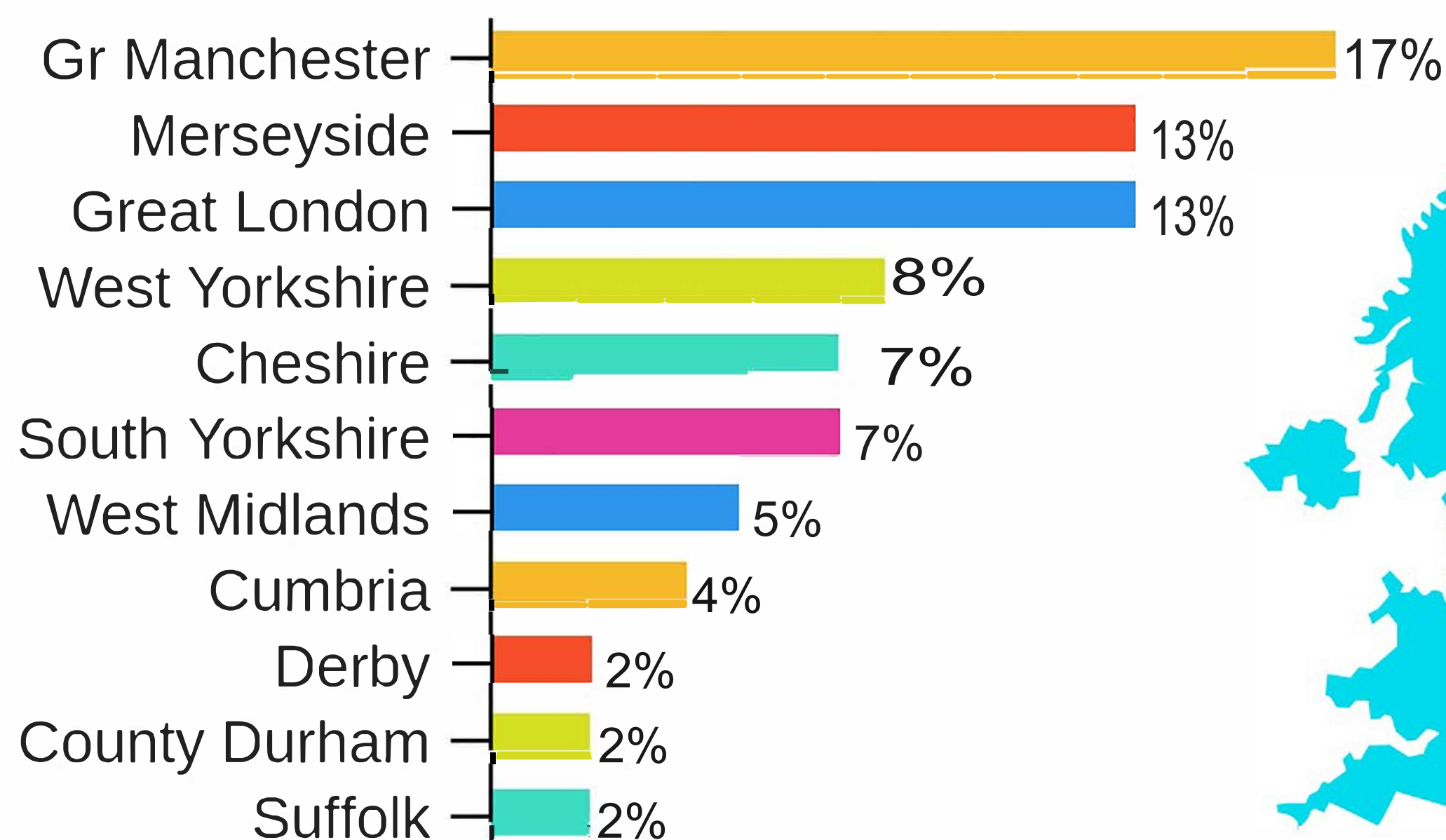
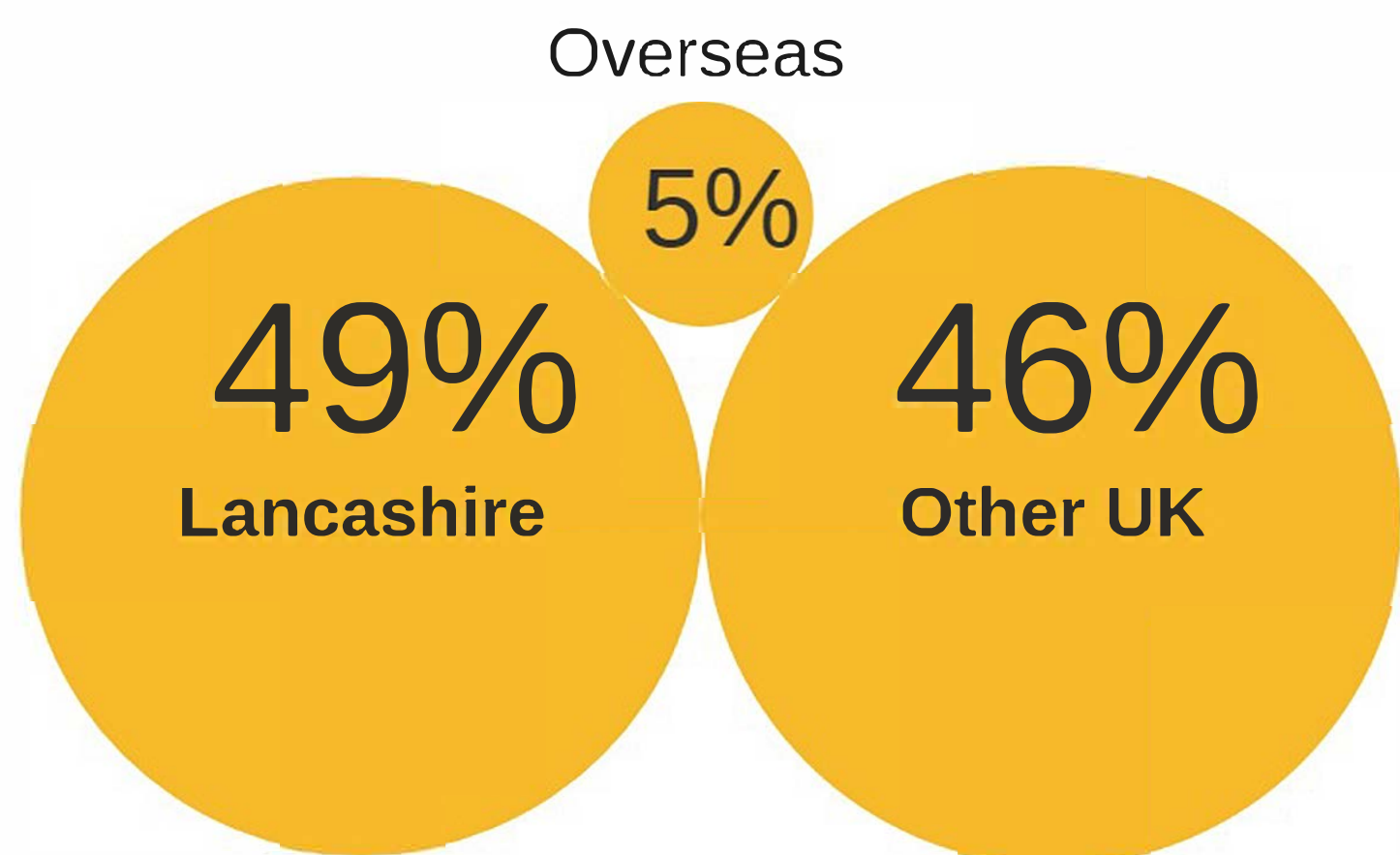


