Solomon's Temple (both at 27%), while fewer visited the Devonshire Dome (9%). Only 5% of respondents indicated they did not visit any of the listed attractions.



- In Chesterfield, the Crooked Spire Church was the most visited attraction, mentioned by 62% of respondents. Queens Park attracted 31% of visitors, while 15% visited the Winding Wheel. Notably, 38% of visitors indicated they had not visited any of the listed attractions.



# Key Findings

## Spend and Satisfaction

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- When asked how likely they were to recommend Derbyshire and the Peak District on a scale of 1 to 10, respondents gave an average rating of 9, indicating a high level of satisfaction and likelihood to recommend the destination.



- On average, visitors reported spending **£311 on accommodation**, making it the highest spending category. This was followed by **£87 on food and drink**, **£44 on shopping**, and **£40 on entertainment**. **Transport within the destination** accounted for the lowest average spend at **£14**. These figures reflect average spending across all respondents, including both day and overnight visitors.





# Visitor Survey

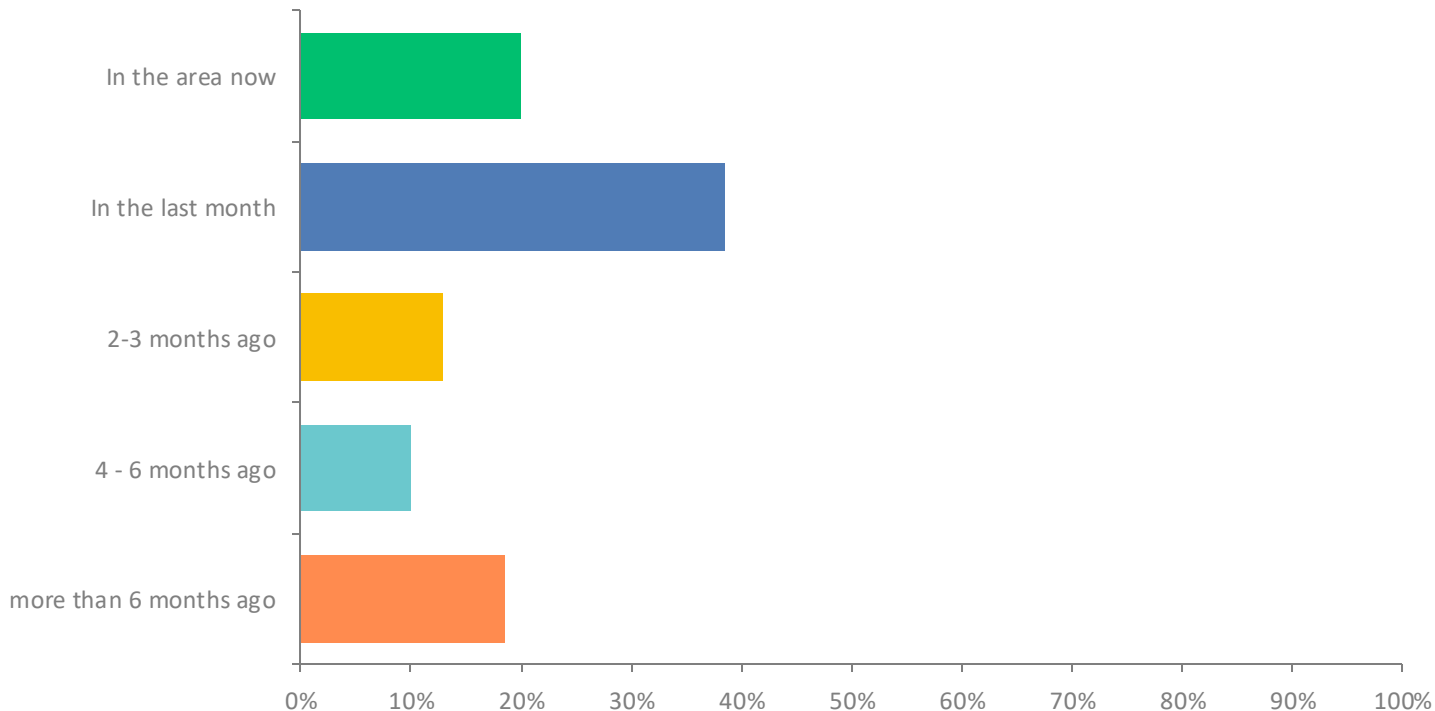
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## Q1 2025 Charts & Graphs



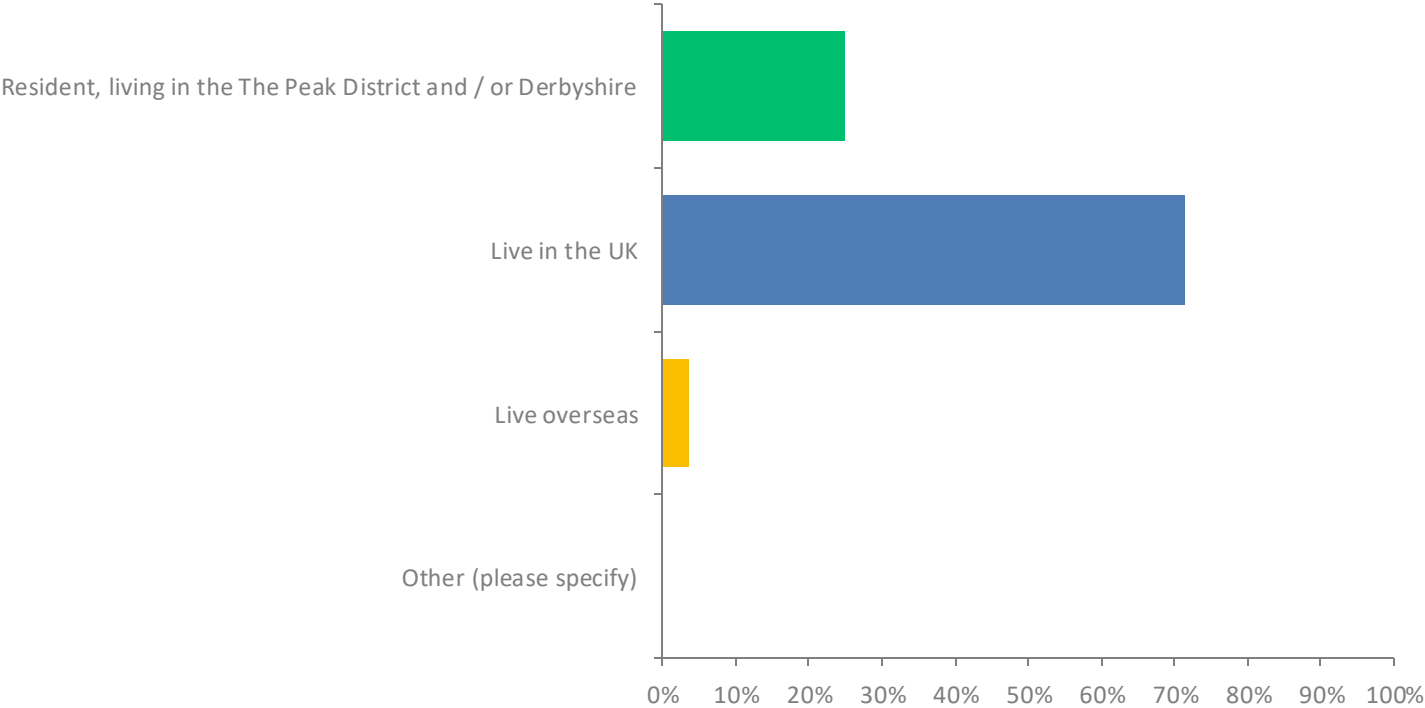
# Q1: When did you last visit The Peak District and /or Derbyshire?

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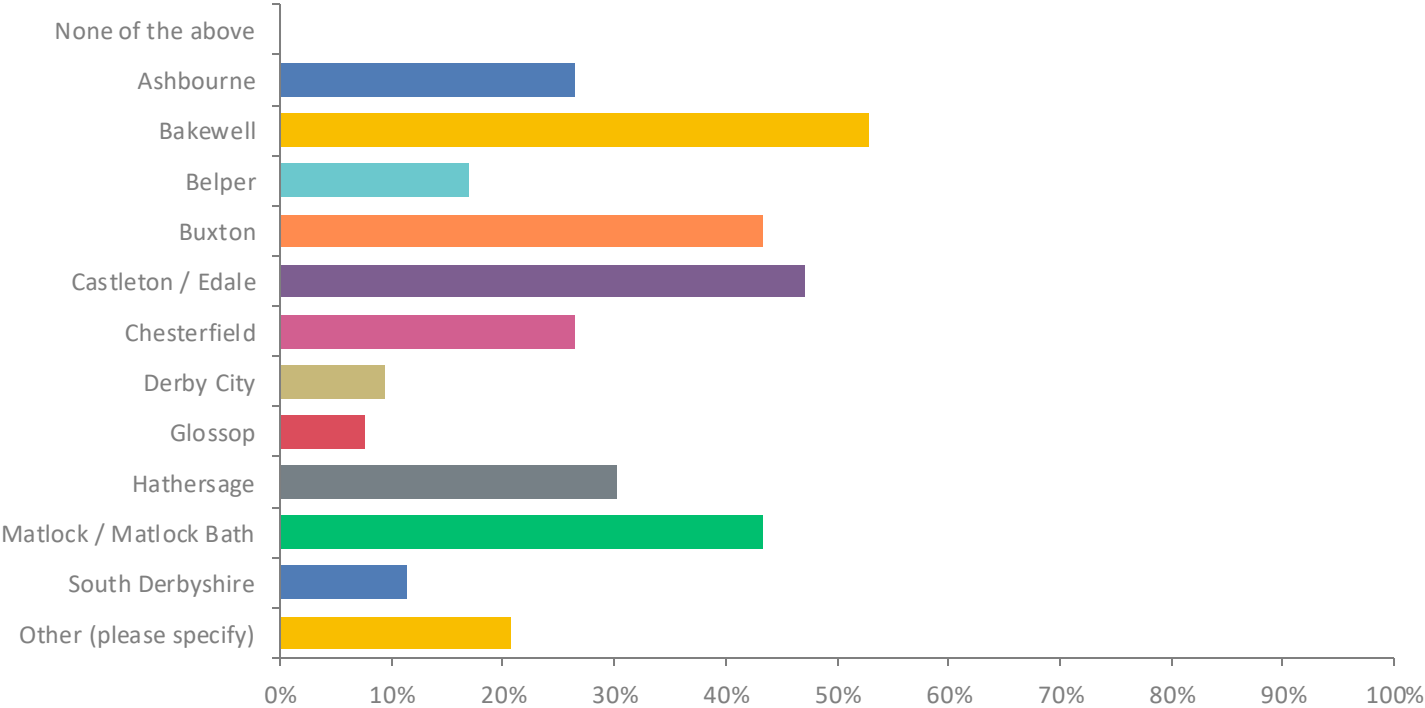


## Q2: Are you a local resident, from elsewhere in the UK or from overseas?

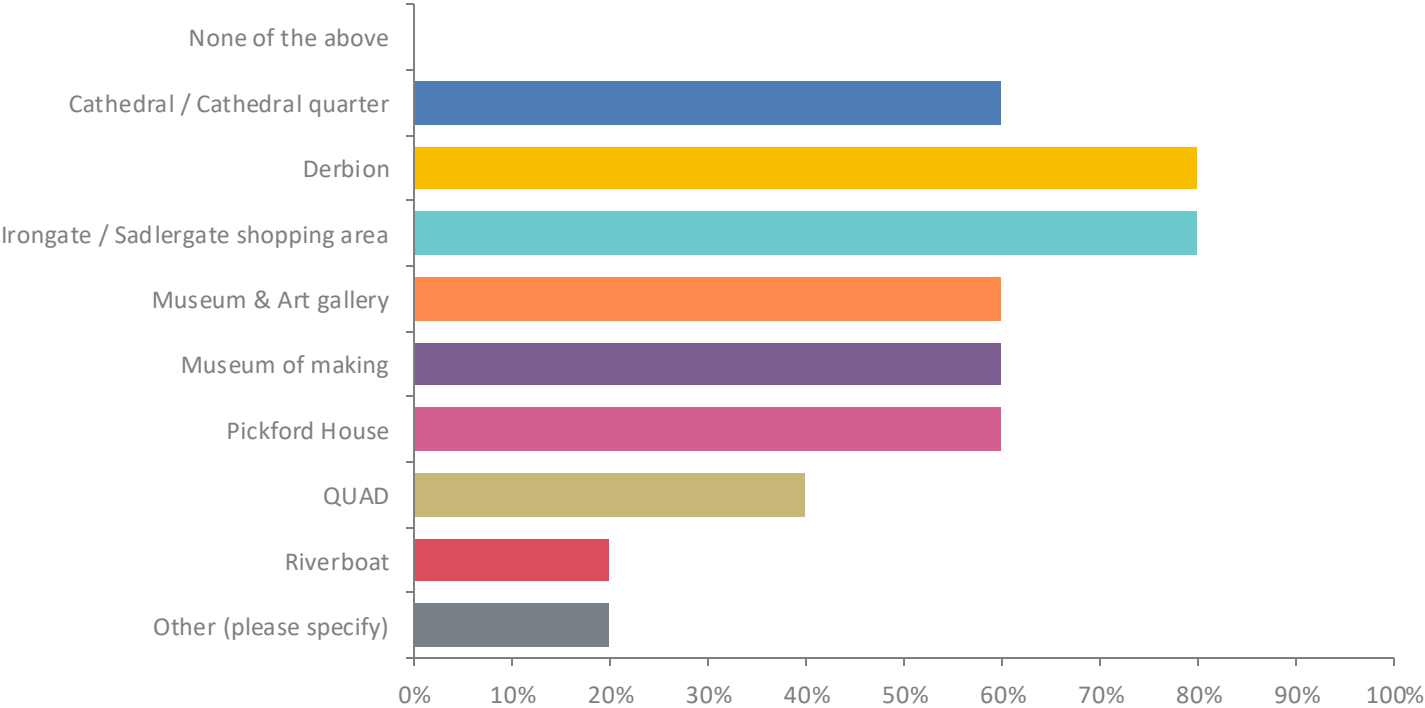
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**Q3: Which, if any of these areas did you visit during your visit? (Please tick all that apply)**

