

Monitoring Tourism in UK National Parks

ECST Network Meeting
17th May 2023

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Policy Lead – Data & Insights, NPUK Tourism Group

UK National Parks

Working together on:



Visitor volume & value



Headline data from visitor surveys



Carbon baseline reporting



Visitor Volume & Value

STEAM is an economic supply-side model that gives monthly estimates of:

- Visitor numbers
- Visitor days
- Economic Impact
- Employment

Data is broken down by visitor type (day or overnight; serviced or non-serviced accommodation) and business sector (accommodation; catering; recreation; retail; transport)

Visitor Numbers - M

AREA	2018	2019	CHANGE
UK National Parks	92.611	94.736	+2.3%
England National Parks	76.681	78.493	+2.4%
Scotland National Parks	4.704	4.793	+1.9%
Wales National Parks	11.226	11.451	+2.0%
1 Brecon Beacons National Park	4.398	4.306	-2.1%
2 Broads National Park + Boats	7.450	7.635	+2.5%
3 Cairngorms National Park	1.922	2.067	+7.5%
4 Dartmoor National Park	2.452	2.579	+5.2%
5 Exmoor National Park	1.432	1.462	+2.1%
6 Lake District National Park	19.381	19.891	+2.6%
7 Loch Lomond and The Trossachs National Park	2.782	2.726	-2.0%
8 New Forest National Park	4.036	4.154	+2.9%
9 Northumberland National Park	1.668	1.737	+4.1%
10 North York Moors National Park	6.960	7.296	+4.8%
11 Peak District National Park	9.477	9.836	+3.8%
12 Pembrokeshire Coast National Park	2.291	2.412	+5.3%
13 Snowdonia National Park	4.537	4.732	+4.3%
14 South Downs National Park	19.079	18.964	-0.6%
15 Yorkshire Dales National Park	4.746	4.939	+4.0%

But....

How do we better capture data from visitors who are not spending money?

- Path counters?
- 3rd party digital data?
- Visitor apps?





Cairngorms
National Park

Pàirc Nàiseanta a'
Mhonaidh Ruaidh

Thank You

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Monitoring the impacts of tourism on protected areas

HUMANITA

INTERREG CE
HUMANITA

16.05.2023

Lilia Schmalzl
Carinthia University of Applied Sciences



UNESCO CHAIR on sustainable Management of Conservation Areas



unesco
Chair

„Empower and enable personalities, institutions and societies to face present challenges in the management of conservation areas (MCA).“



MCA

HUMANITA

5
Countries

11
Partners

- 1 University of Žilina
- 2 Eurac Research
- 3 University of Parma
- 4 NOTITIA
- 5 CUAS
- 6 EGTC Geopark Karawanken
- 7 Administration of Mala Fatra National Park
- 8 CEEweb for Biodiversity
- 9 Public Institution Kamenjak
- 10 Tuscan-Emilian Apennine National Park
- 11 Bükk National Park Directorate