Lancashire Visitor Survey 2016

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:

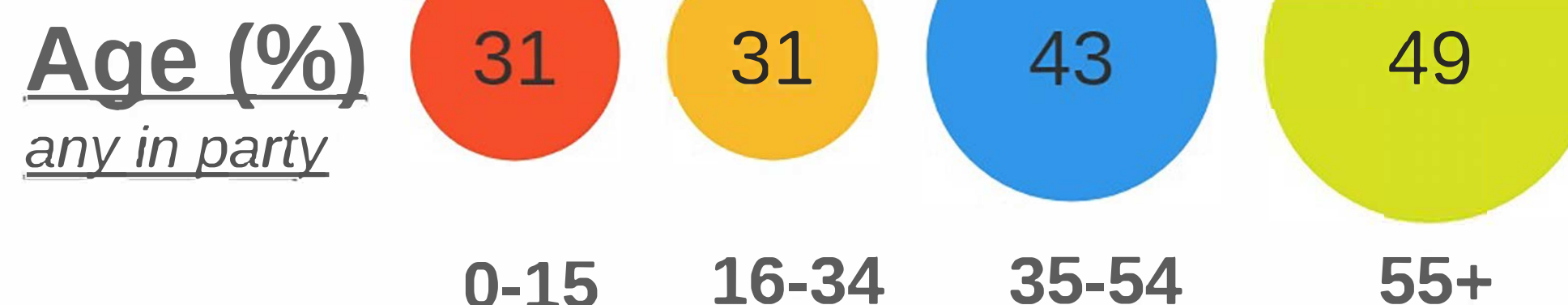