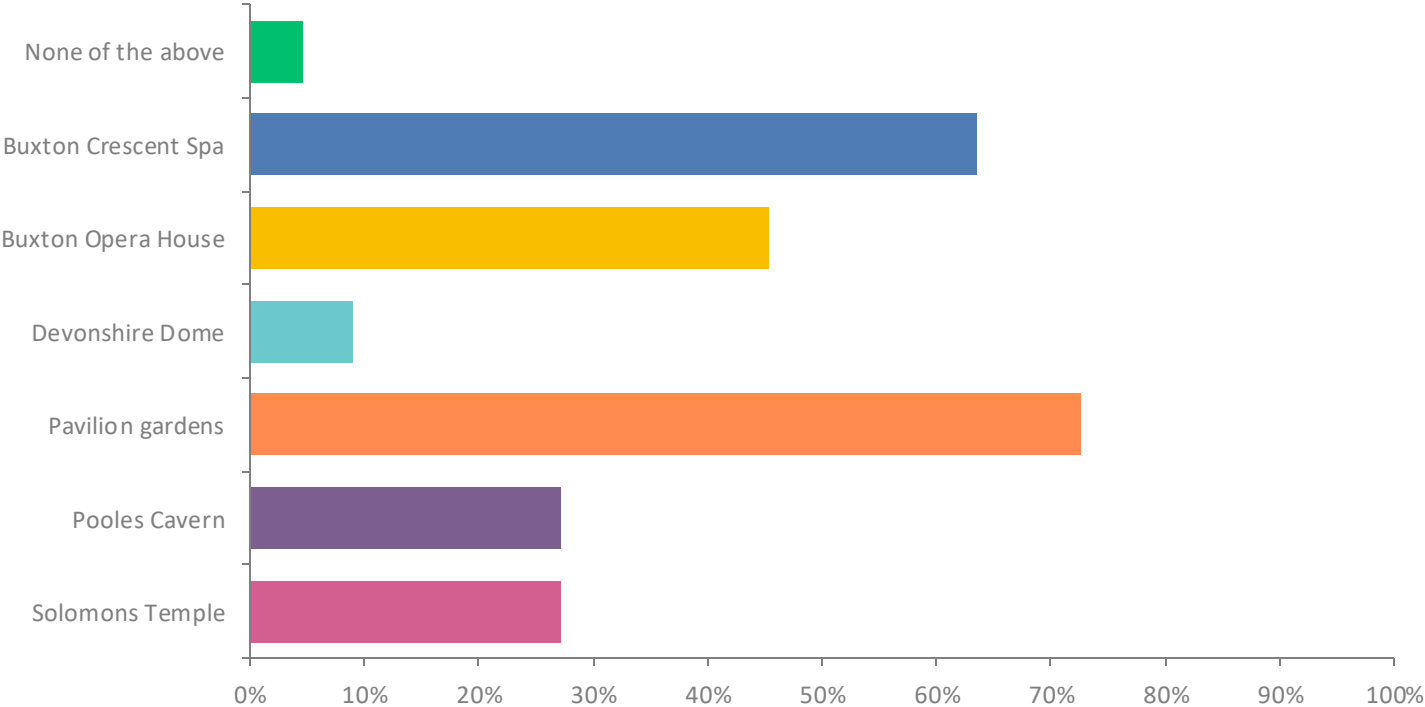


# Q4: Which of the following have you visited in Derby City?



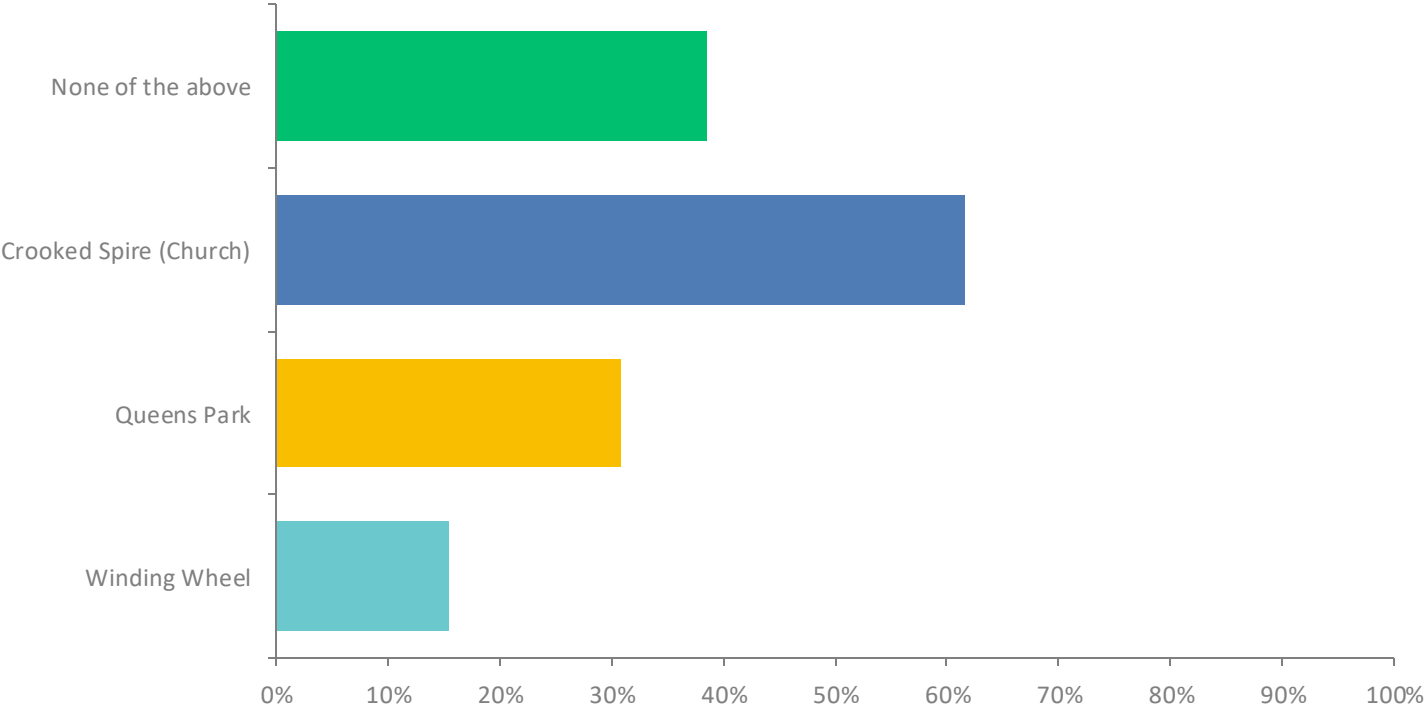
# Q5: Which of the following have you visited in Buxton?

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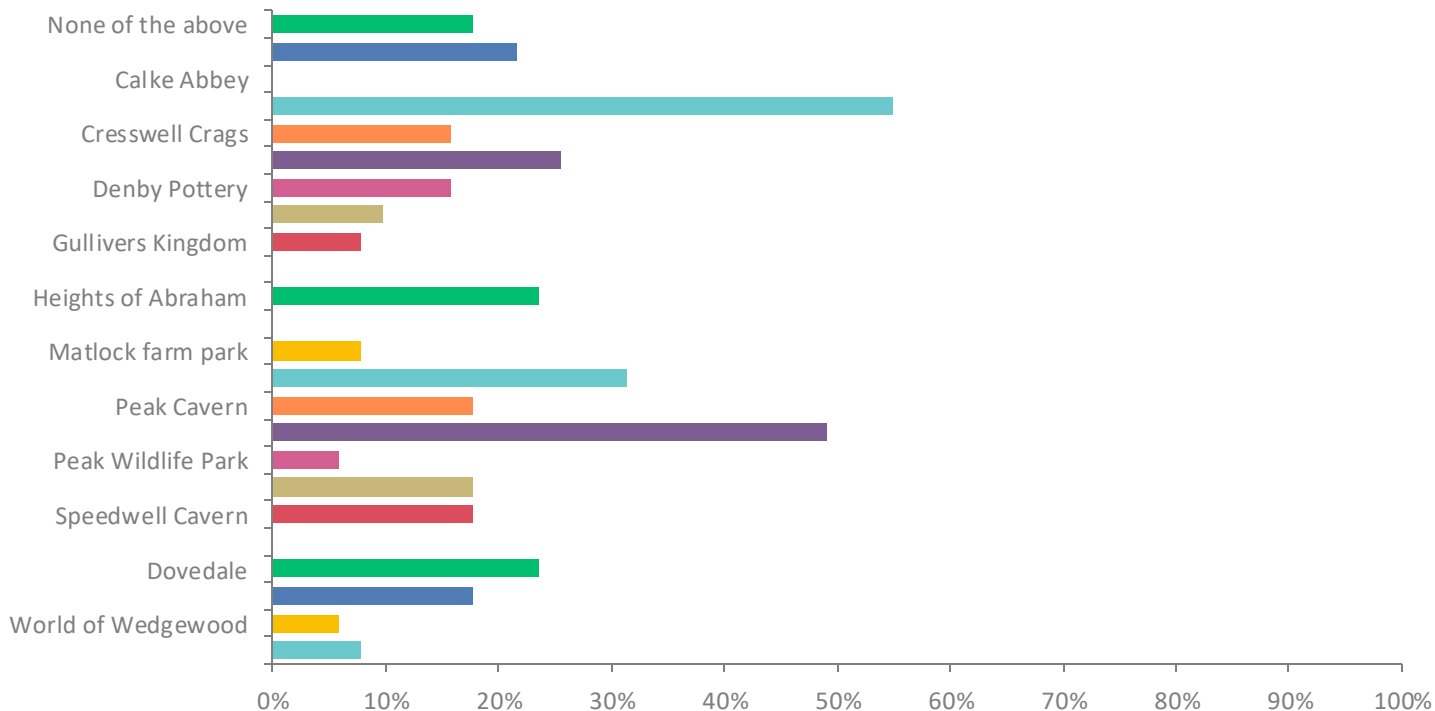


# Q6: Which of the following have you visited in Chesterfield?

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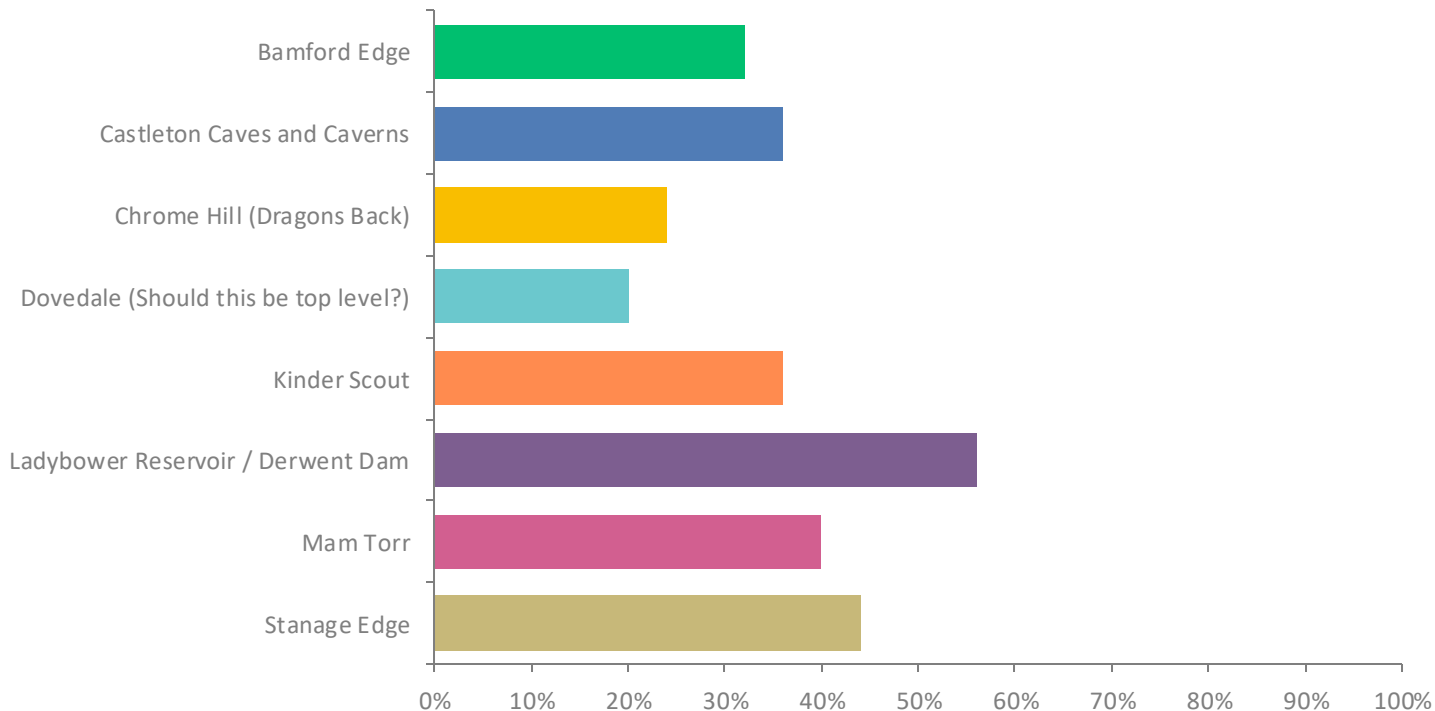


## Q7: Which, if any of these attractions / places of interest did you/will you visit during your time here? (Please select all that apply)



## Q8: Which of the following areas in the Peak District National Park did you visit? (Please tick all that apply)

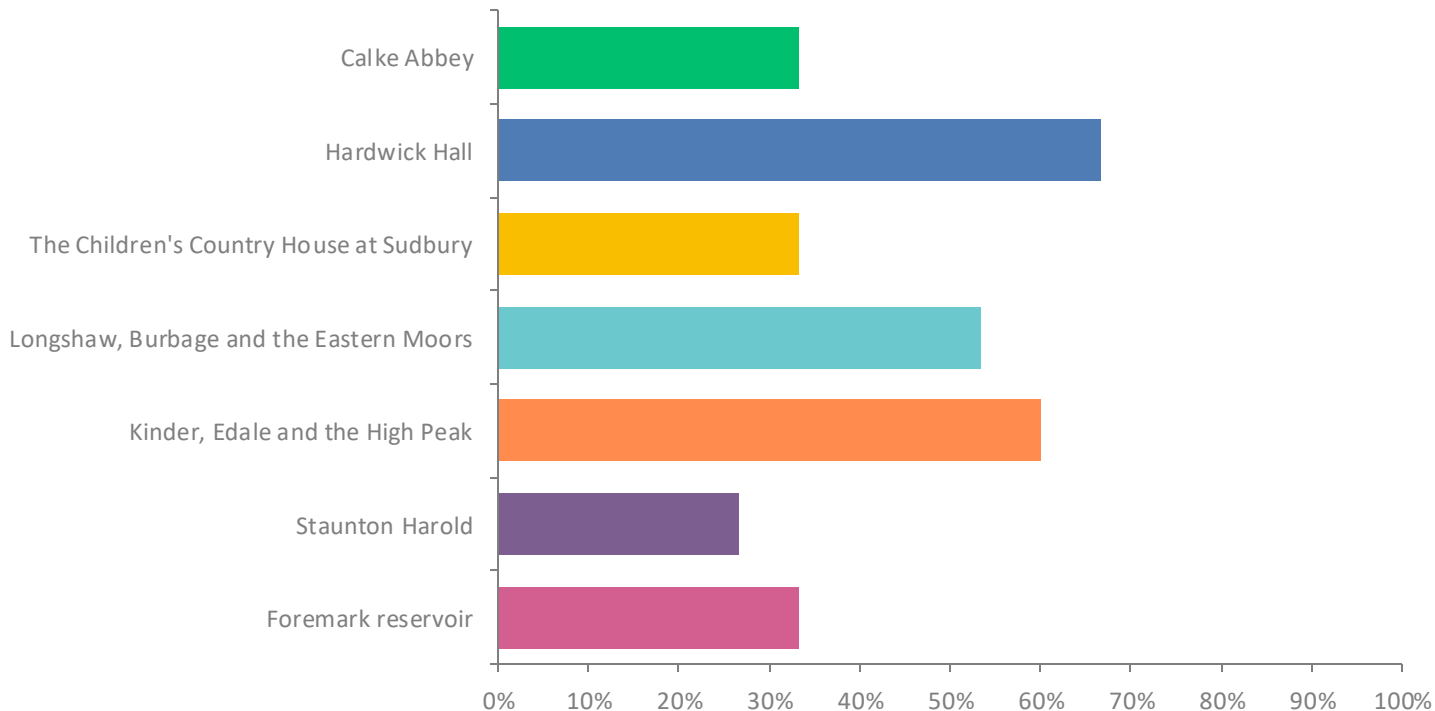
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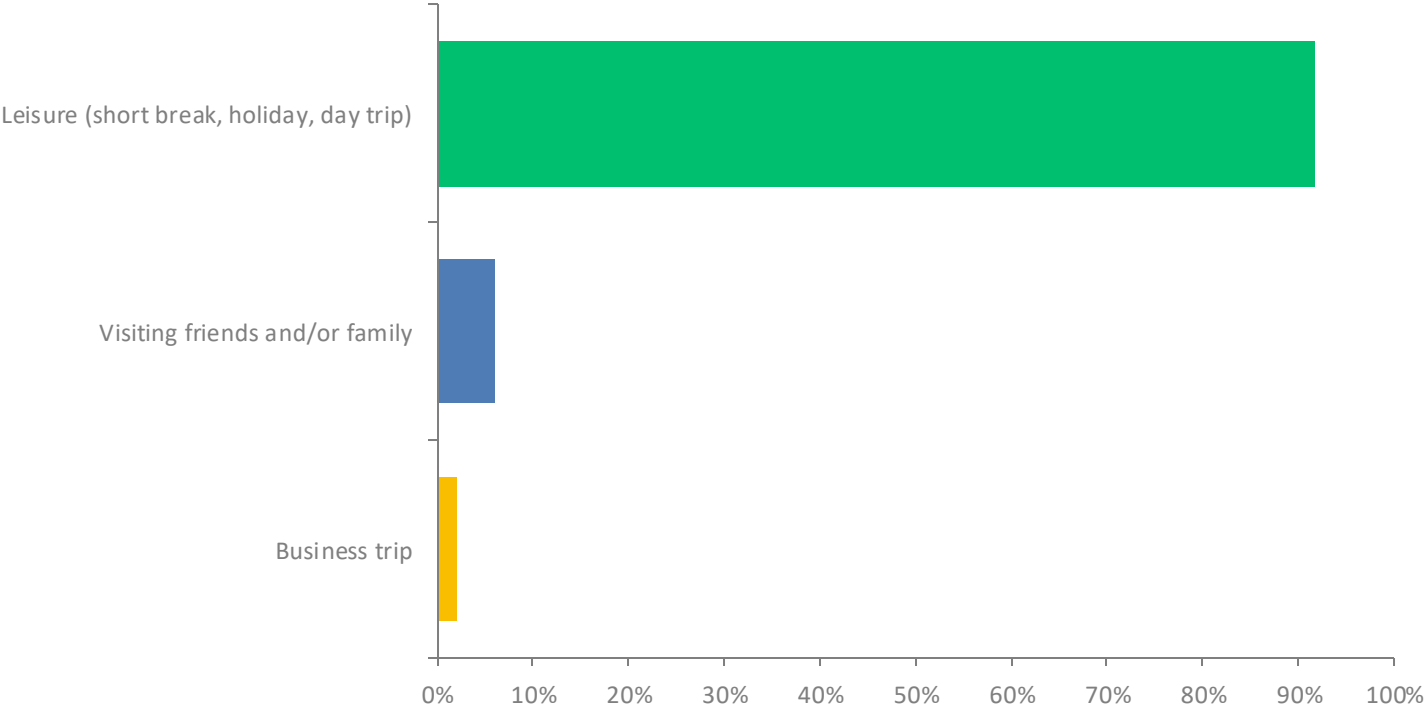
## Q9: Which of the following National Trust properties / sites did you visit (Please tick all that apply)