LOCATION & AREA

CROSS-BORDER GEOPARK

Between Slovenia and Austria



14 MUNICIPALITIES | 5 Slovenian and 9 Austrian municipalities

Area: 1.067 km² | Population: approx. 53,000 inhabitants

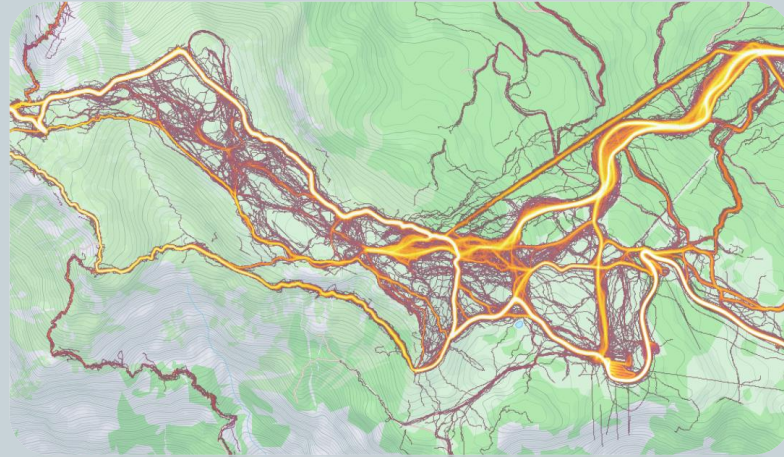
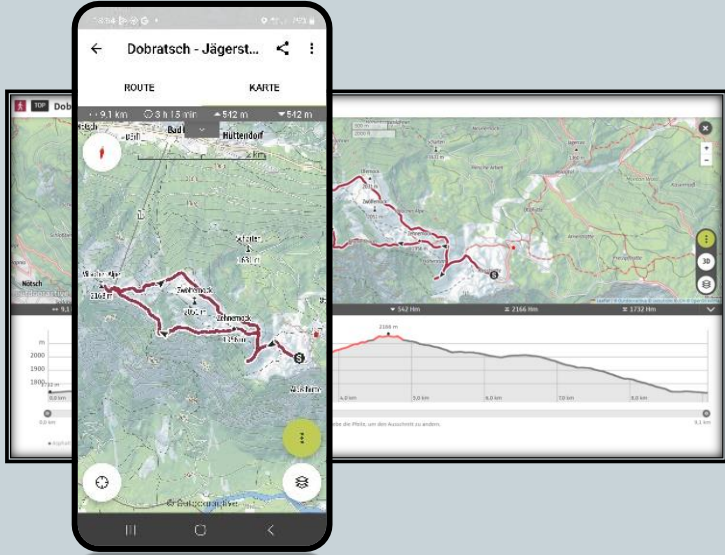
Črna na Koroškem | Mežica | Prevalje | Ravne na Koroškem | Dravograd
Lavamlünd | Neuhaus | Bieburg/Piberk | Feistritz ob Bleiburg/Bistrica pri Pibberku | Globasnitz/Globasnica | Sittersdorf/Zitara vas | Gallizien | Bad Eisenkappel/Železna Kapla | Zeli/Sele



Foto: Huber. Plitvice Nationalpark

0 125 250 km

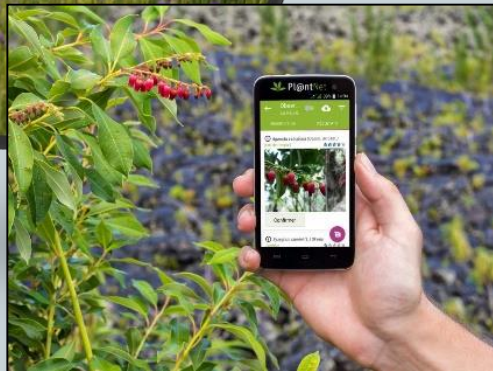
Visitor monitoring and management



Global Strava Heatmap



Impacts on plants and wildlife



Fotos: Urosh Grabner

Transnational monitoring strategy to measure impacts of outdoor tourism on natural values inside protected areas.

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HUMANITA



Foto: Arge Naturerleben

**Looking for
exchange with
good-practice
owners!**



Fáilte Ireland Irish National Tourism Development Board

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Who, What, How?

- Irish National Tourism Development Authority
- Support the long-term sustainable growth of tourism in Ireland
 - Environmental Assessment of Plans
 - Environmental Monitoring
 - Visitor Management & Guidelines
 - Promotional Work & Sponsorship
 - Life Projects



VICE Model

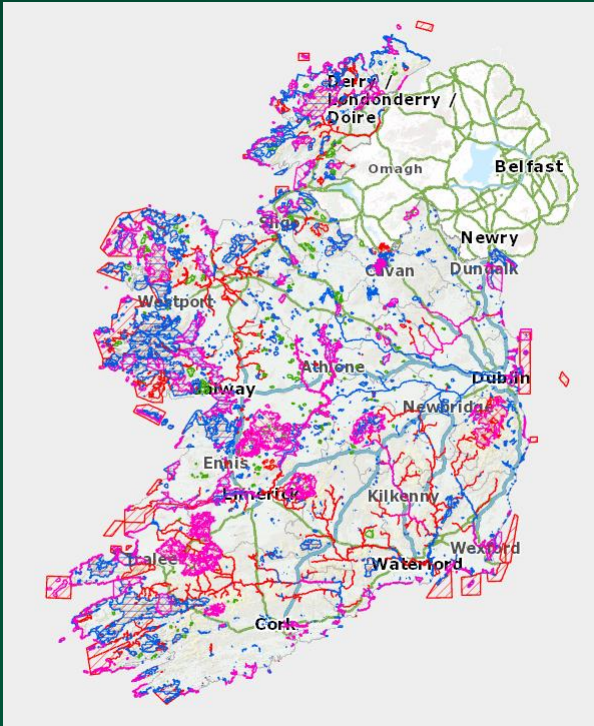
The VICE Model is adopted by Fáilte Ireland in all of our activities and outputs, both internally as an organisation and externally in our duties as the National Tourism Development Authority.