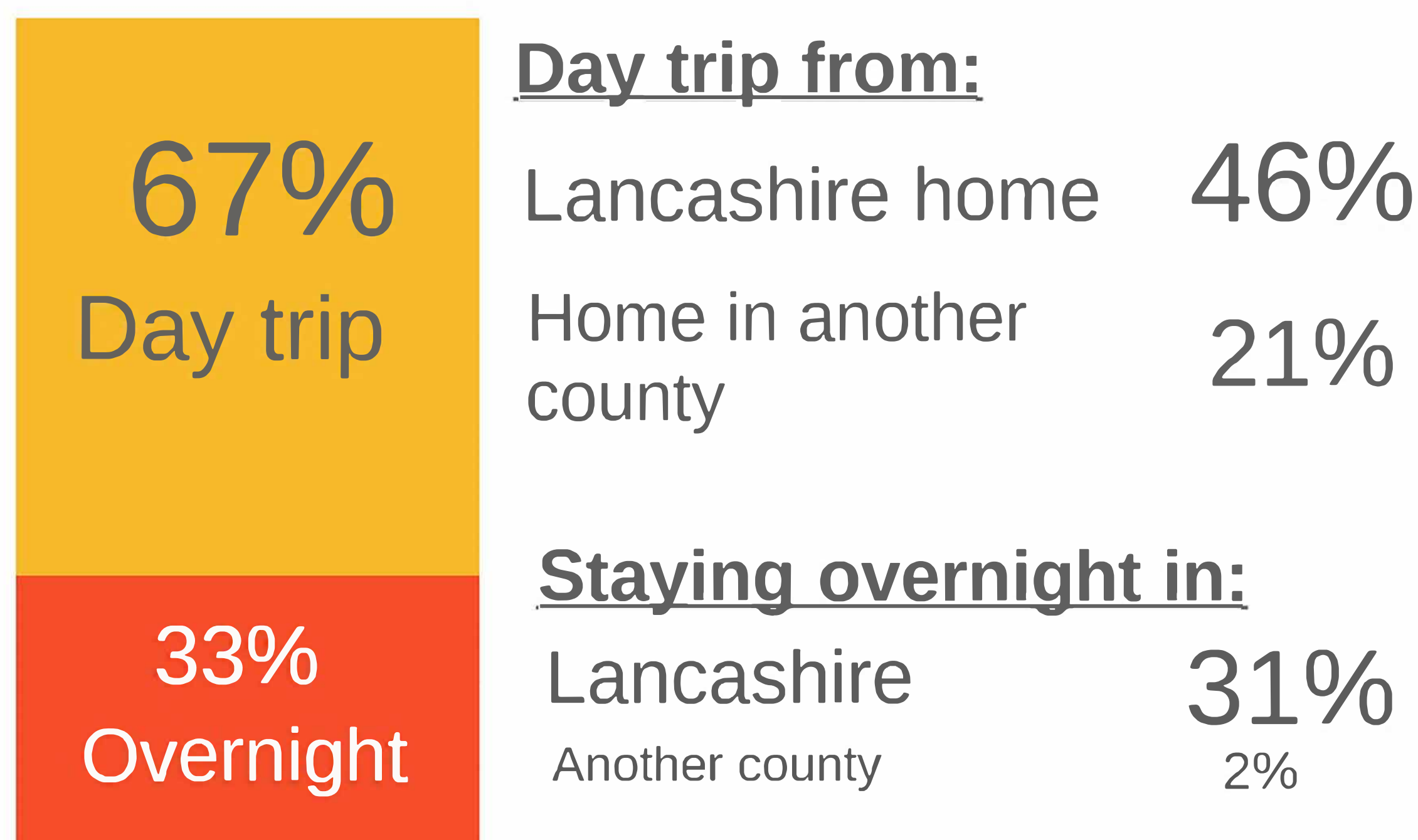
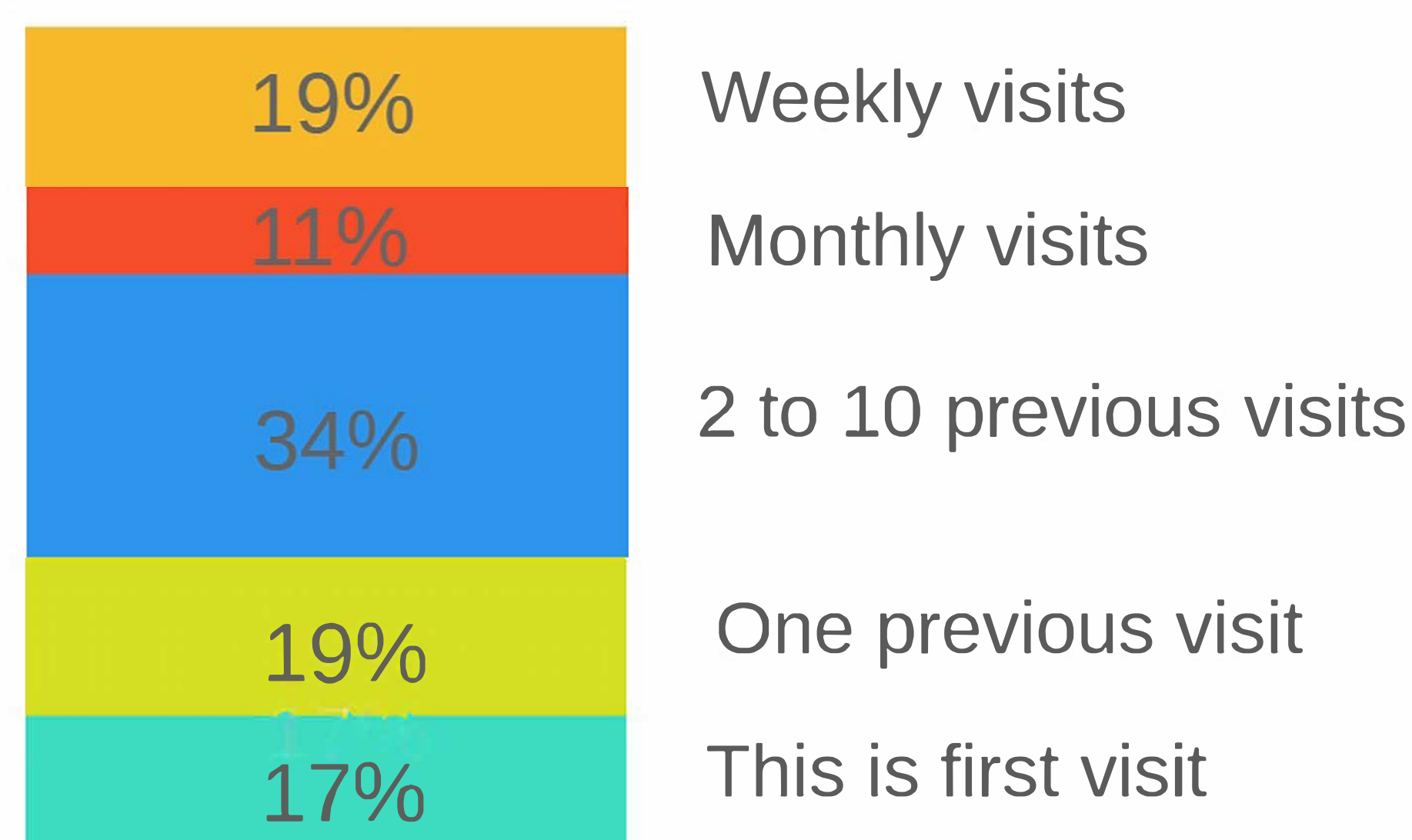
Visitor Origin