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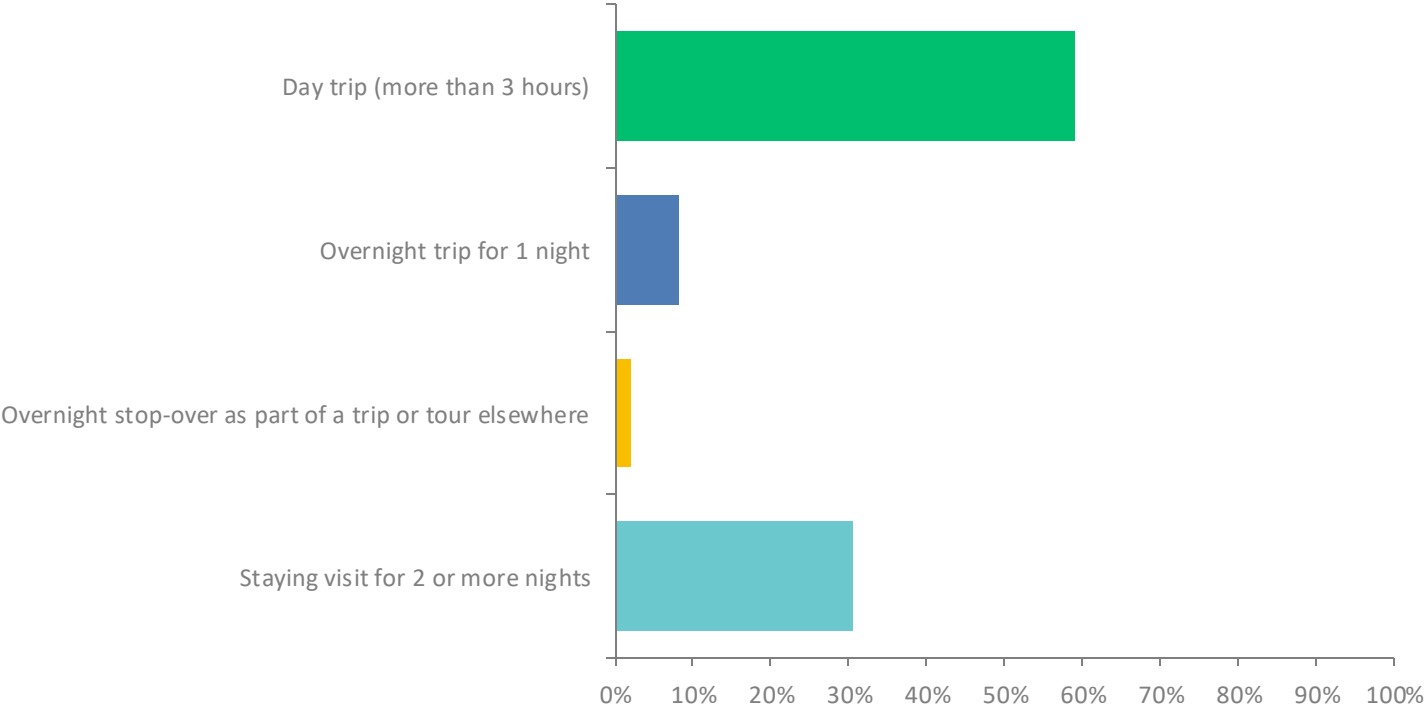
# Q10: What was the MAIN reason for your visit?

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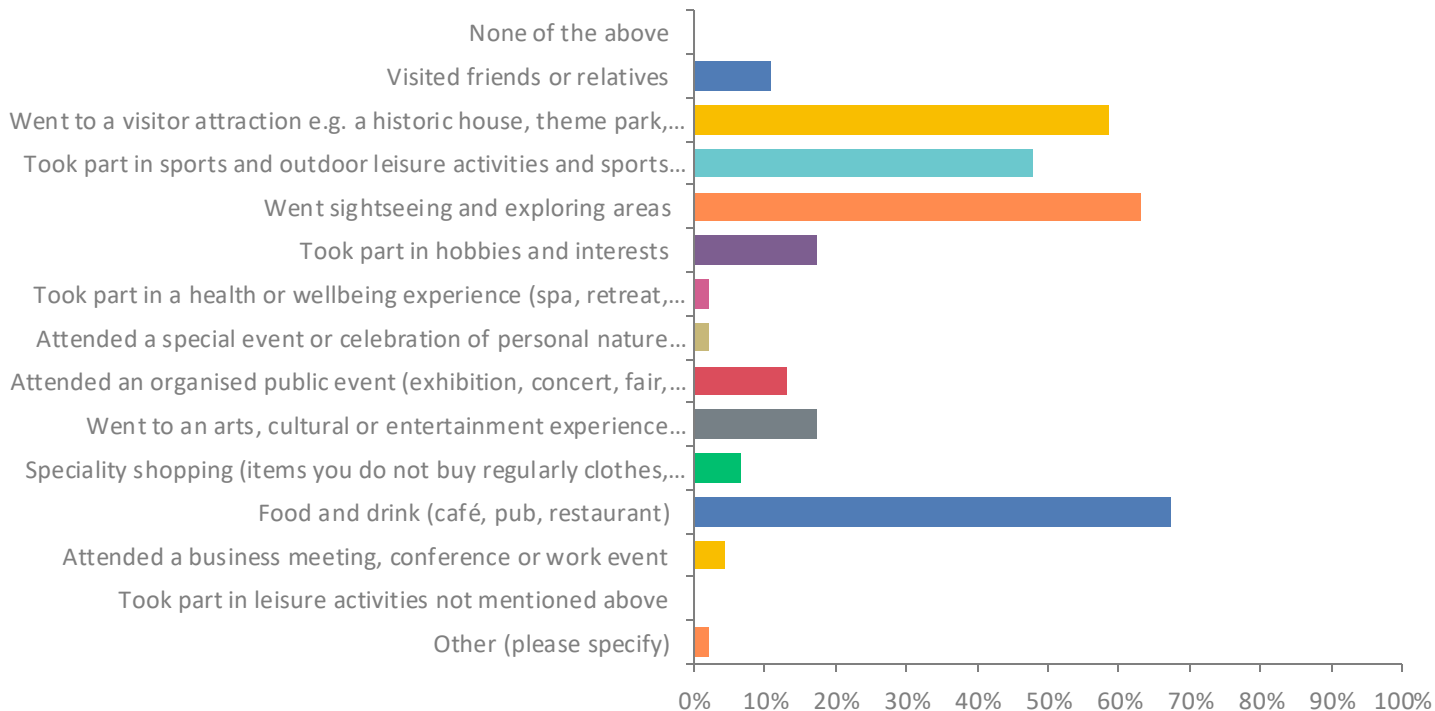


# Q11: What would best describe your visit duration?

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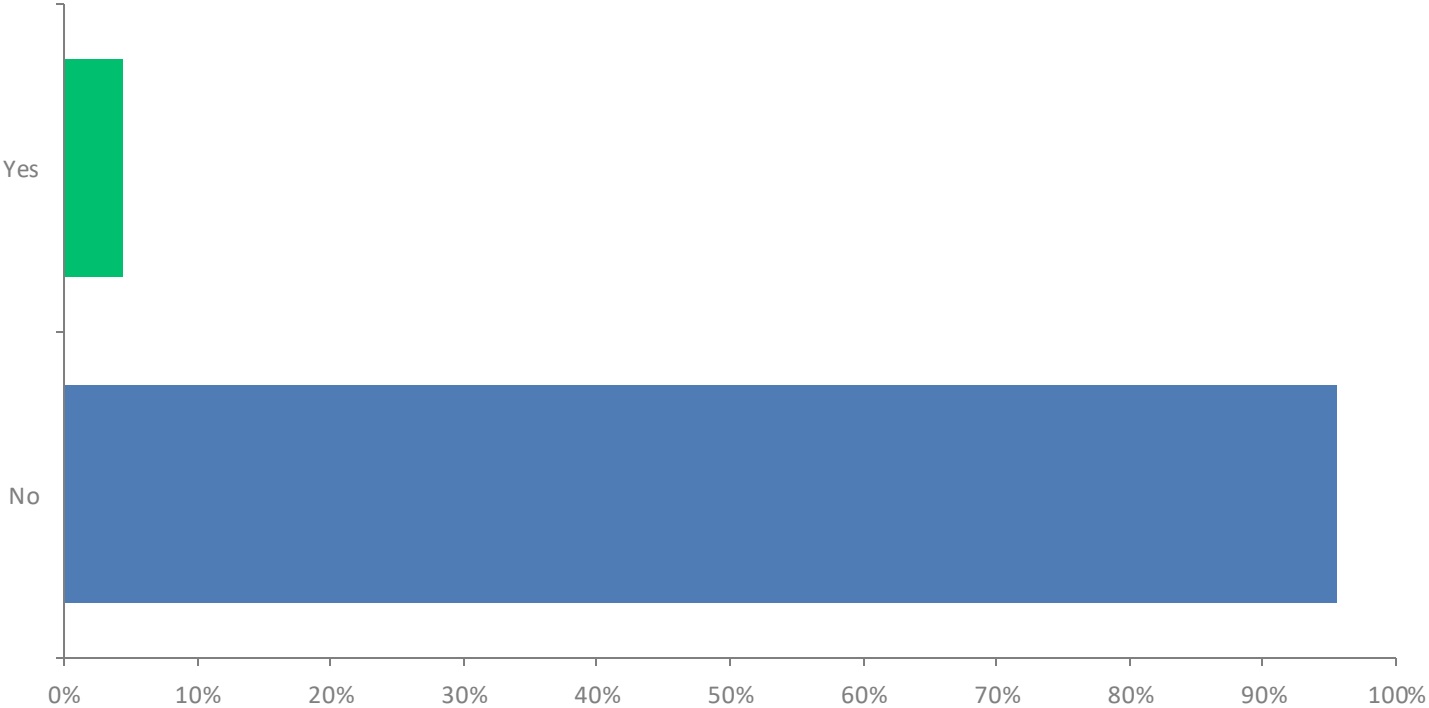


## Q13: Which of the following activities have you done / will you do during your trip here? (Please tick all that apply)



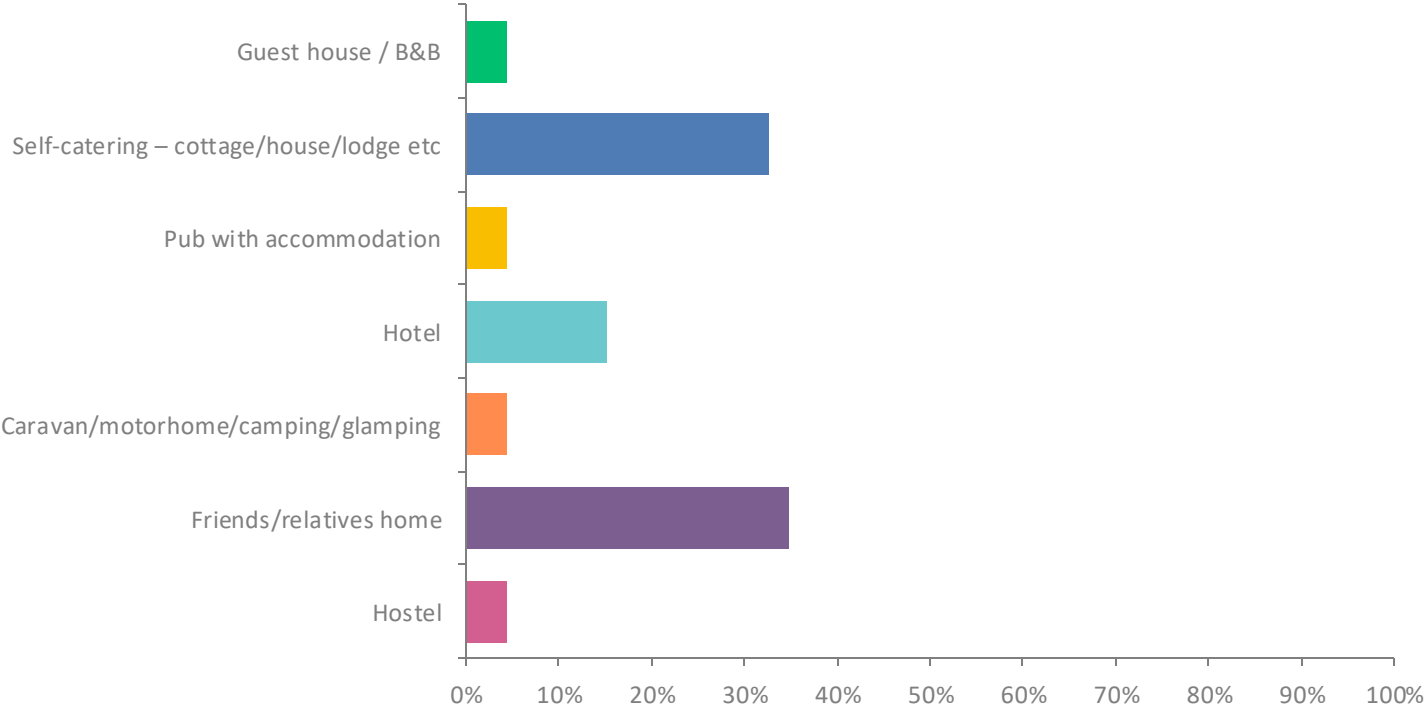
# Q14: Is this your first visit to the area?

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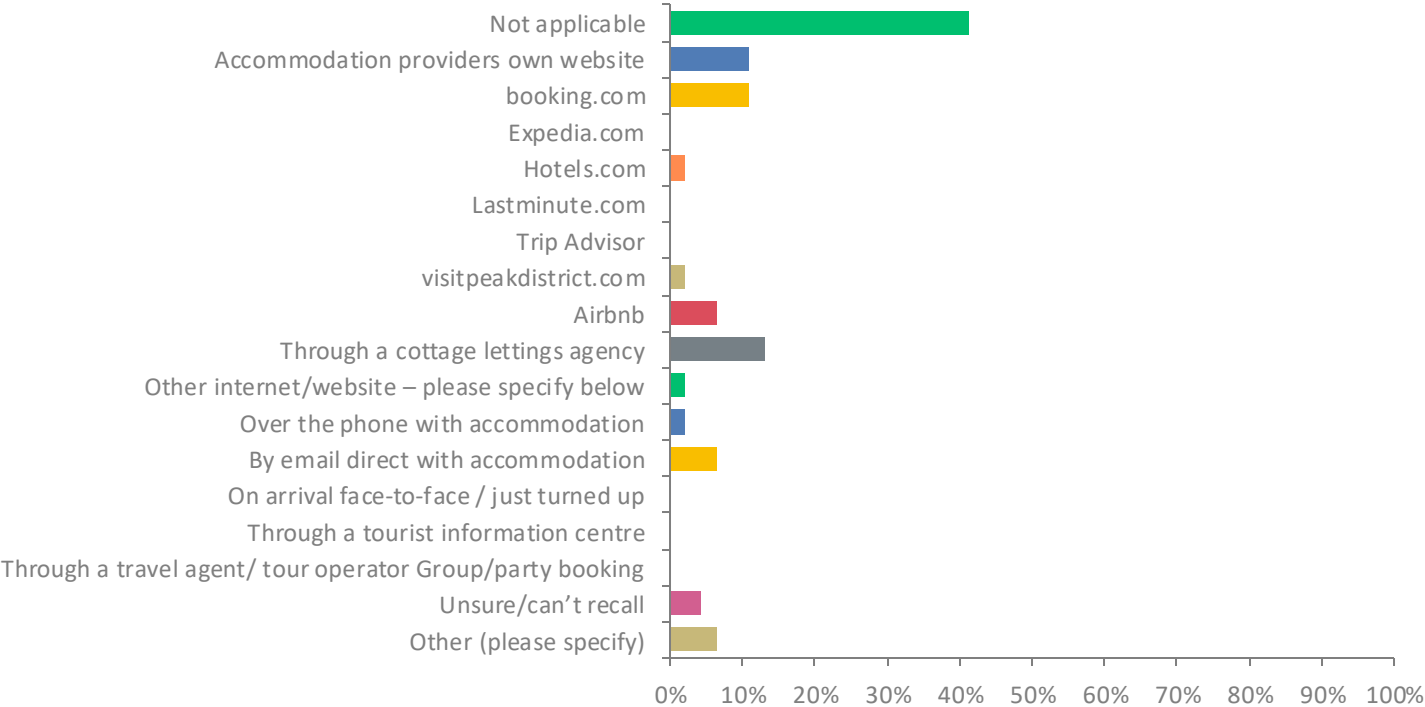


# Q15: What type of accommodation are you mainly staying/did you stay in during your time in The Peak District and /or Derbyshire?