Nature Conservation - Ireland



Natura 2000 Network



Source: npws.ie

368 SACs & 146 SPAs

National Parks



Source: nationalparks.ie

67,736ha



Other Protected Sites

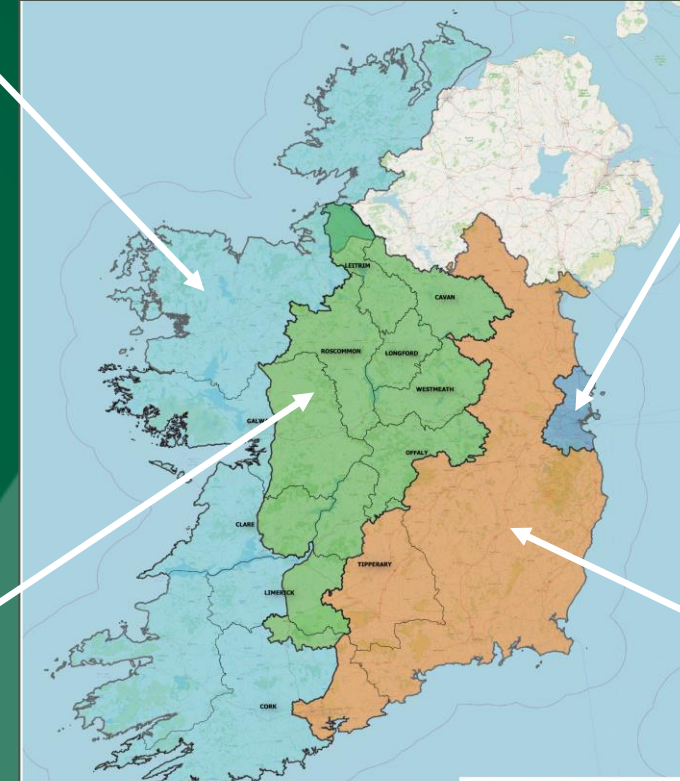
- Natural Heritage Areas (NHAs)
- 77 Nature Reserves
- 19 Marine Protected Areas (MPAs)
- 68 Wild Fowl Sanctuaries
- Salmonid, Shellfish & Bathing Waters

Tourism in Ireland - Diverse



Fáilte
Ireland

Fáilte Ireland - 4 Brand Areas



Historical

Coastal



Urban

Water



Active

Food



Monitoring

The Wild Atlantic Way (WAW) environmental monitoring programme 2015-2019

- 26,000 visitors at 75 sites

National Environmental Monitoring programme 2021-2025

- Monitoring **19 sites** across 4 brand areas
- Varying Site types – Coastal/Inland/Urban
- Identifies **stresses & future risks** to the environment
- Notes **good & bad practices** - knowledge share
- Allows for **appropriate site management**



Doonloughan – Interesting Finds

ECOLOGICAL HIGHLIGHTS

The site is mainly made up of machair, which is an important habitat and protected under the EU Habitats Directive. These only occur in western coastal areas of Ireland and Scotland.



The Machaire present of site is extremely degraded and in need of direct intervention.

Impact Severity Level

Doonloughan

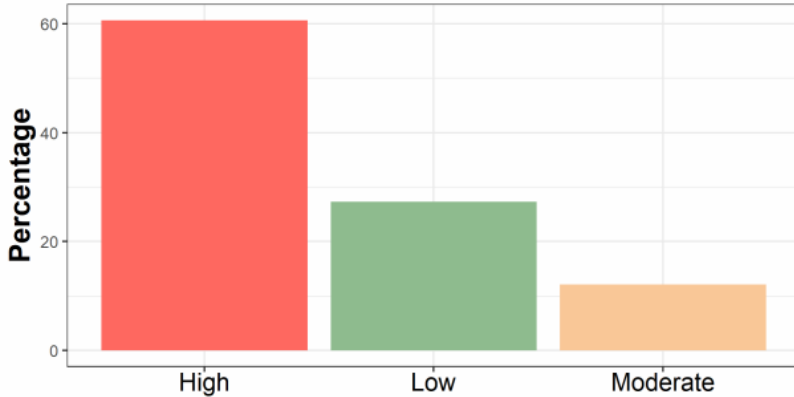


Figure 9.11 Categories of Environmental Impact Levels Observed at Doonloughan as a result of Visitor Activities