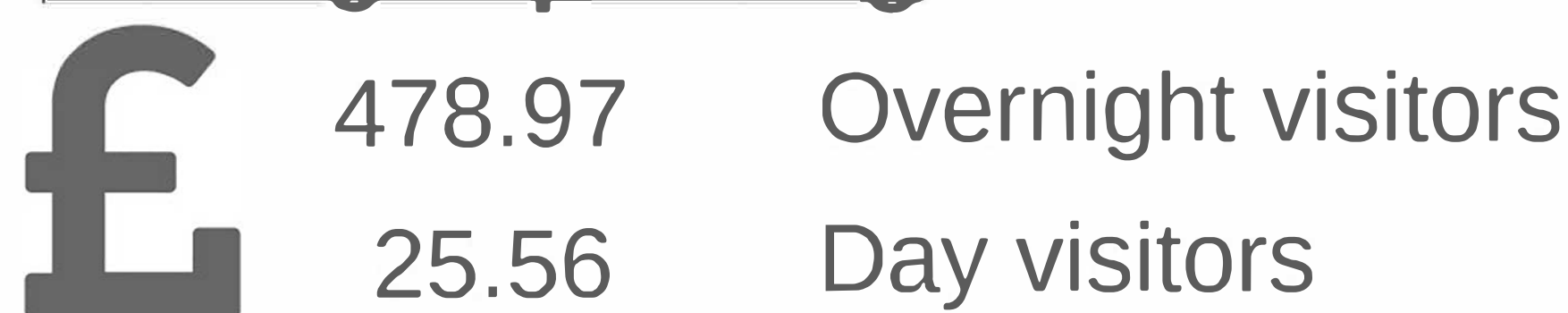
Party Composition



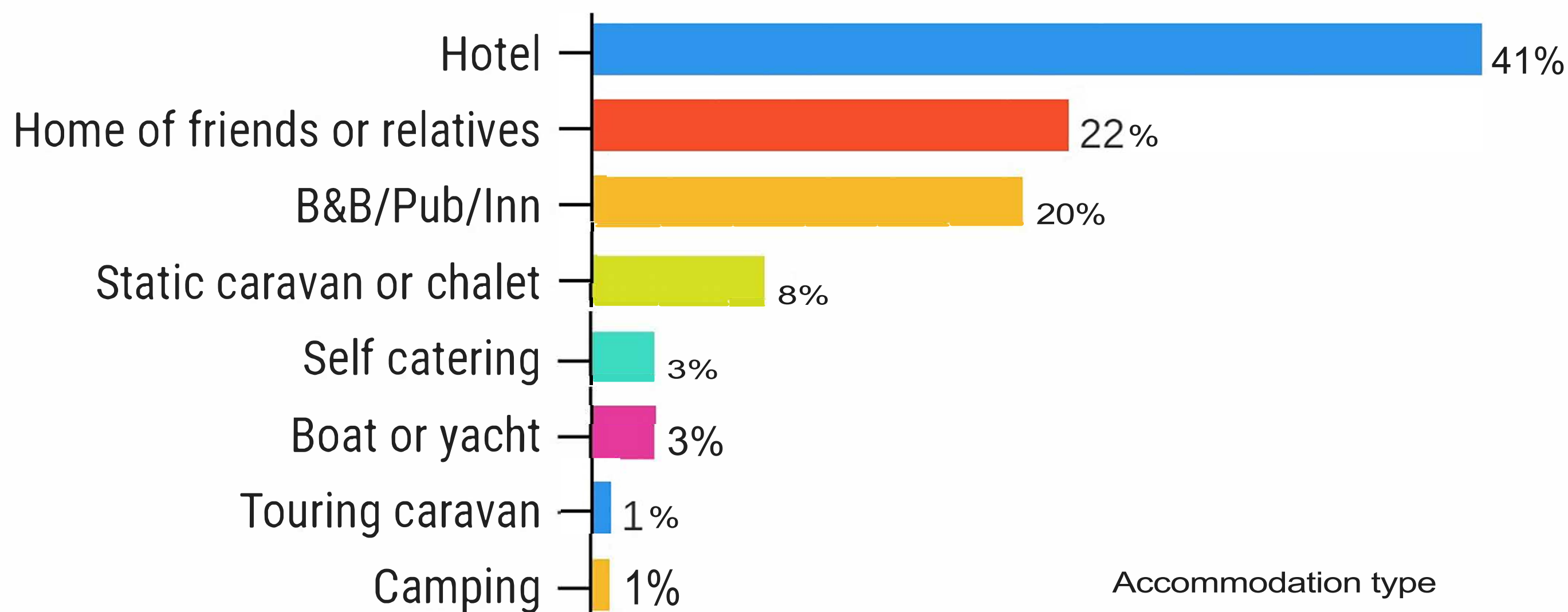