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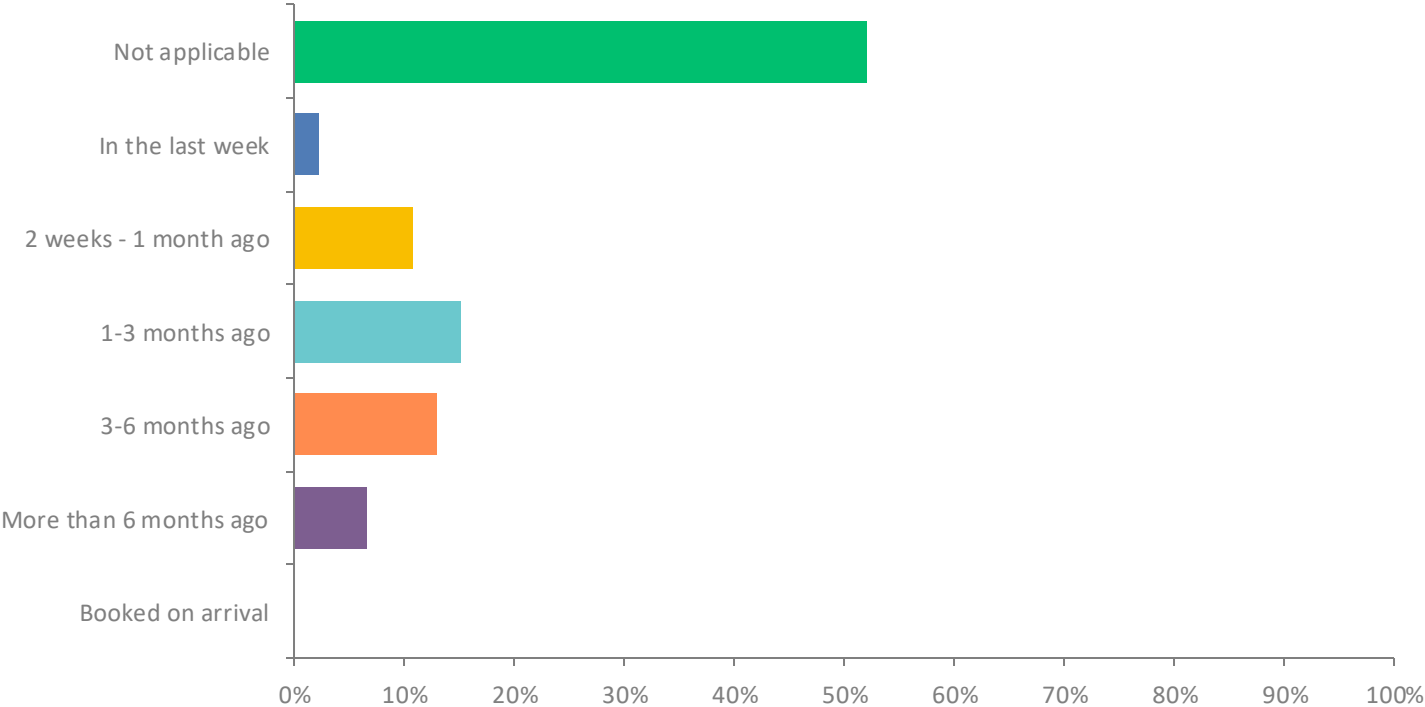


# Q16: Which of the following did you use to book your trip? (please tick all that apply)



# Q17: How long before the trip did you book your accommodation?

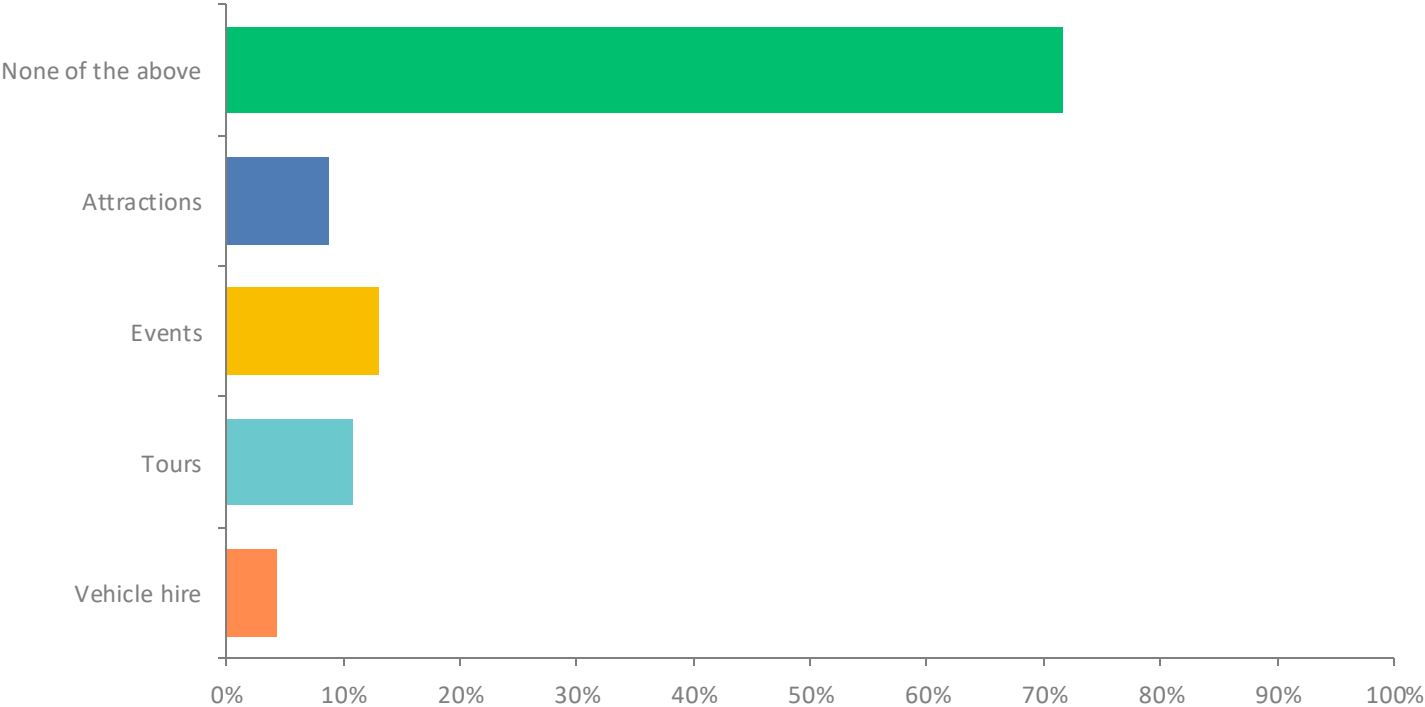
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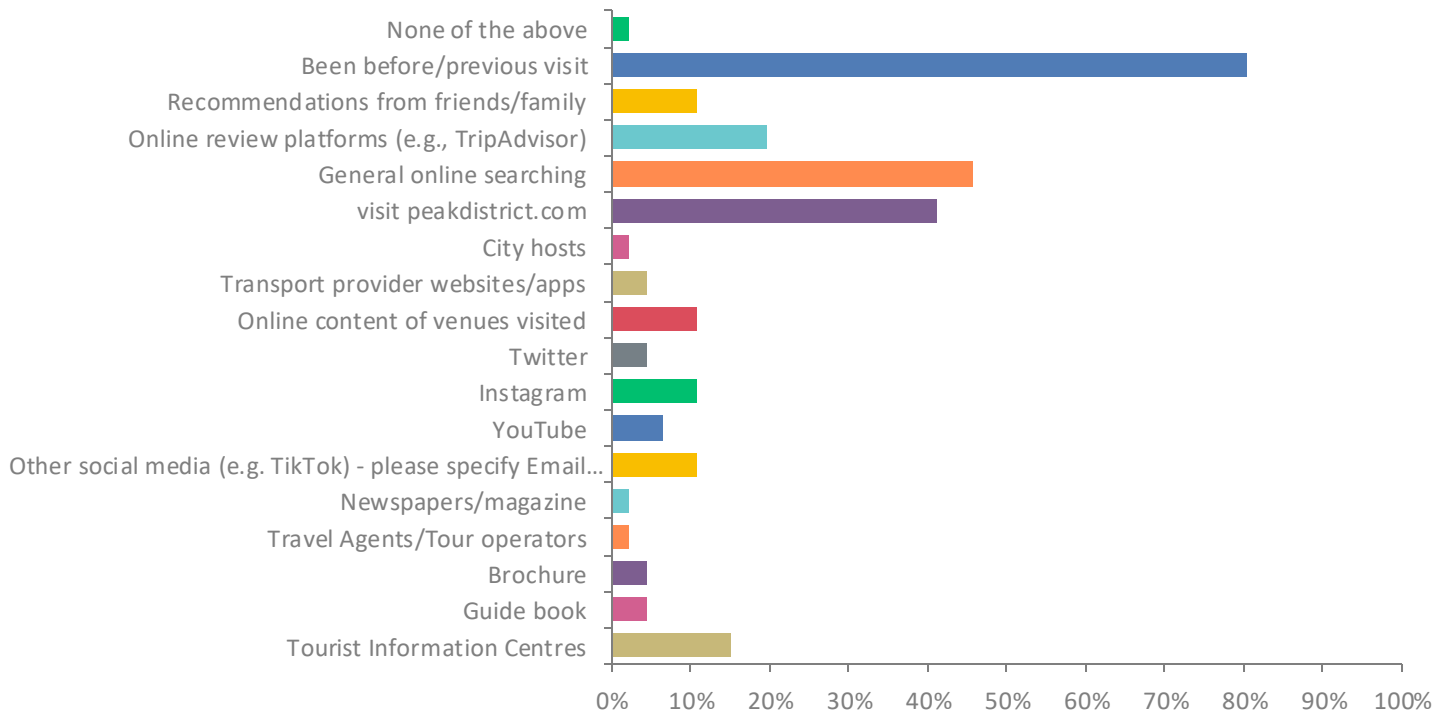


# Q18: Did you book anything else in advance? (Please tick all that apply)

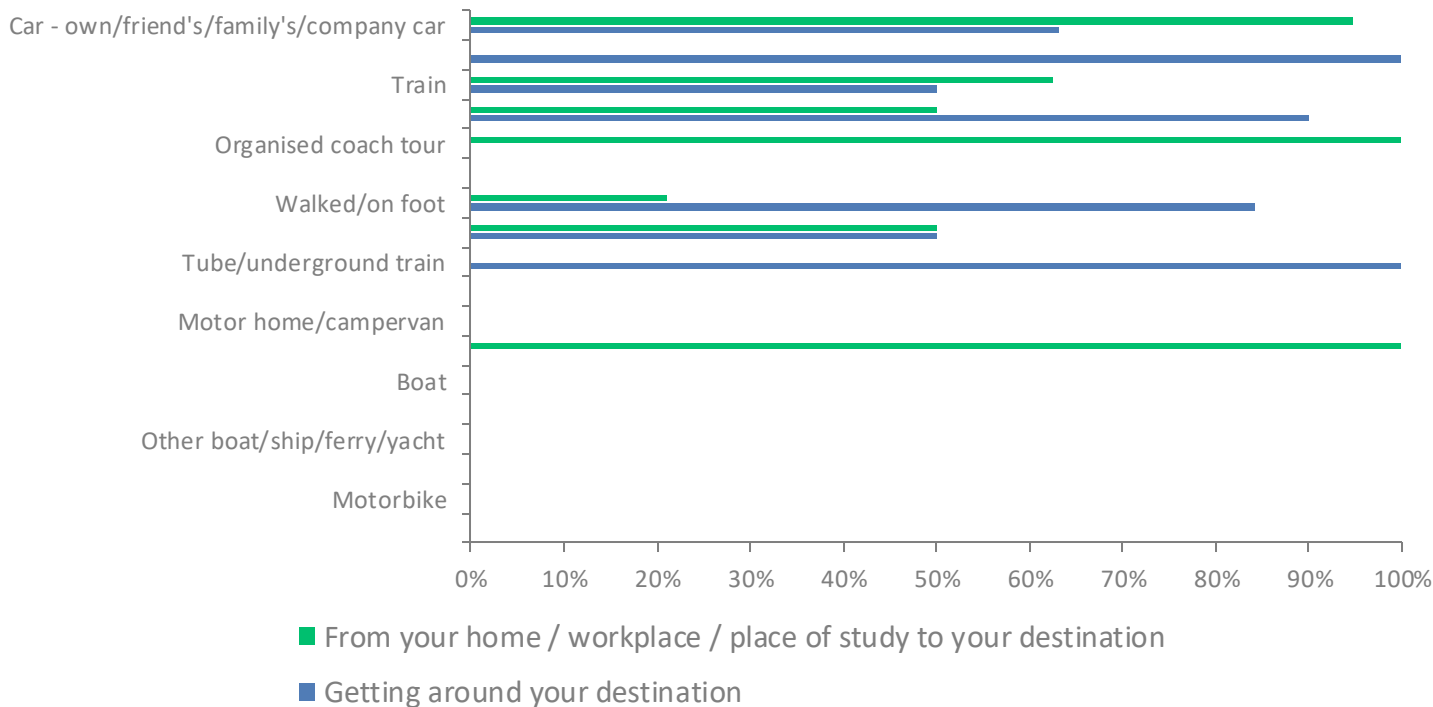
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# The Peak District and /or Derbyshire?, before your visit and while on your visit? (Please tick all that apply)