Activity Type

Doonloughan

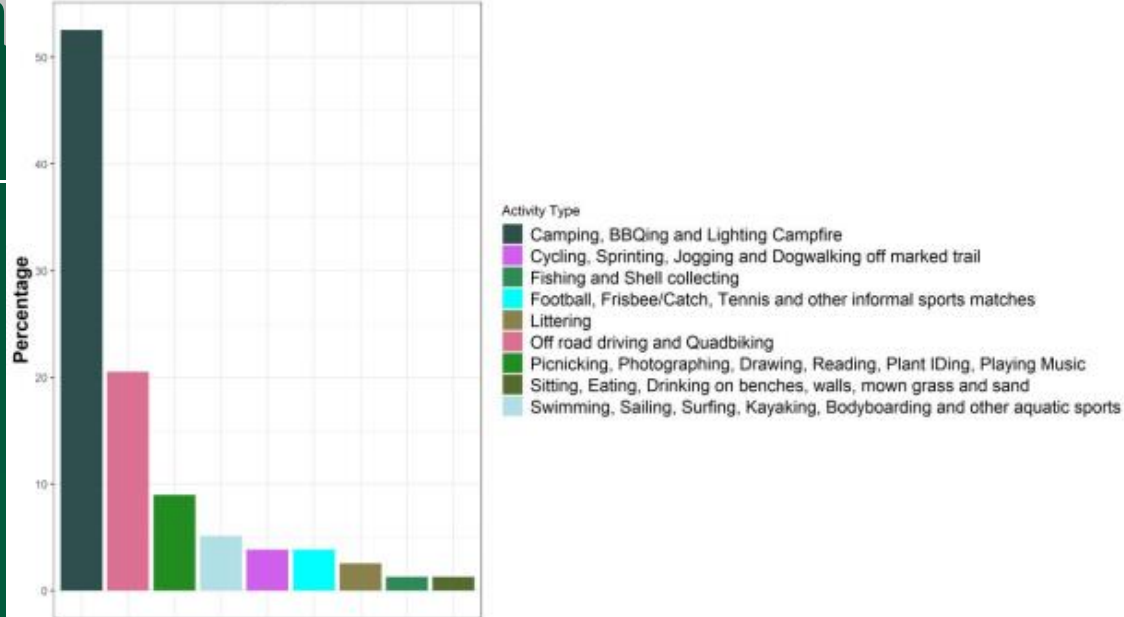


Figure 9.10 Range of Visitor Activities Observed at Doonloughan



Figure 9.13 Visitor movement patterns at Doonloughan



KEY RECOMMENDATIONS

- On-site signage to raise awareness on the rarity and importance of the habitats found on site should be installed. A community awareness campaign should be run to promote environmental stewardship
- A visitor management strategy and associated trail network plan is required to alleviate pressures to the protected features by active management of vehicular access across the protected habitat.
- A habitat management plan is required to rehabilitate the dunes and protect the integrity of the machaire. A focus should be places on increasing the floral diversity within the machaire.



Figure 9.1 Doonloughan beach

A scenic view of the Cliffs of Moher in Ireland, showing the rugged, layered rock formations meeting the Atlantic Ocean. The sky is blue with scattered white clouds. The water is a deep blue-green, with white foam from the waves crashing against the base of the cliffs.