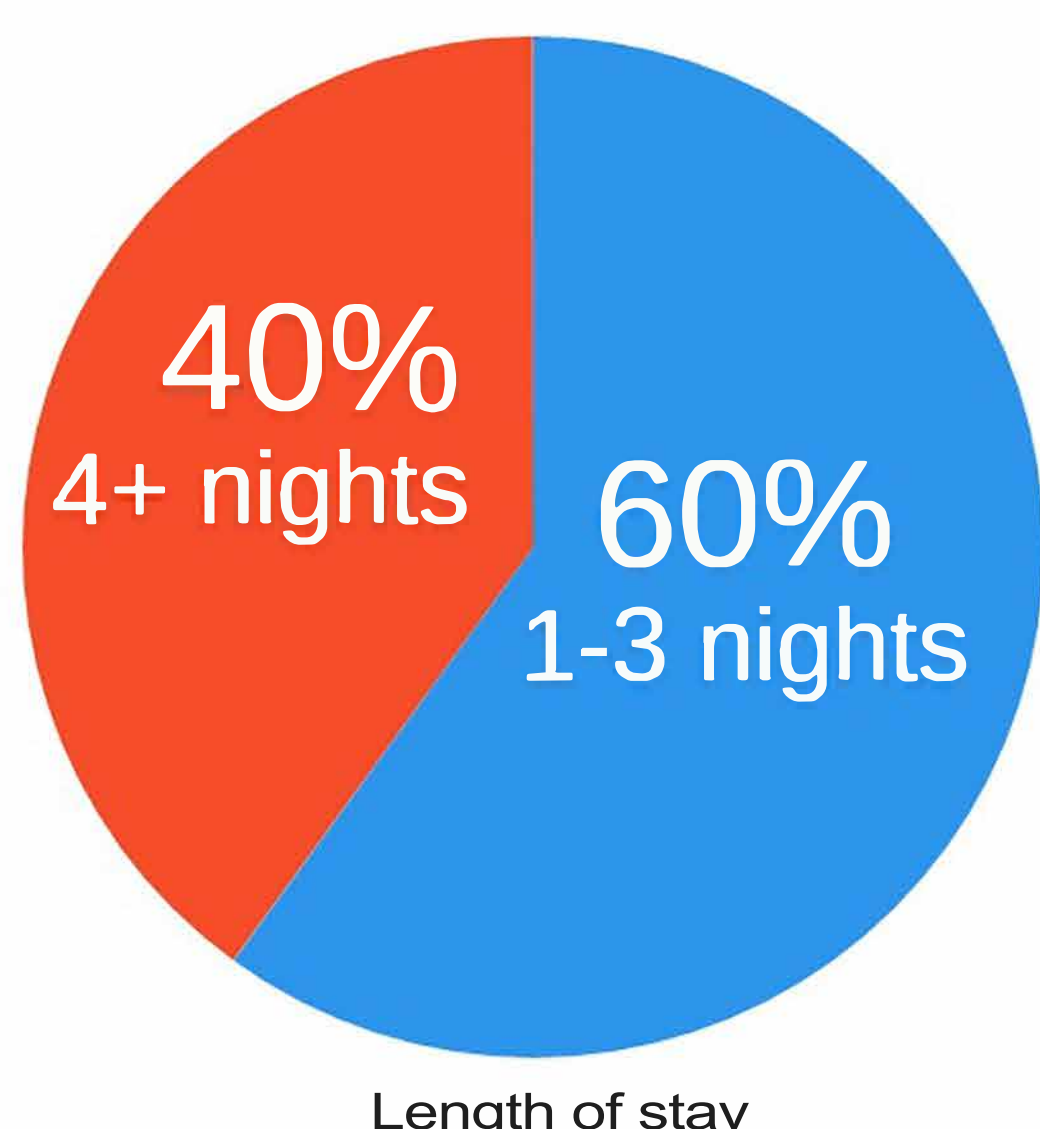
Previous visits to Lancashire