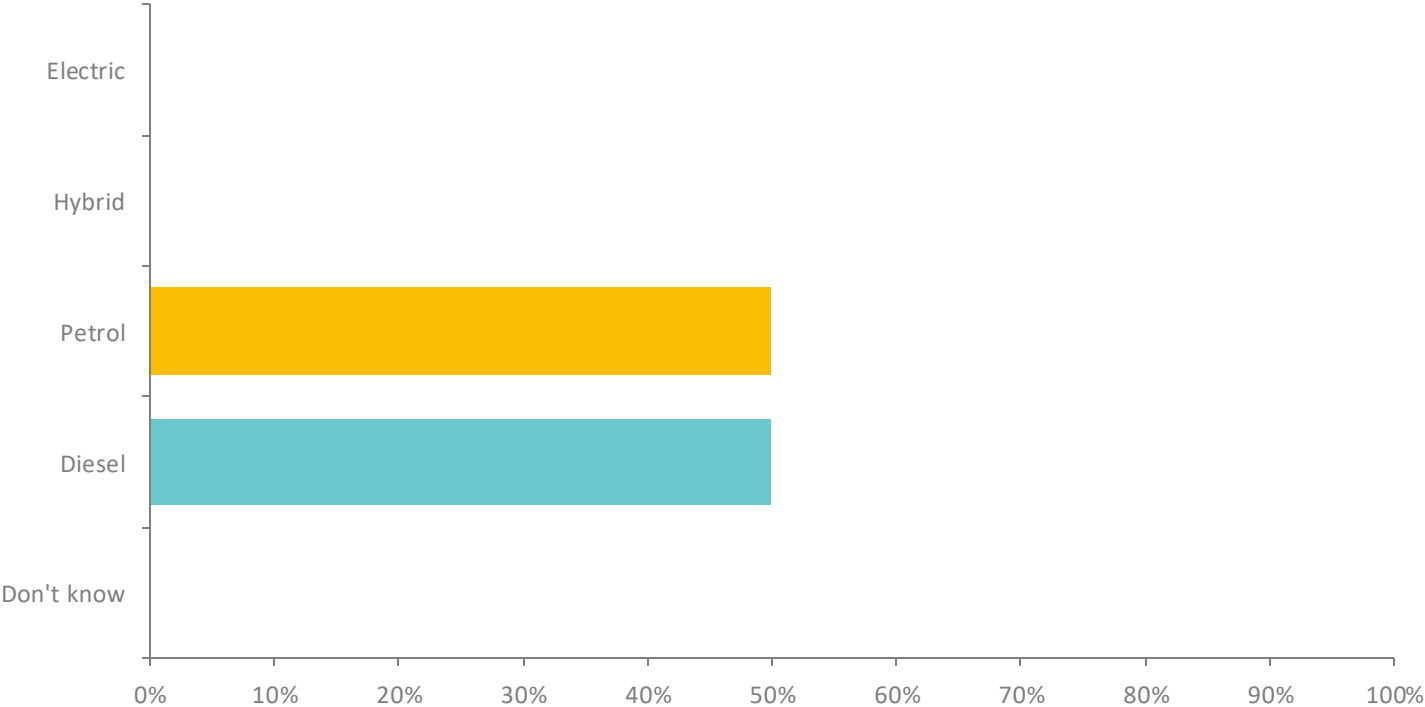


# your home / workplace / place of study to your destination b) around your destination



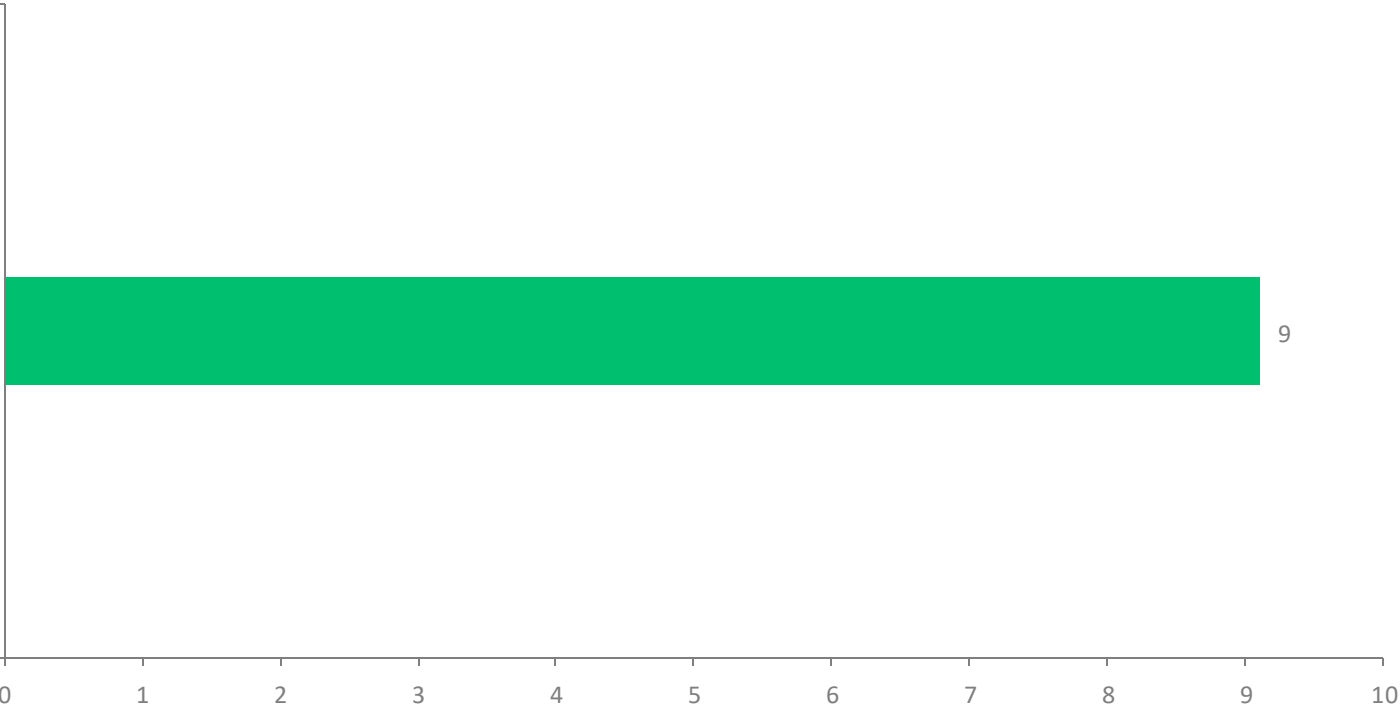
# Q21: What type of car was it?

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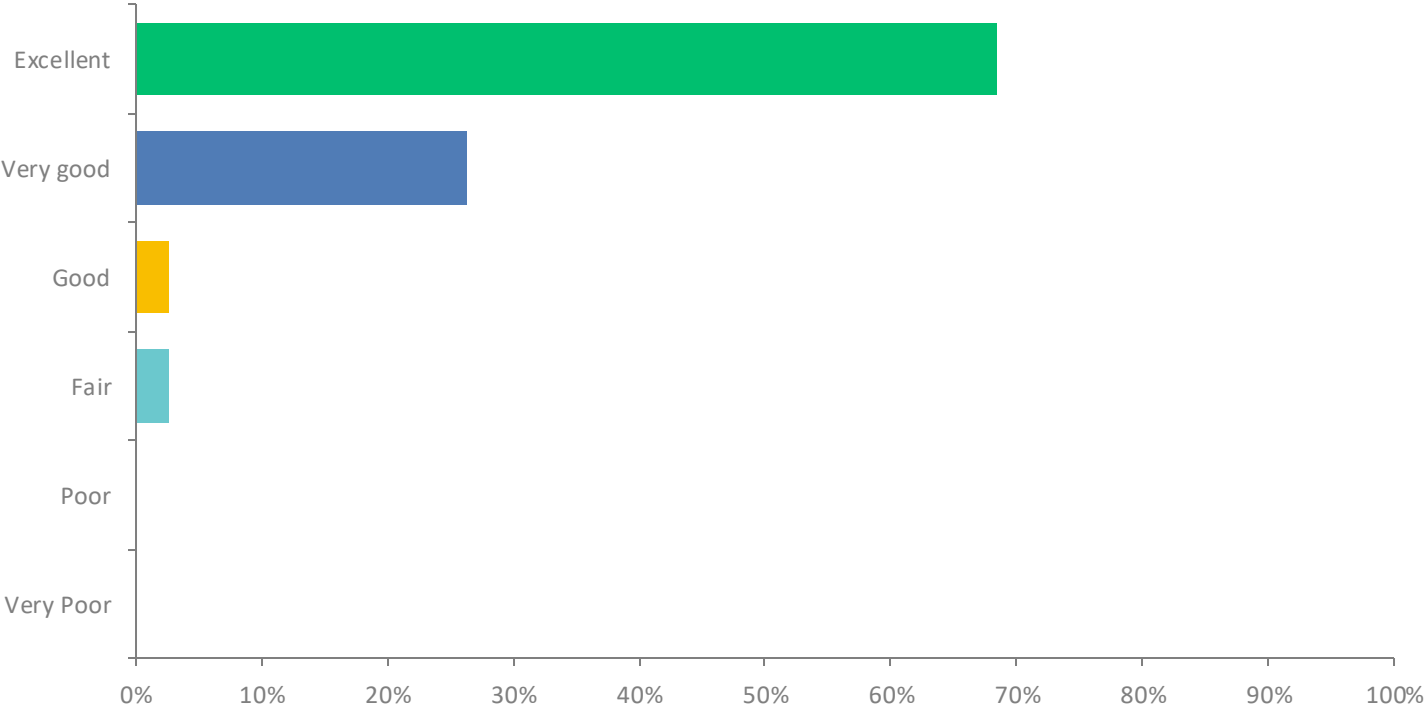
**Derbyshire as a place to visit to a friend, family member, or colleague?**  
**Scale 0-10 where 10 is extremely likely and 0 is not at all likely**

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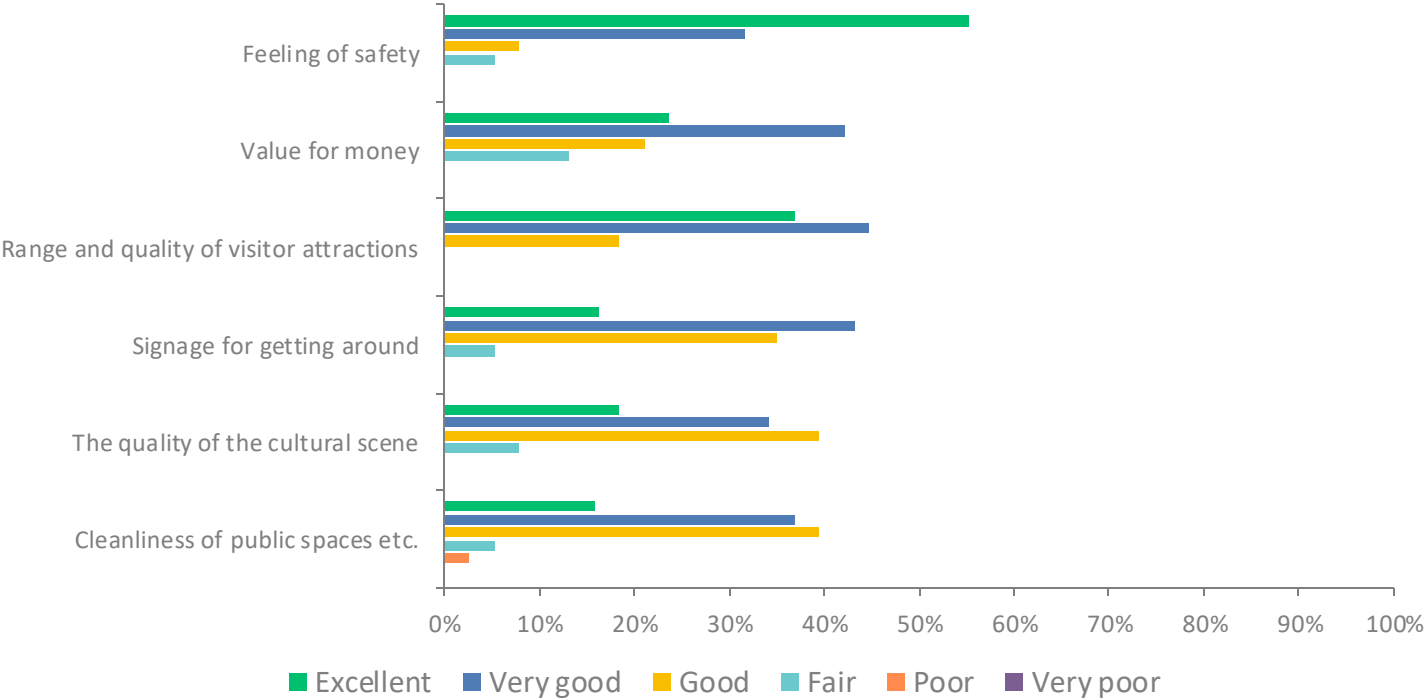


# Q23: How would you rate The Peak District and /or Derbyshire overall?

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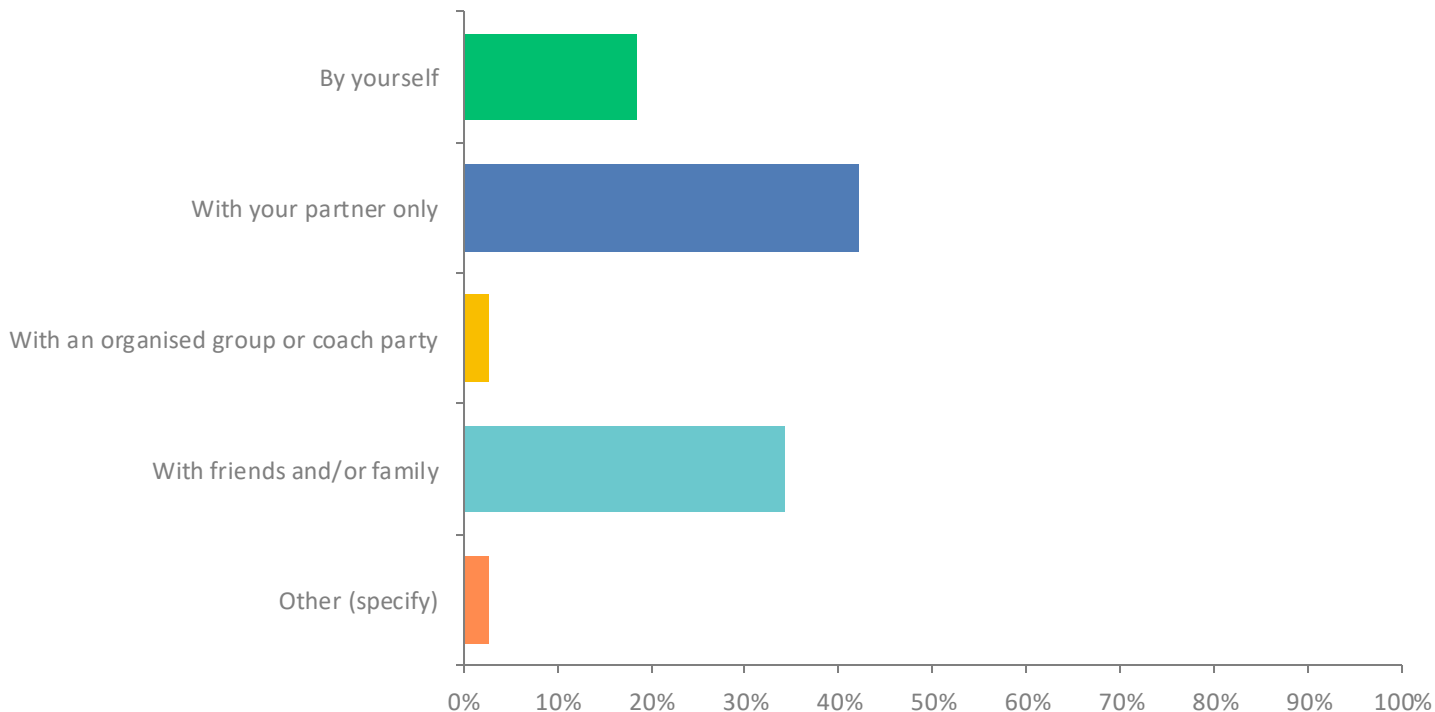