Thank You

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**NATURE
CONSERVATION AGENCY
OF THE CZECH REPUBLIC**





NATURE IS OUR HERITAGE AND FUTURE



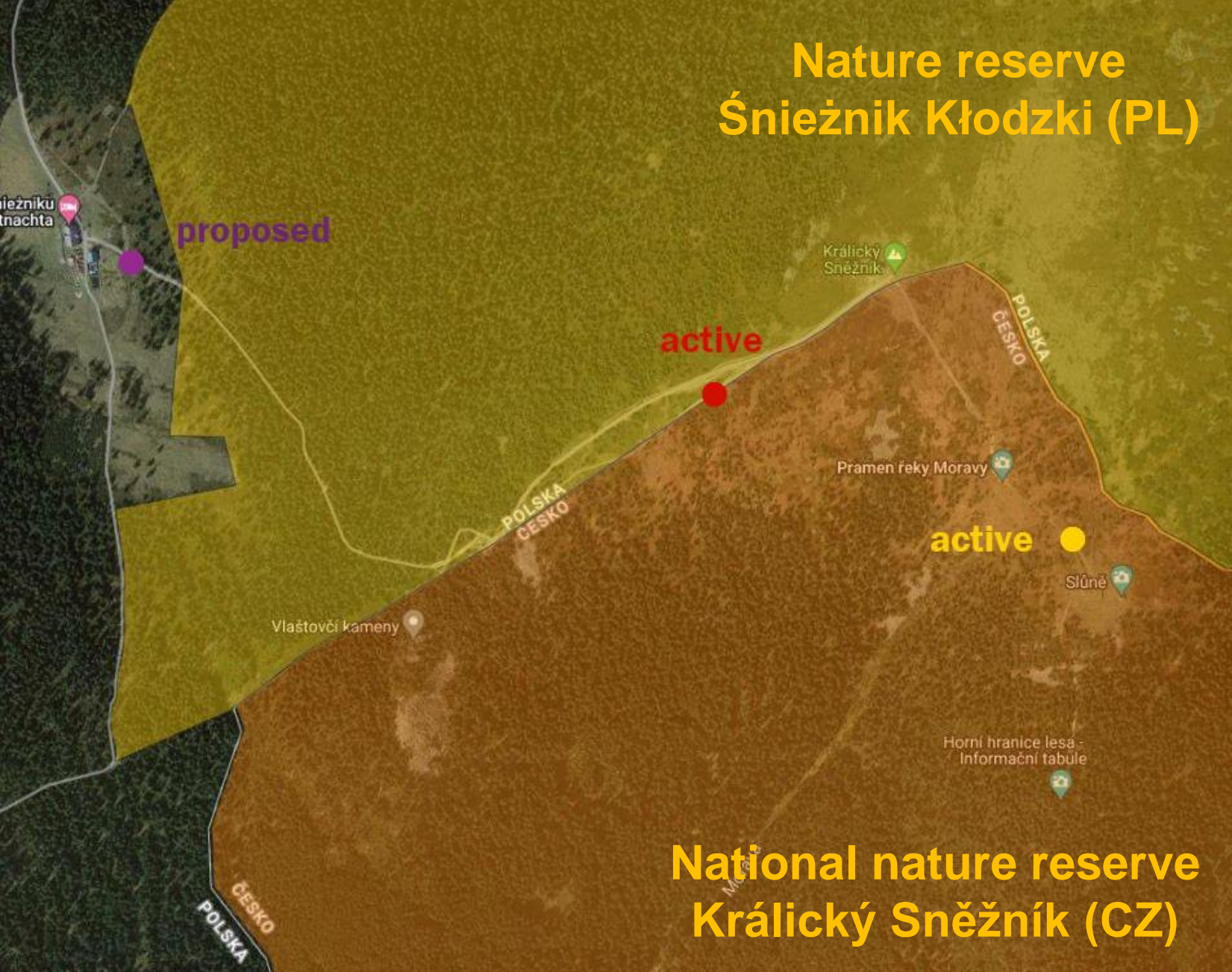
Monitoring the visitors around the summit of Králický Sněžník/ Śnieżnik Kłodzki

17. 5. 2023 Bled



Śnieżnik Kłodzki Králický Sněžník mountain range

- area of 200 km² on the CZ/PL state border, height up to 1 423 MSL
- subalpine forestless area of 0,7 km² sensitive to intensive treading (*hieracium nivimontis*)
- Natura 2000 protected areas
- 3 national nature reserves
- RDOŚ Wrocław and NCA CZ administration
- INTERREG CZ/PL cooperation