Average spending

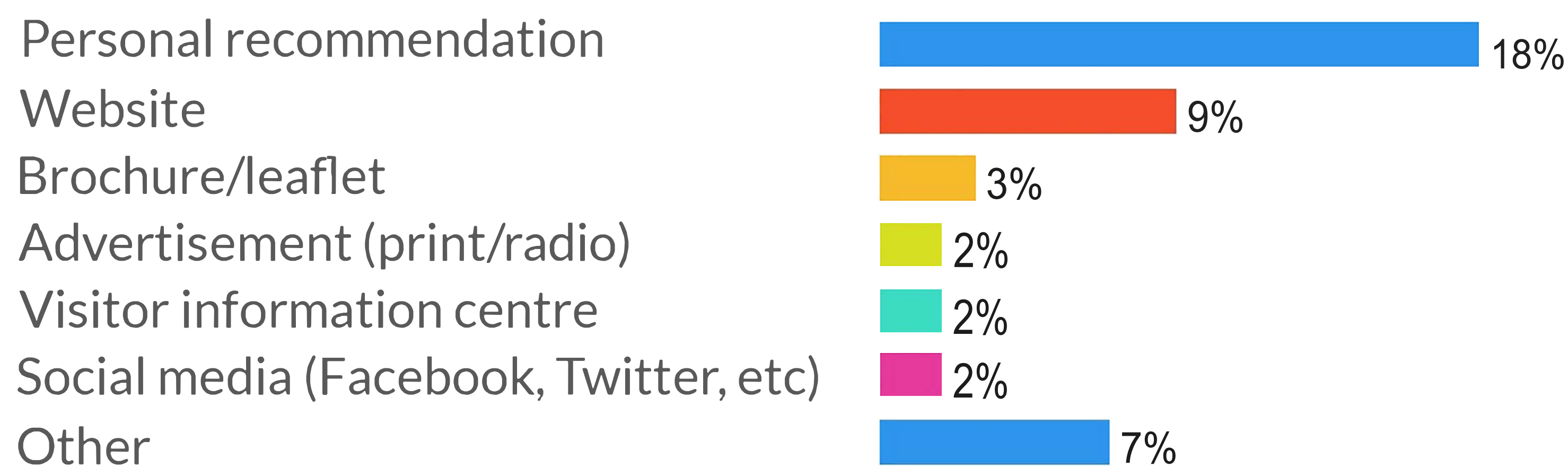


Accommodation

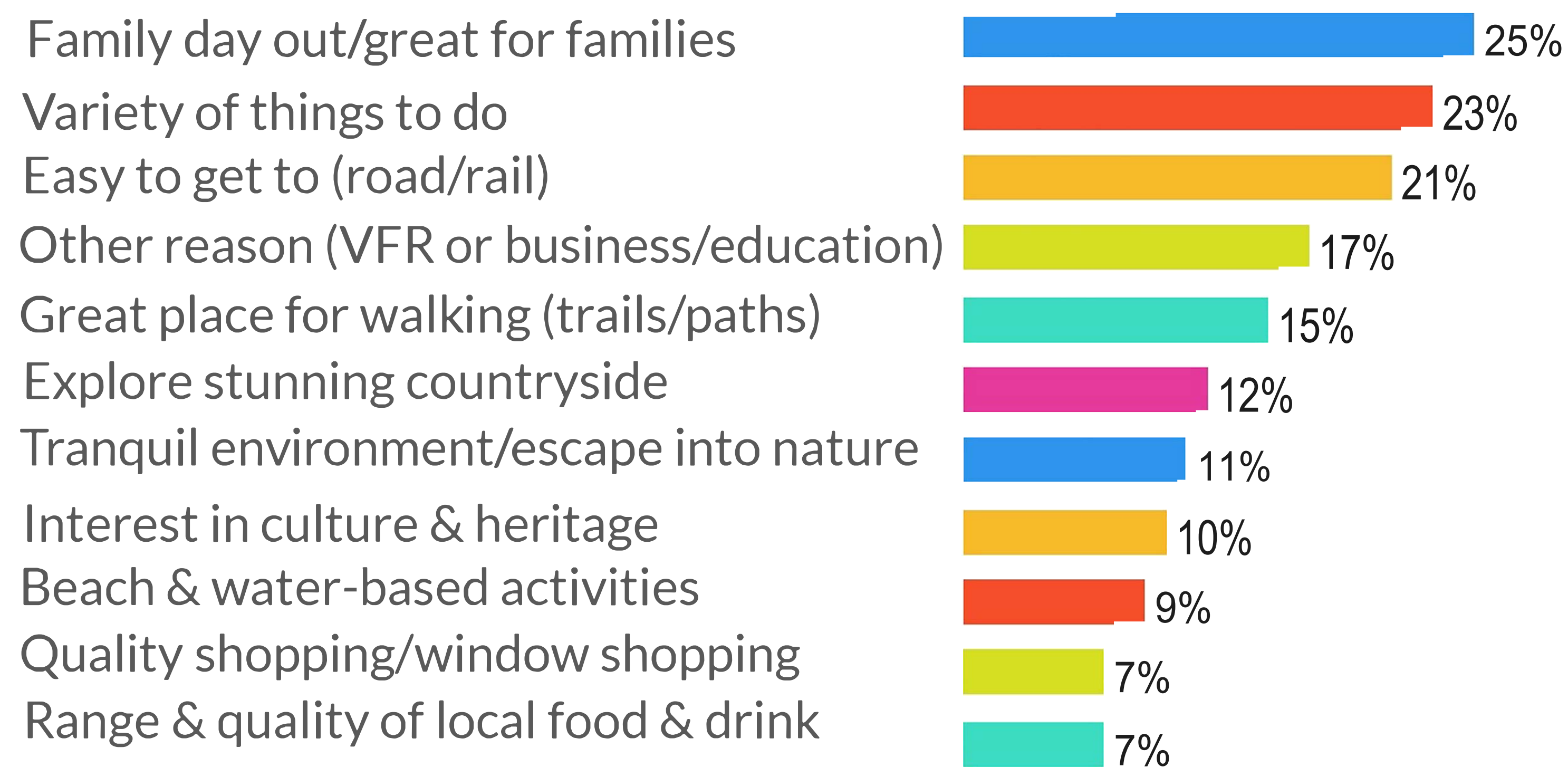


Lancashire Visitor Survey 2016

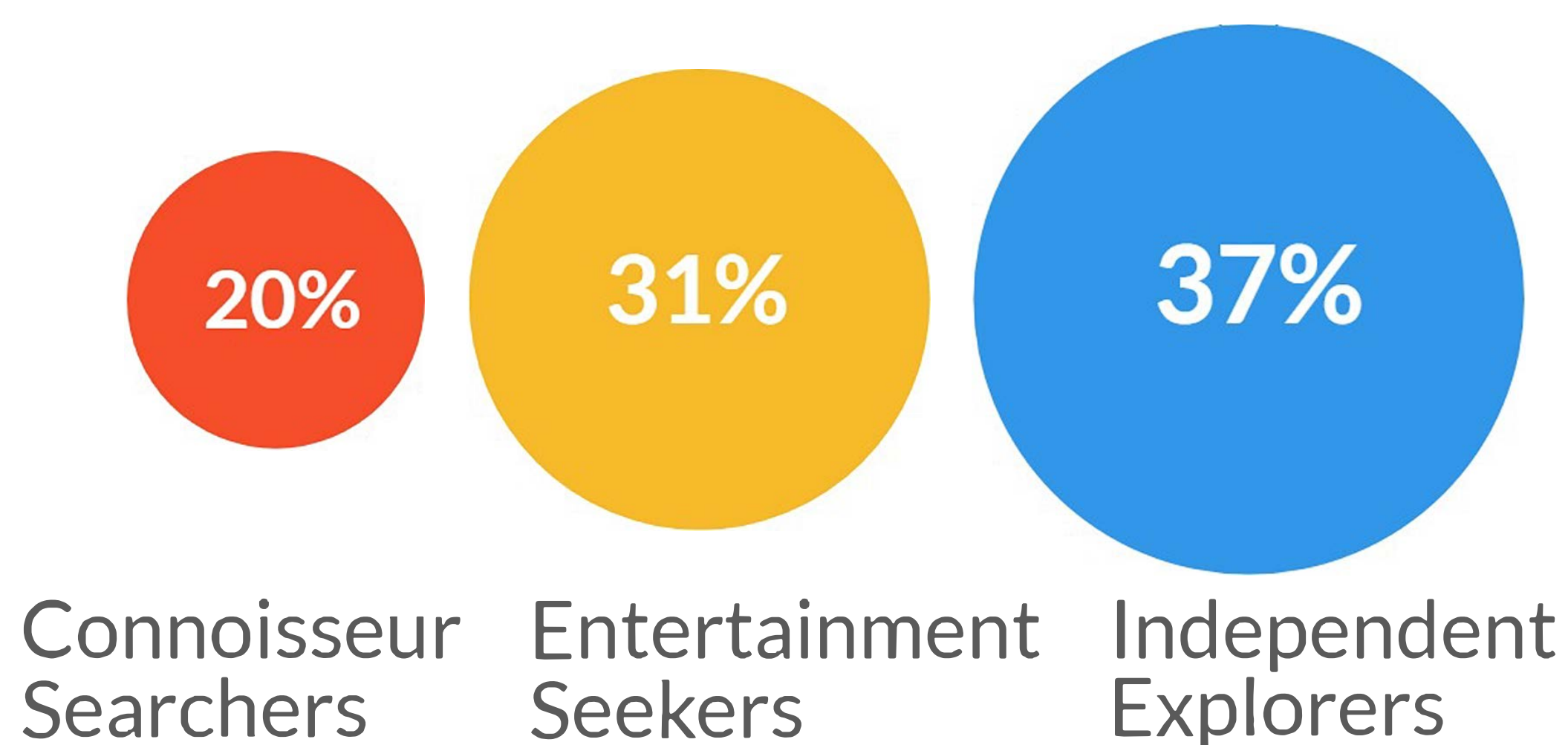