# Q24: How would you rate The Peak District and /or Derbyshire for each of the following



## Q25: Who are you visiting with?/ Who was your visit with?

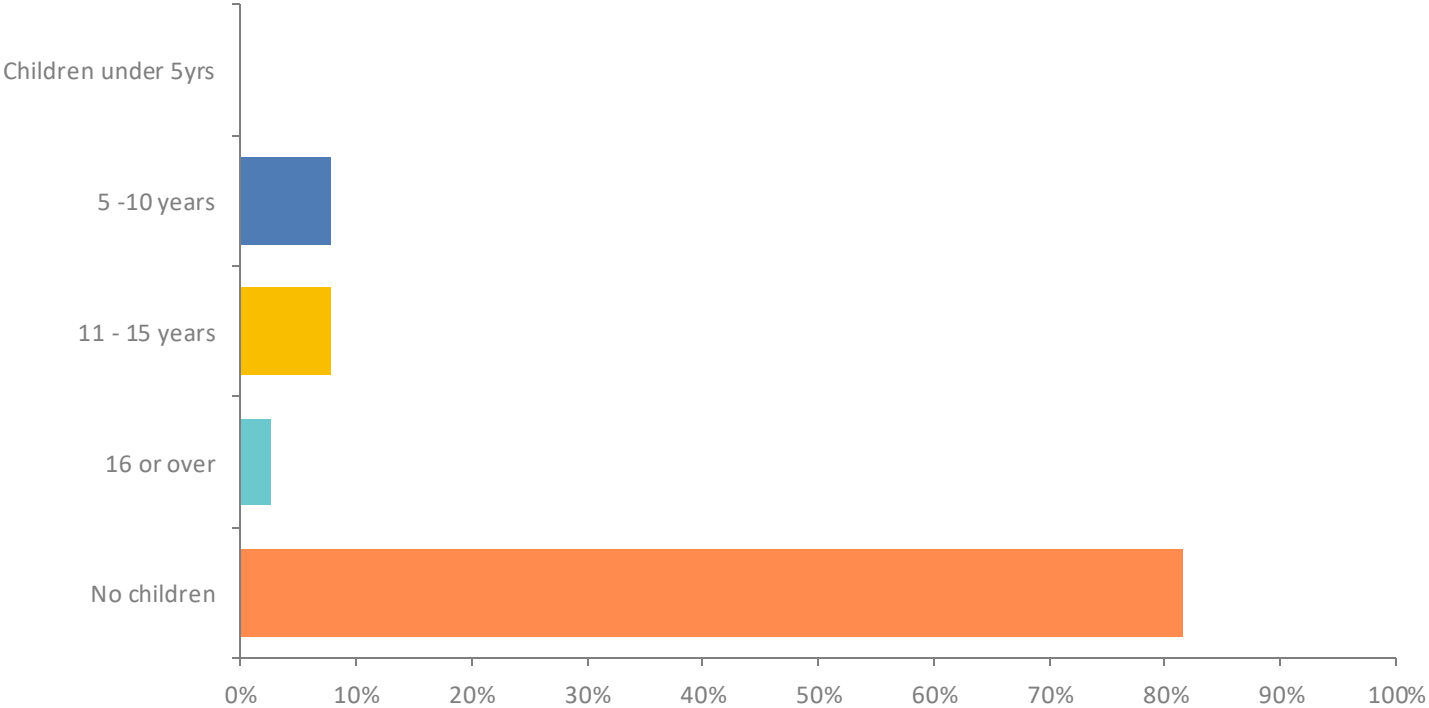
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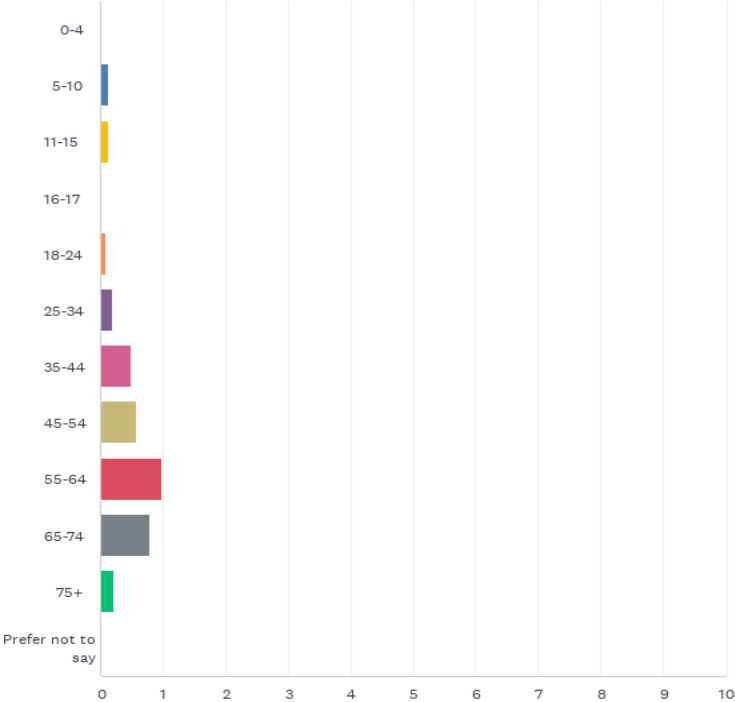
# Q27: Are there children in your travel group?

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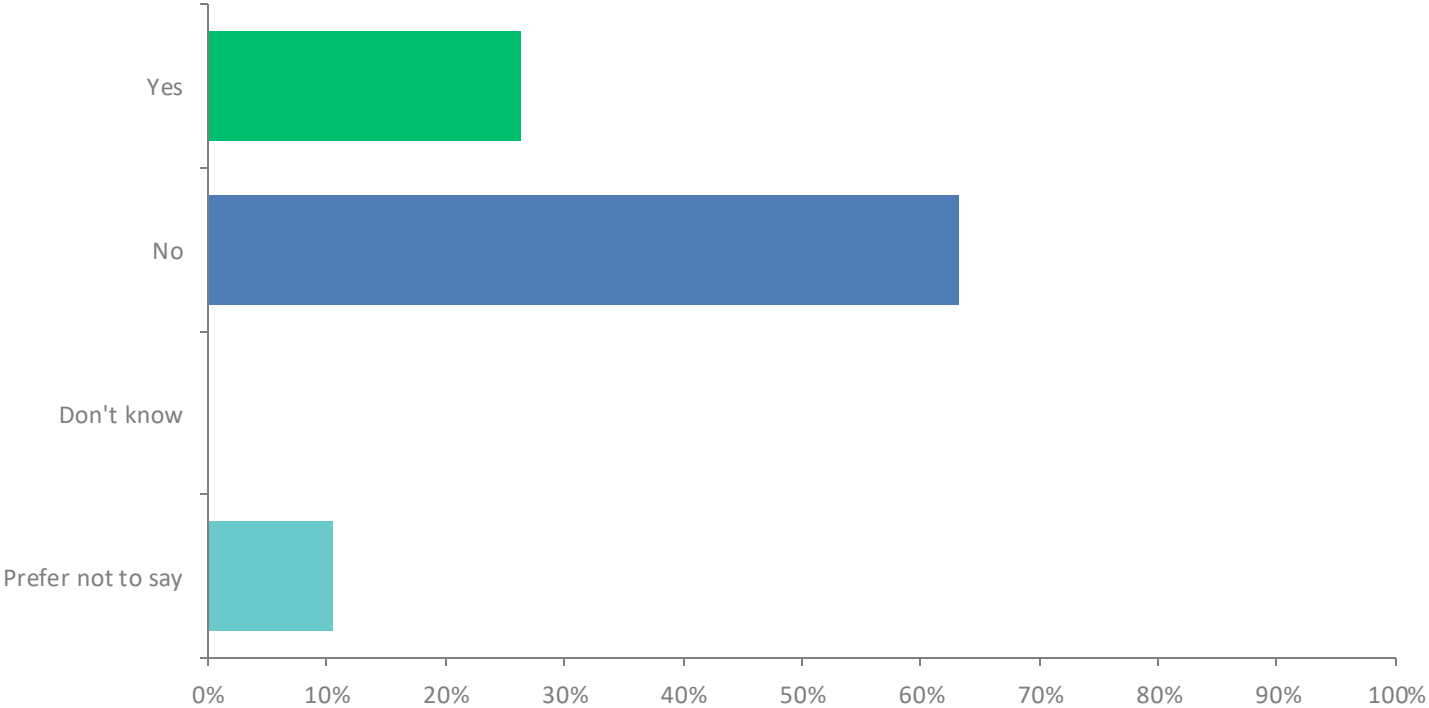


# Q28: How many people in your immediate party fall into each of the following age groups?

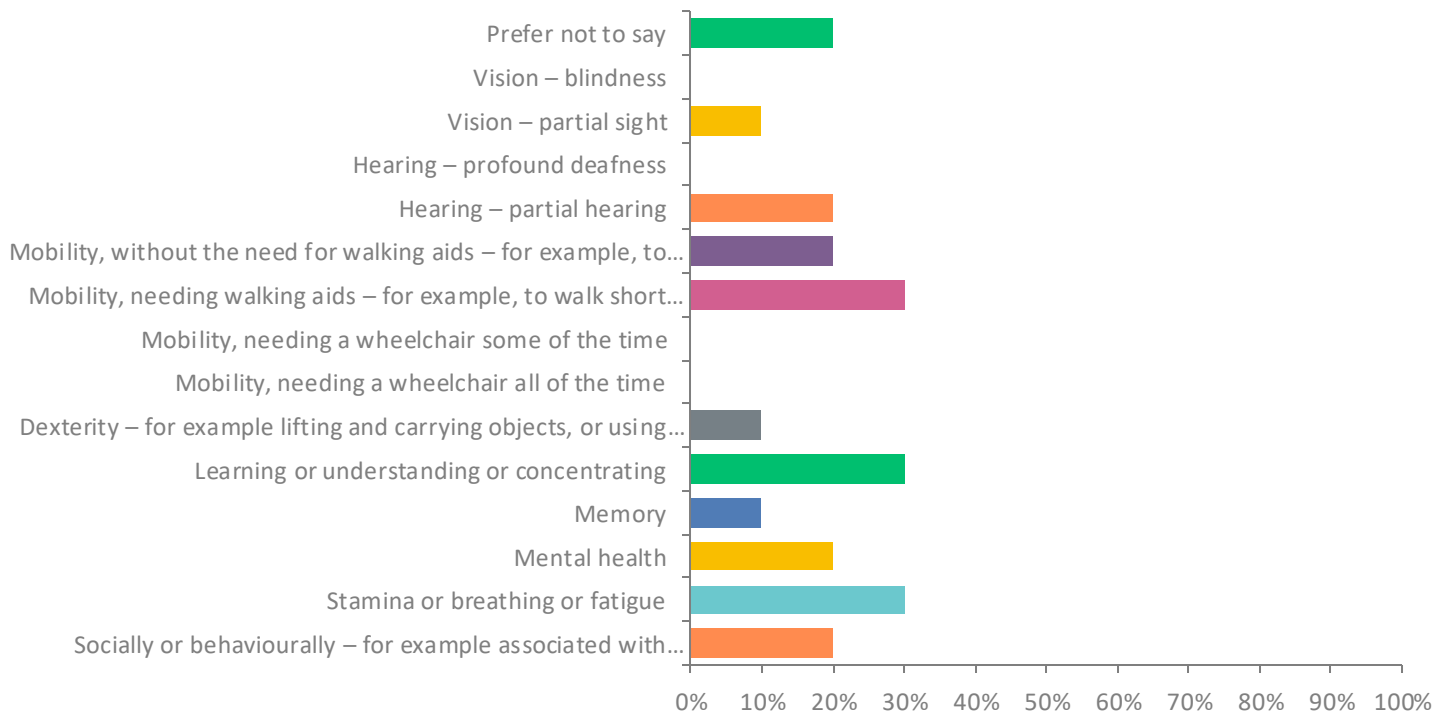
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# impairments, physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?

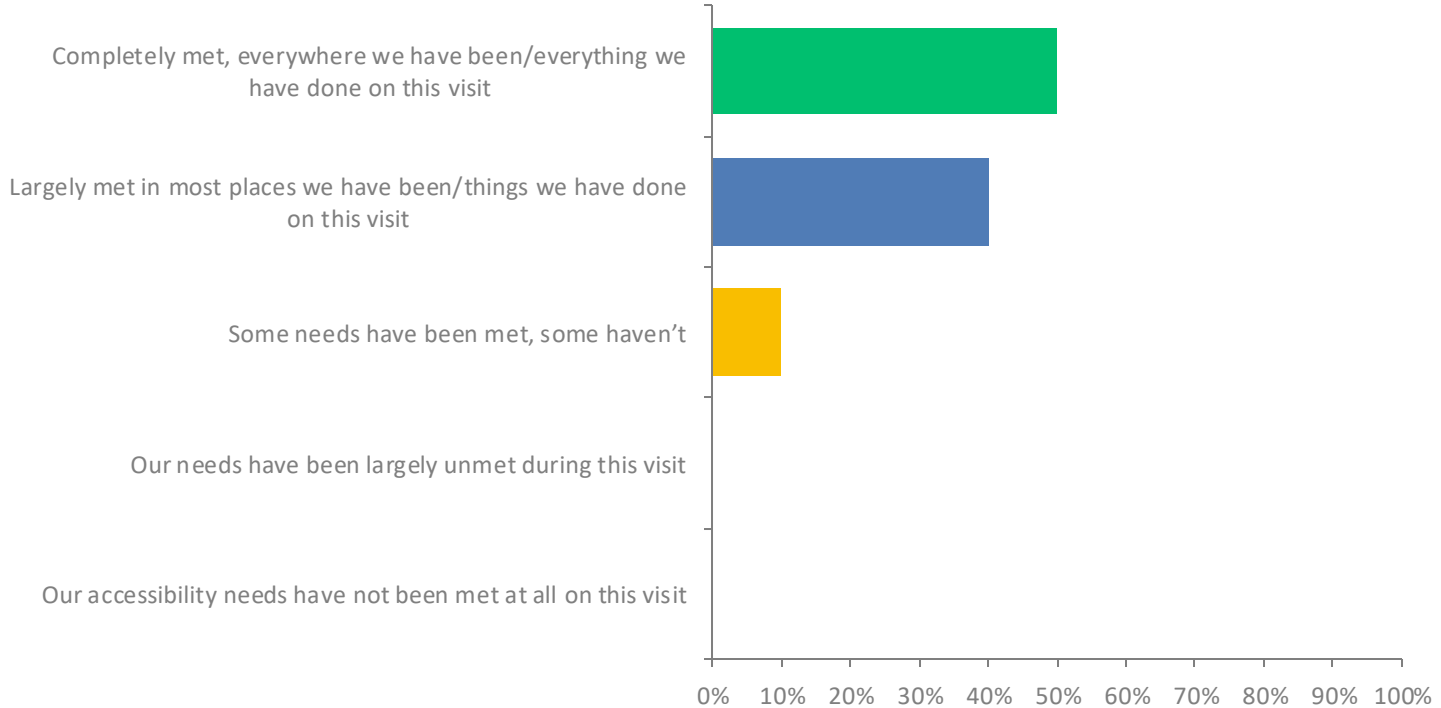


or illnesses affect you and/or those you are visiting with, in any of the following areas? (Please tick all that apply)



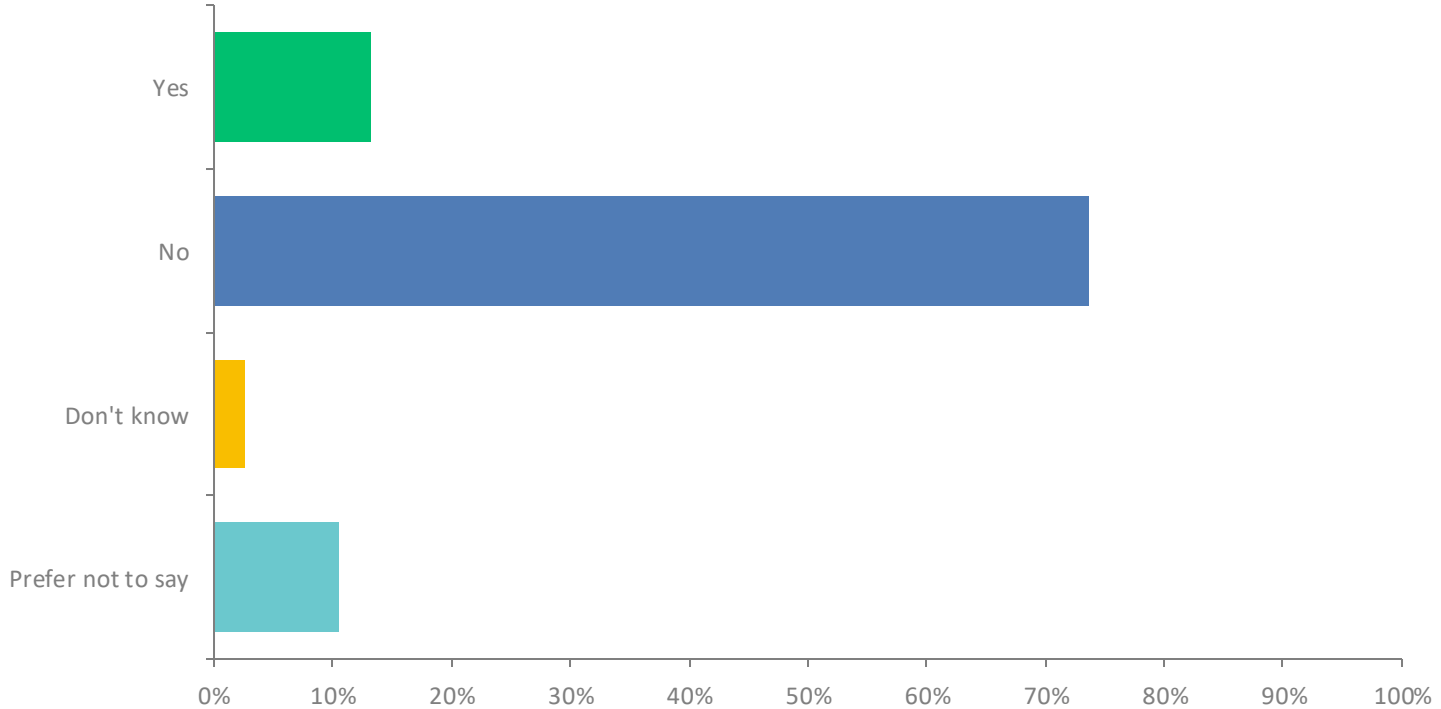
## Q31: To what extent have your accessibility requirements been met on this visit?

