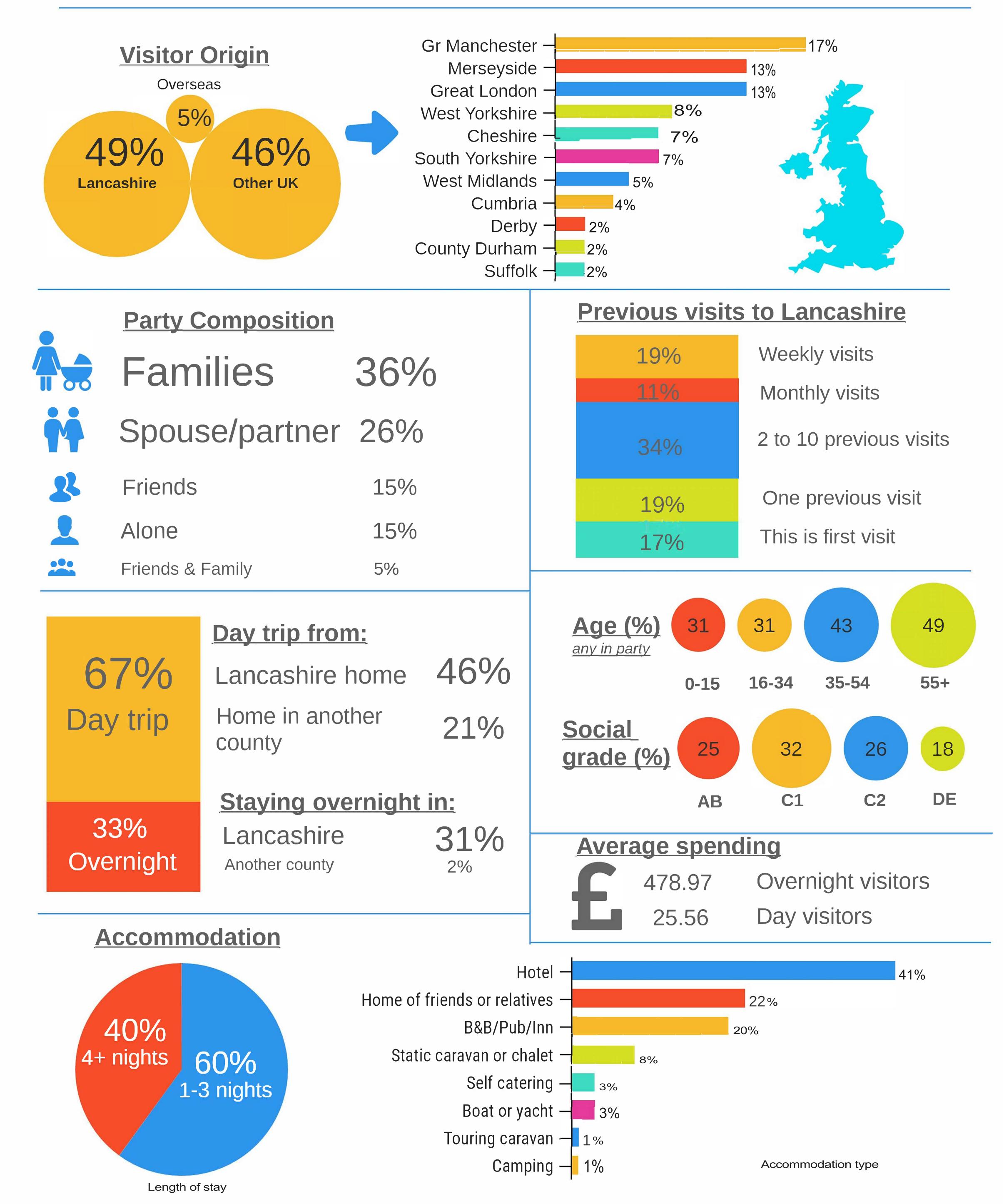
Lancashire Visitor Survey 2016

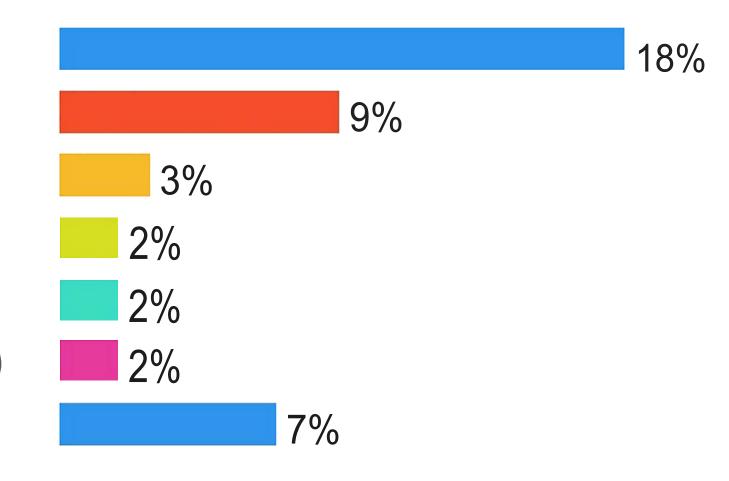
Marketing Lancashire commissioned research into the visitors profile, motivations and opinions of visitors to Lancashire during 2016. 2,920 visitors were interviewed face-to-face across 14 Districts in Lancashire. Main findings are below:



Lancashire Visitor Survey 2016

Communications used for the visit

Personal recommendation Website Brochure/leaflet Advertisement (print/radio) Visitor information centre Social media (Facebook, Twitter, etc) Other

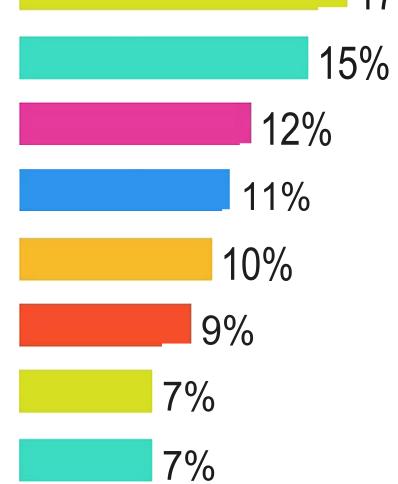


25%

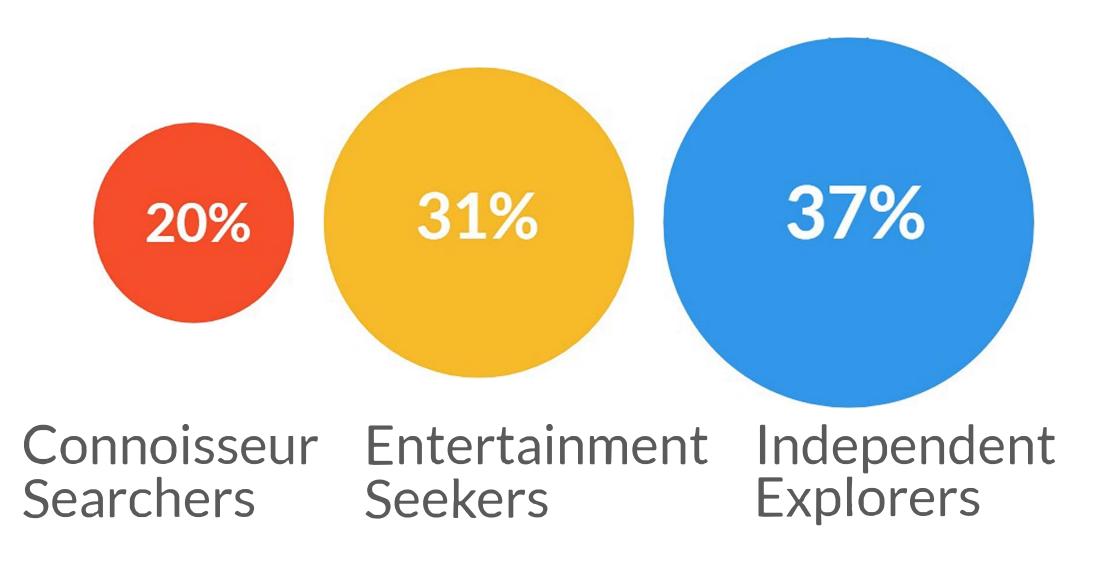
Factors in decision to visit Lancashire

Family day out/great for families Variety of things to do 23% Easy to get to (road/rail) 21% Other reason (VFR or business/education) 17%

Great place for walking (trails/paths) Explore stunning countryside Tranquil environment/escape into nature Interest in culture & heritage Beach & water-based activities Quality shopping/window shopping Range & quality of local food & drink



3 visitor segments identified

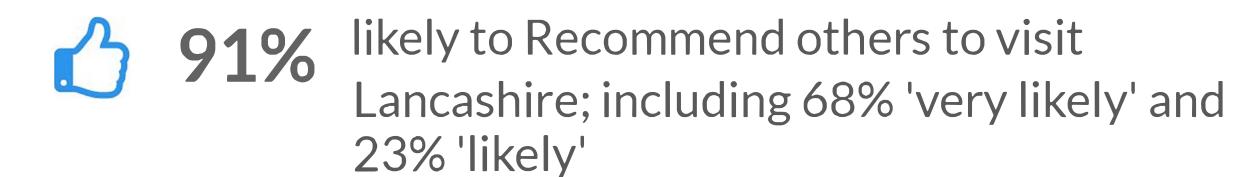




Enjoyment and Recommendations



90% rated Overall enjoyment as 'very high' (53%) and 'high' (37%)



Activities undertaken during visit

Visiting a pub/bar/tea room/restaurant27%Simply relaxing and enjoying the scenery26%Visiting a tourist attraction22%Visiting/meeting friends or relatives22%Enjoying beach/seaside22%Going for short walk21%Shopping/window shopping20%