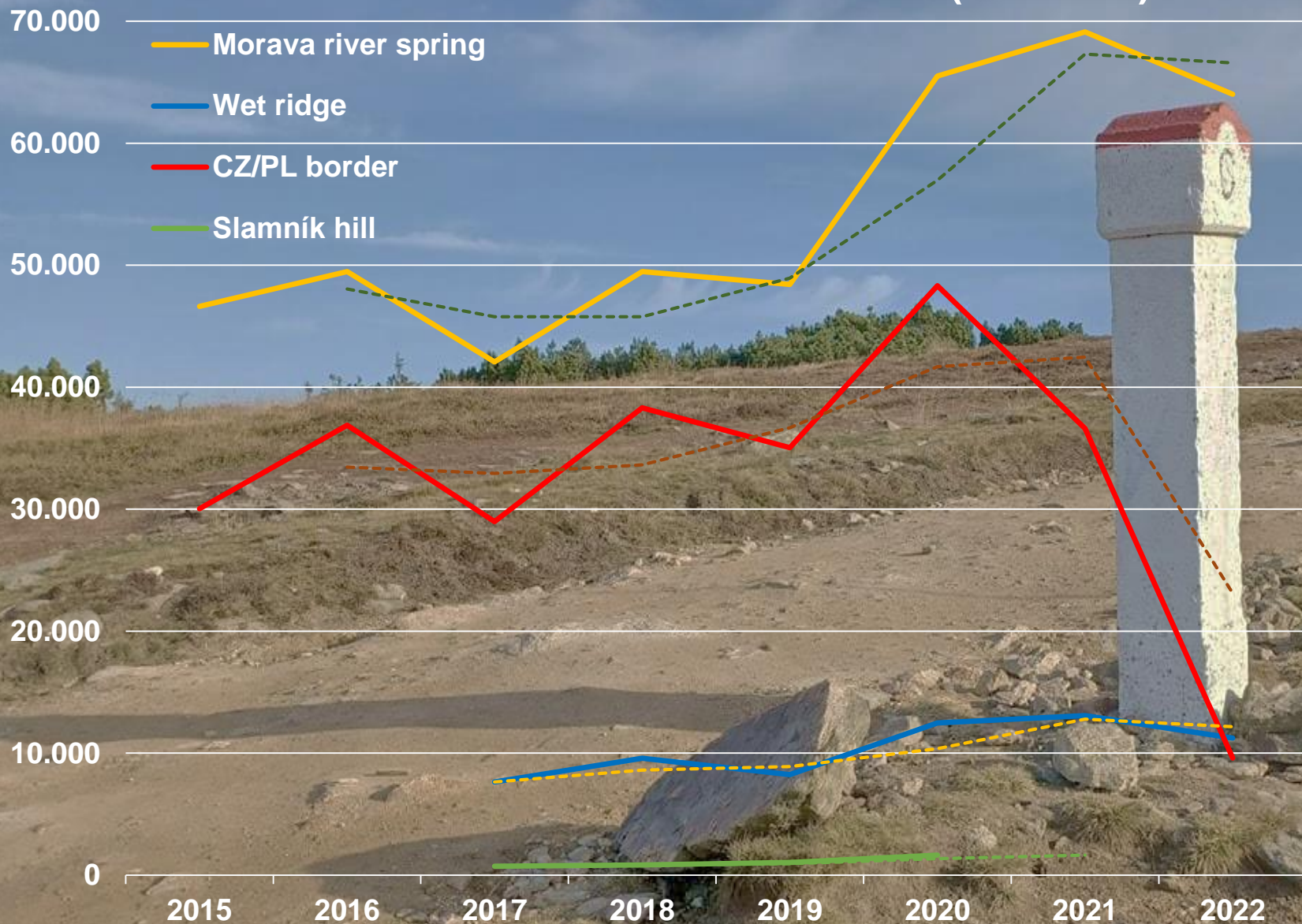


Visitor counting profiles around the summit

- 2 active static photoelectric counting profiles
- 1 profile proposed to be installed
- outsourcing services
- one supplier
- NCA CZ/RDOŚ PL data sharing plans
- parallel marked tourist trails to be merged