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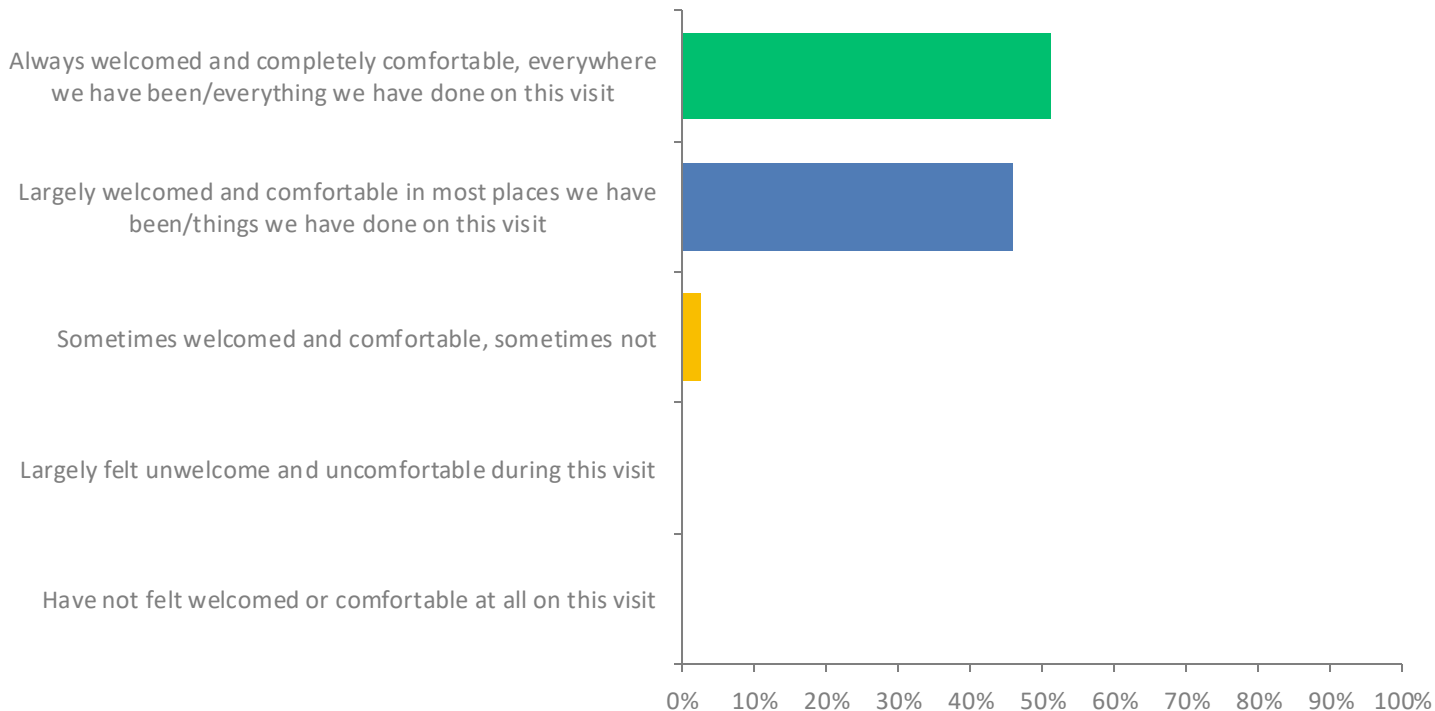
**yourself to be in a minority or underrepresented group (e.g. sexual orientation, ethnicity, religion etc.)**

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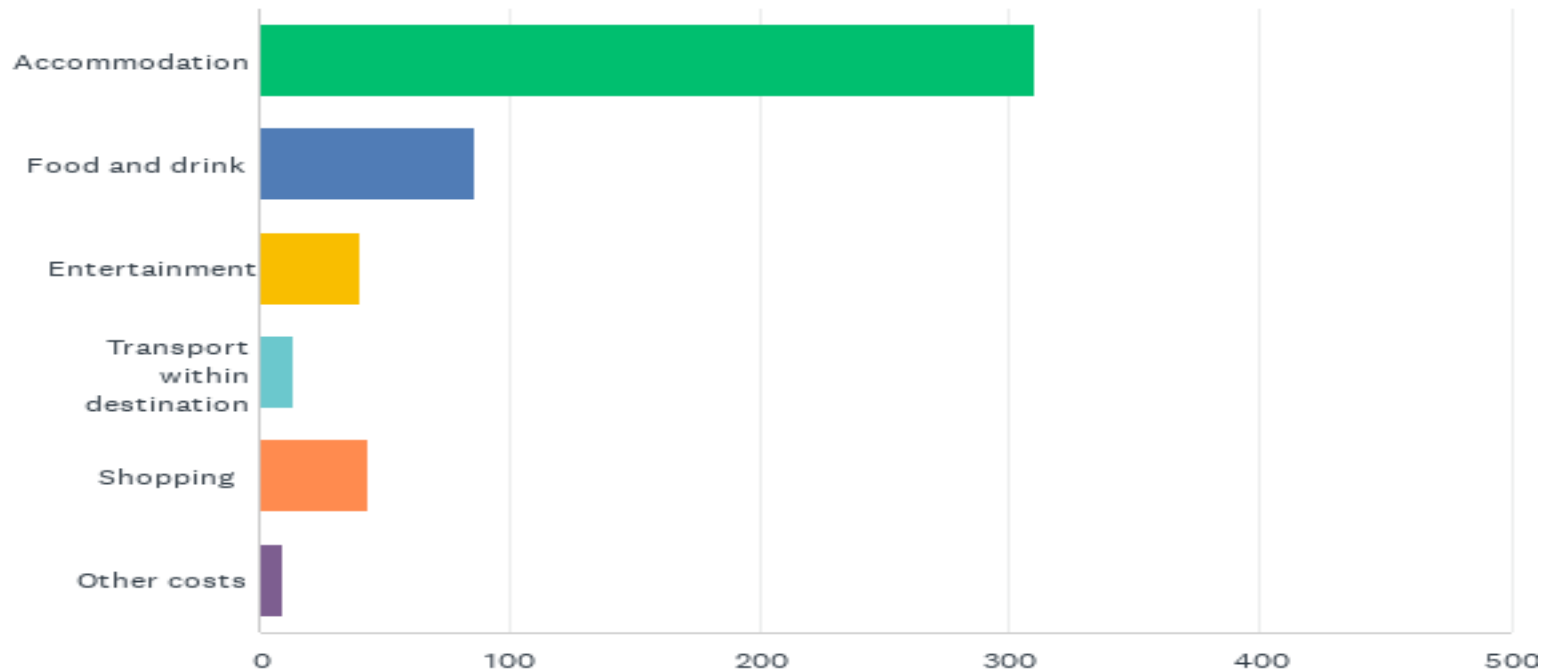
## Q34: To what extent has your group felt welcomed and comfortable during this visit?

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visit on the following? (Please provide estimates if you do not know the exact figure)

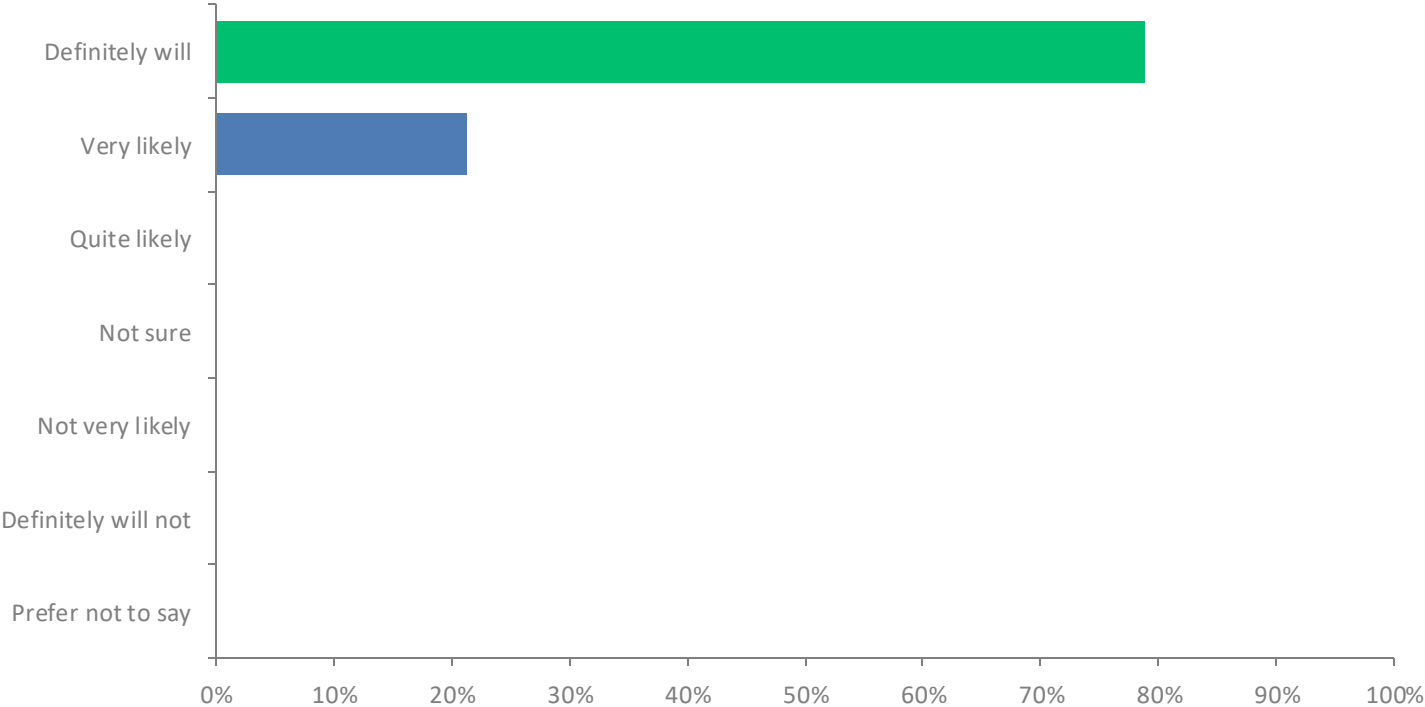
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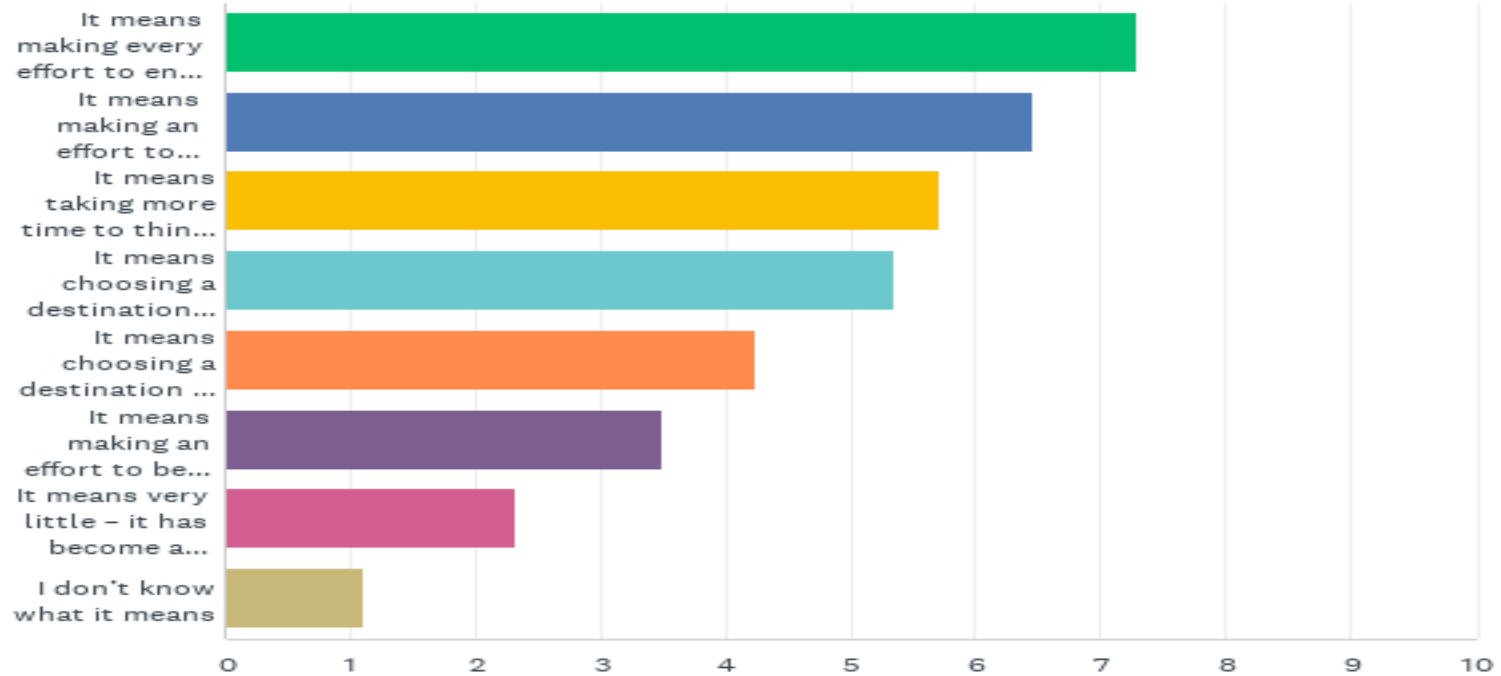
# Q37: How likely are you to visit the area again?

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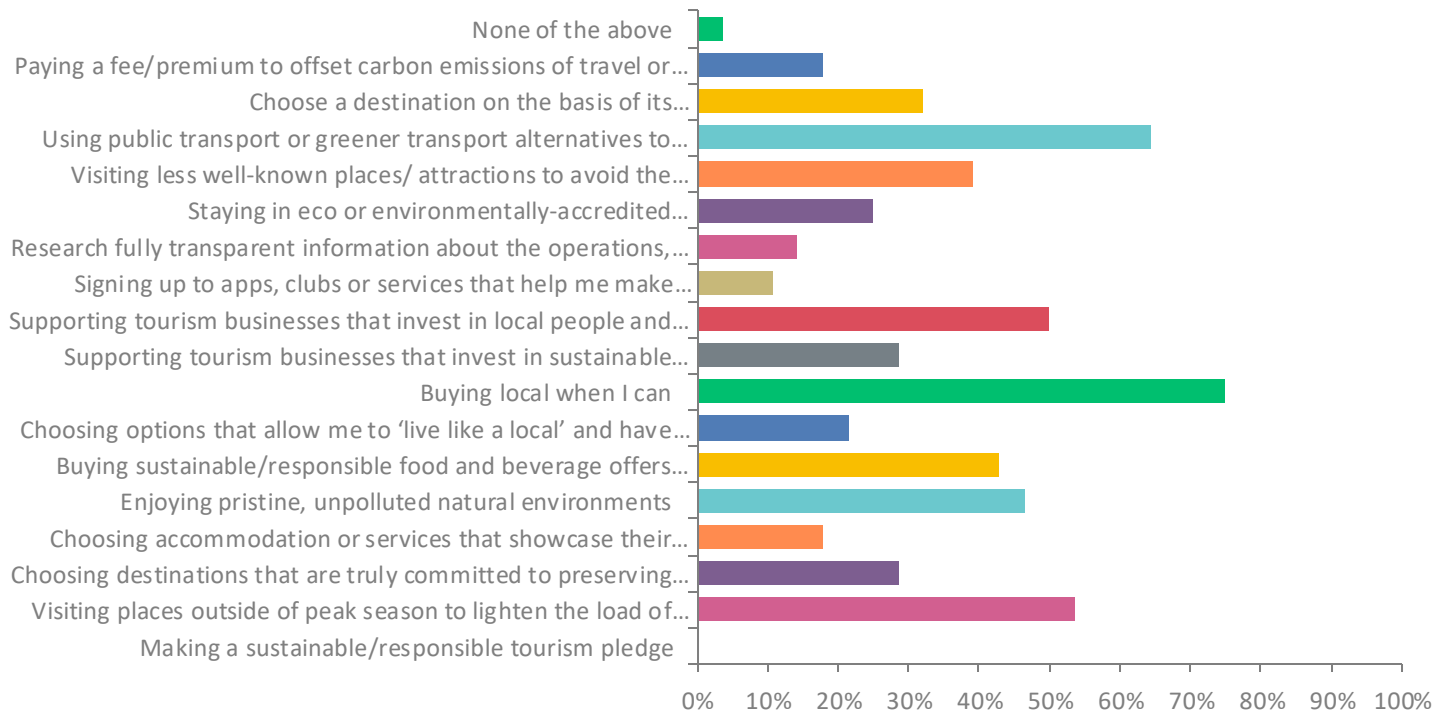


you? Please rank these statements below that best reflect what sustainable/responsible tourism mean to you.