Communications used for the visit



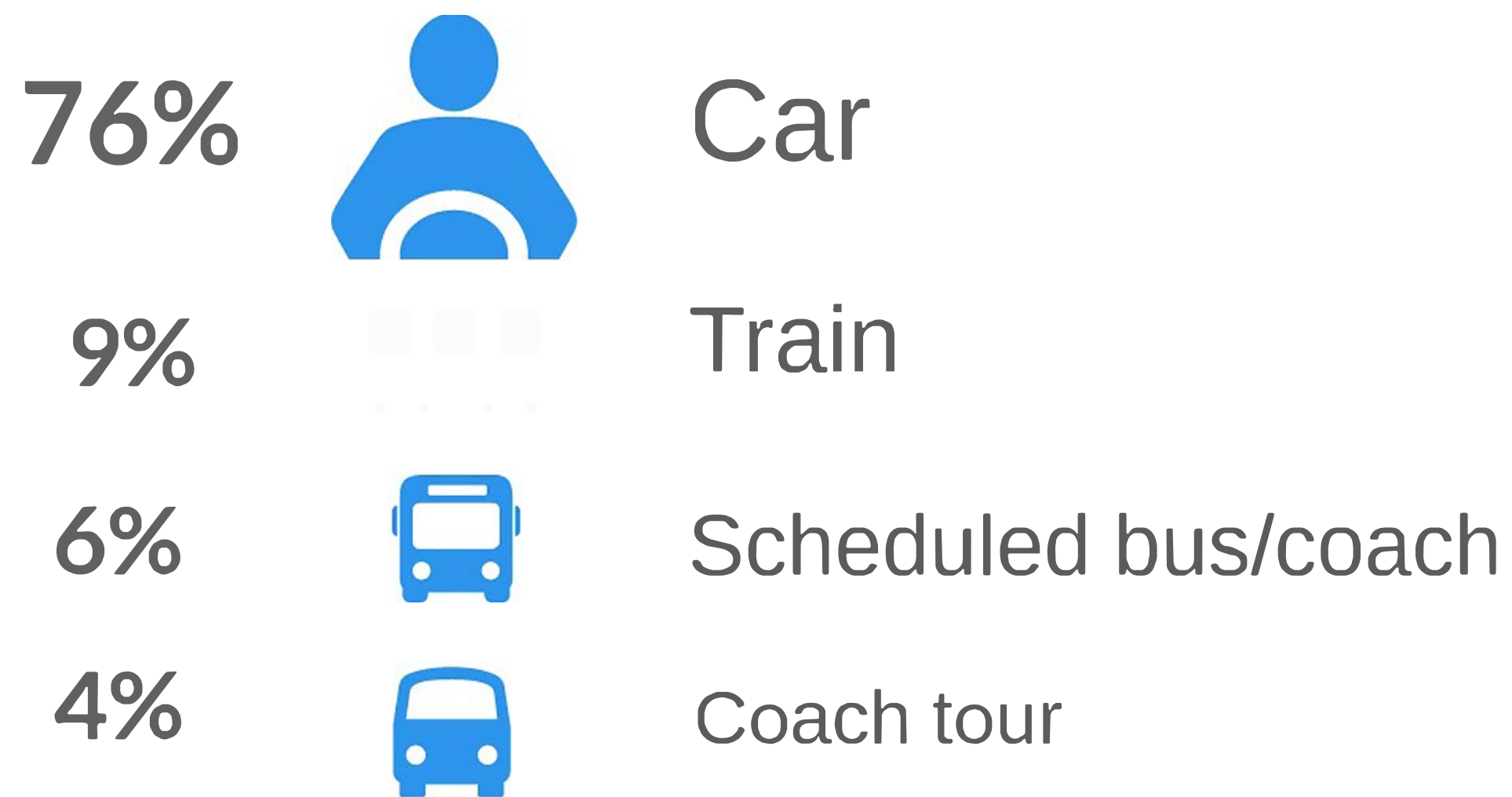
Factors in decision to visit Lancashire



3 visitor segments identified




Transport used to arrive



Enjoyment and Recommendations

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

 **91%** likely to Recommend others to visit Lancashire; including 68% 'very likely' and 23% 'likely'

Activities undertaken during visit