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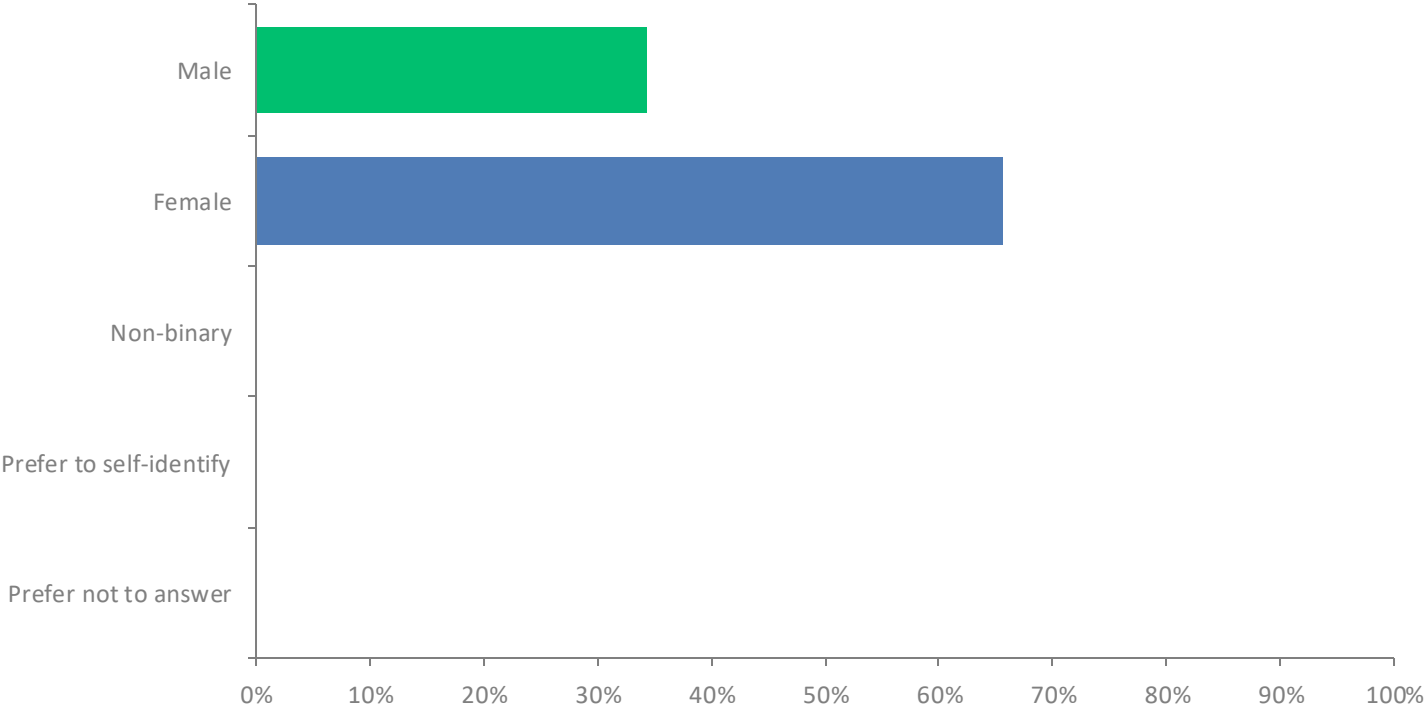


## Q39: And when it comes to taking leisure breaks or holidays, which of the following things have you done in the past? (Please tick all that apply)

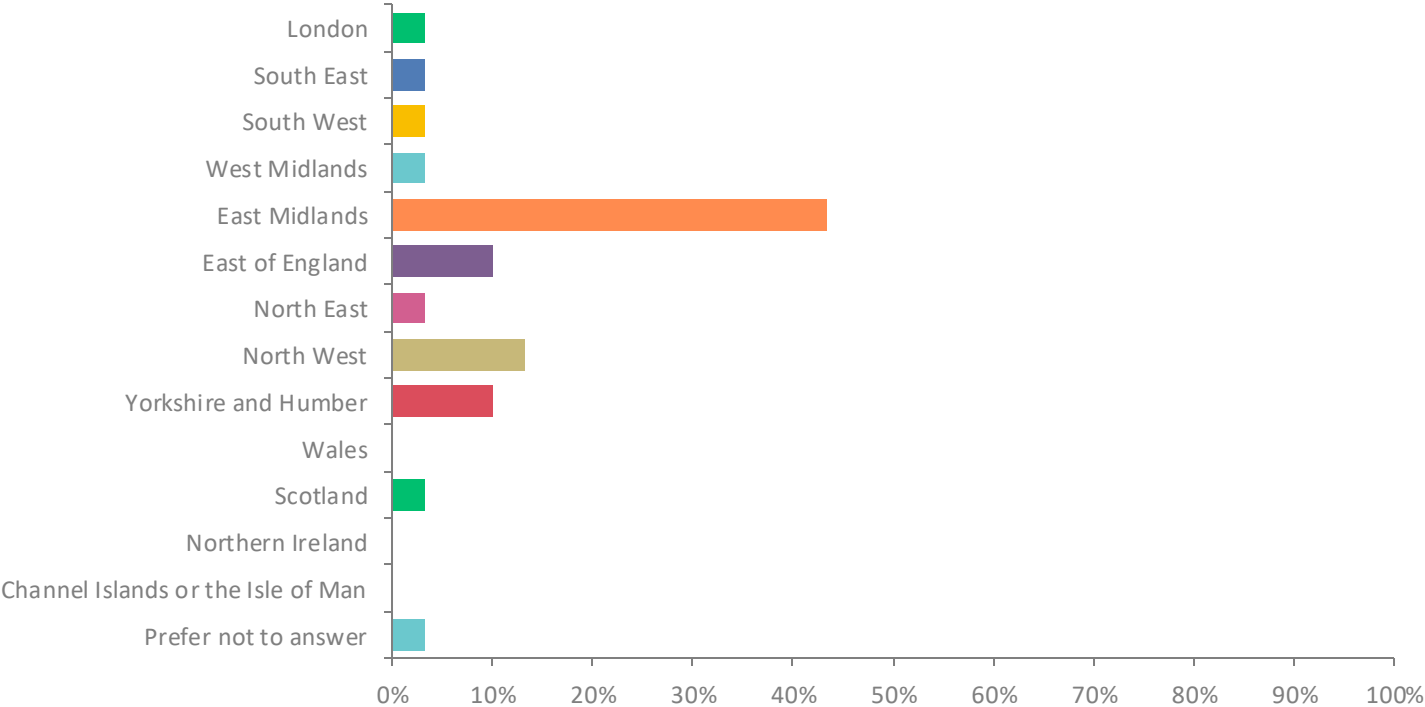


# Q40: What is your gender?

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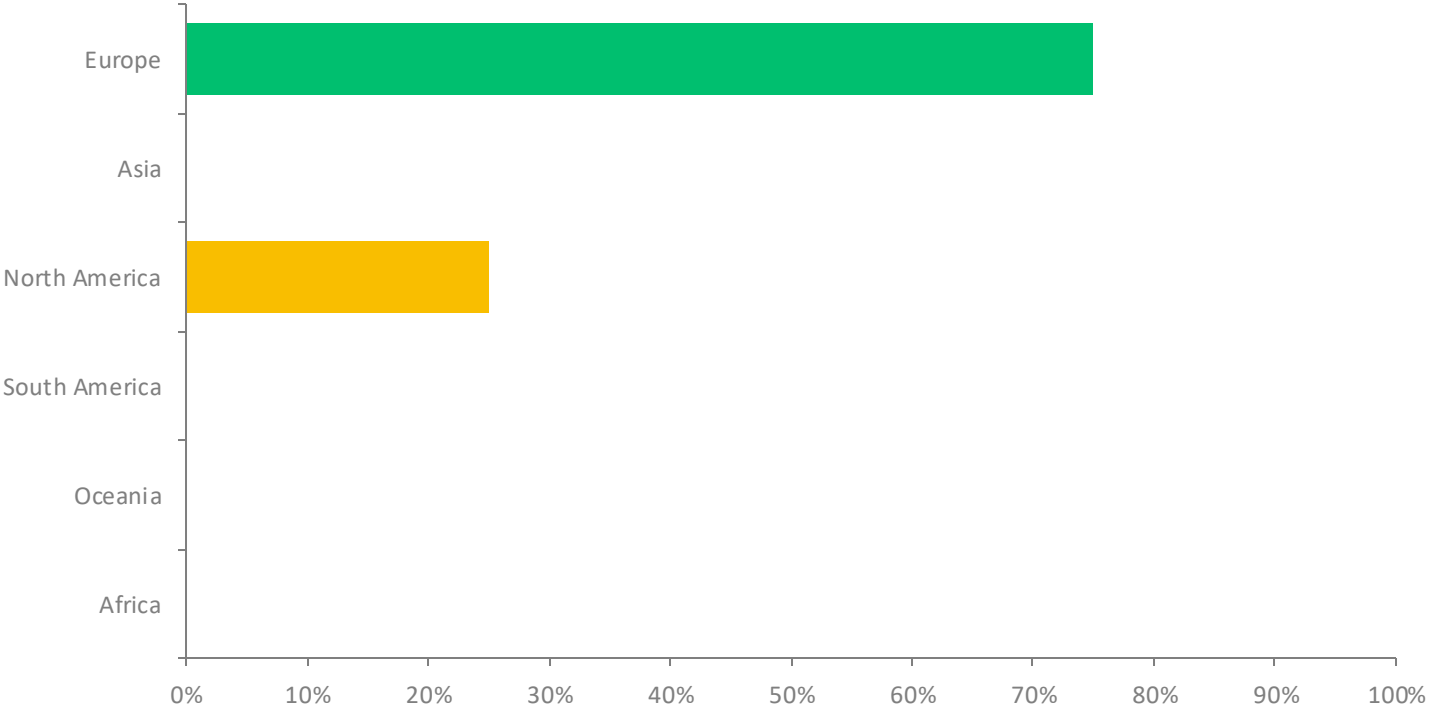


# Q42: Which area of the UK do you live in? UK residents only

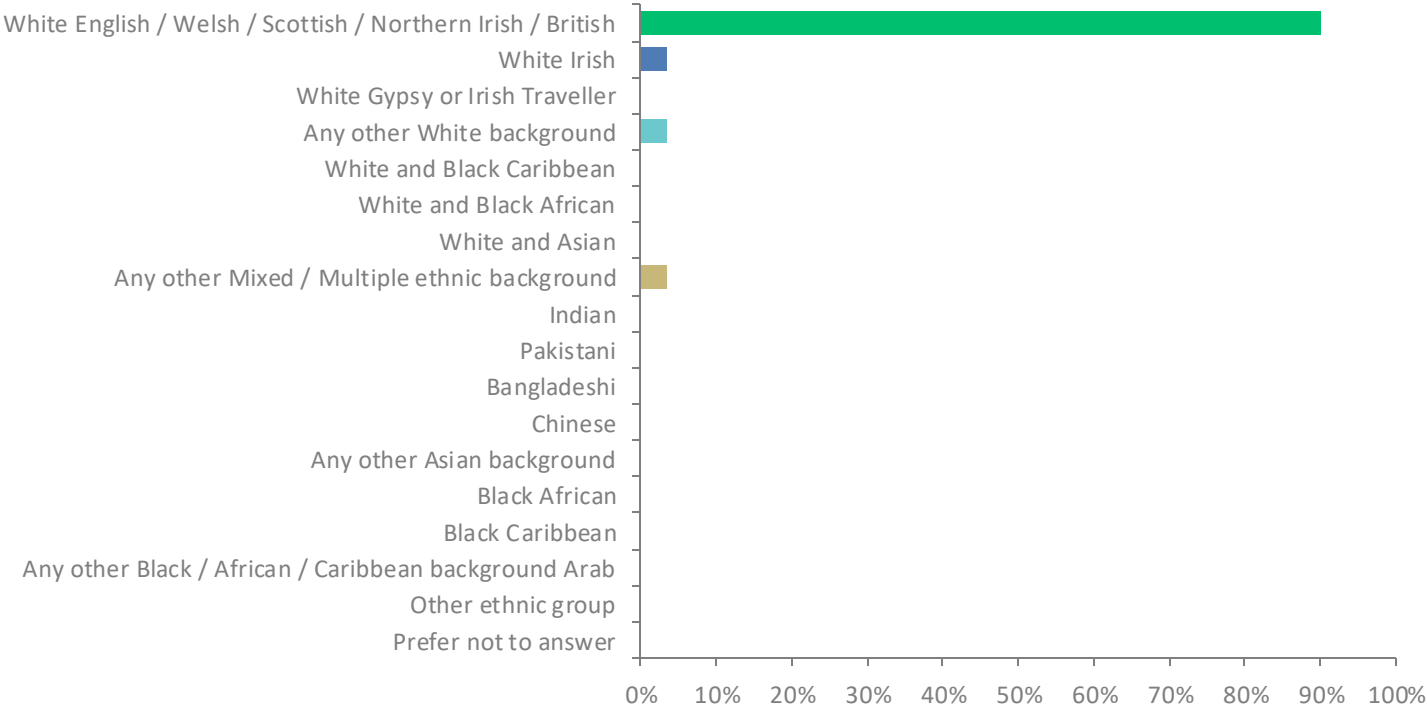


# Q44: Which region do you live in? For overseas visitors only.

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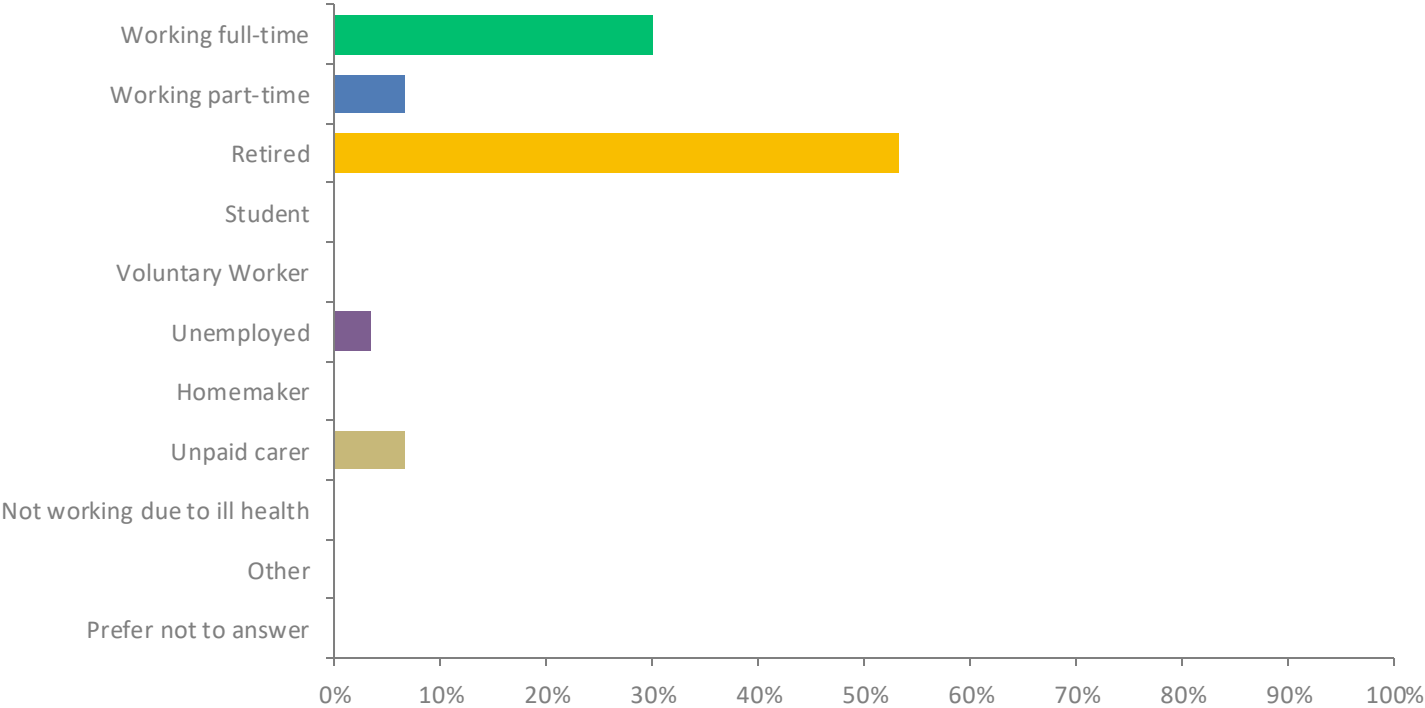


# Q46: Which of the following ethnic groups best describes you?



# Q47: How best describes your current employment status?

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# Q48: Are there children under 16 years in your household?

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