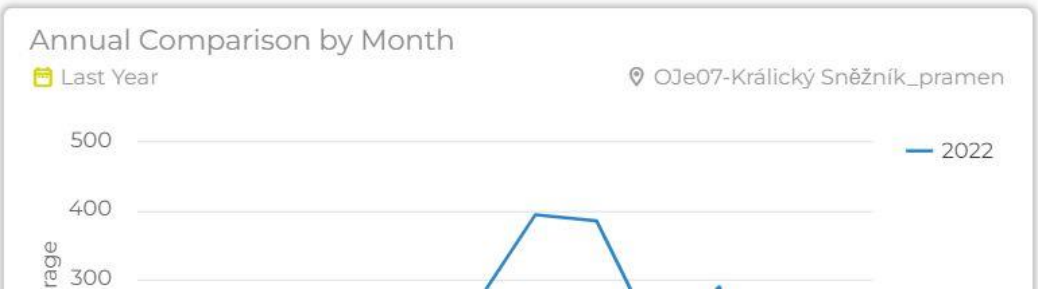
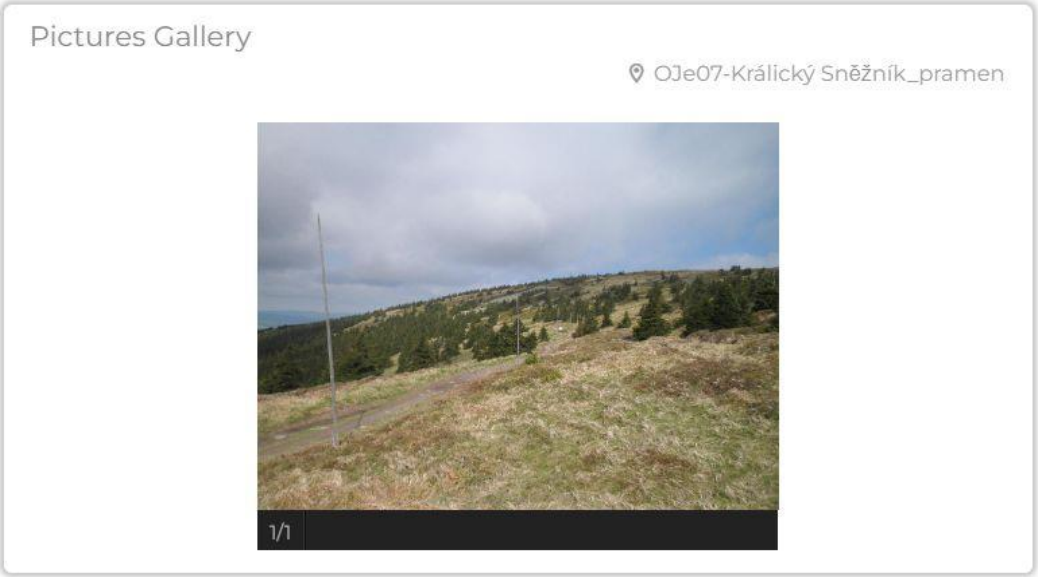
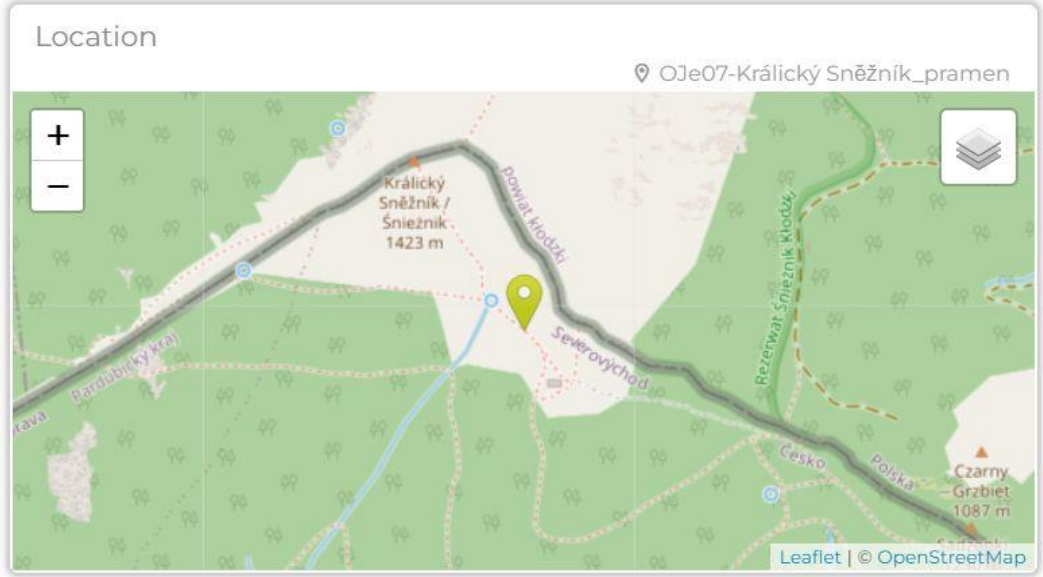


The count of visitors 2015-2022 (till 15.11.)



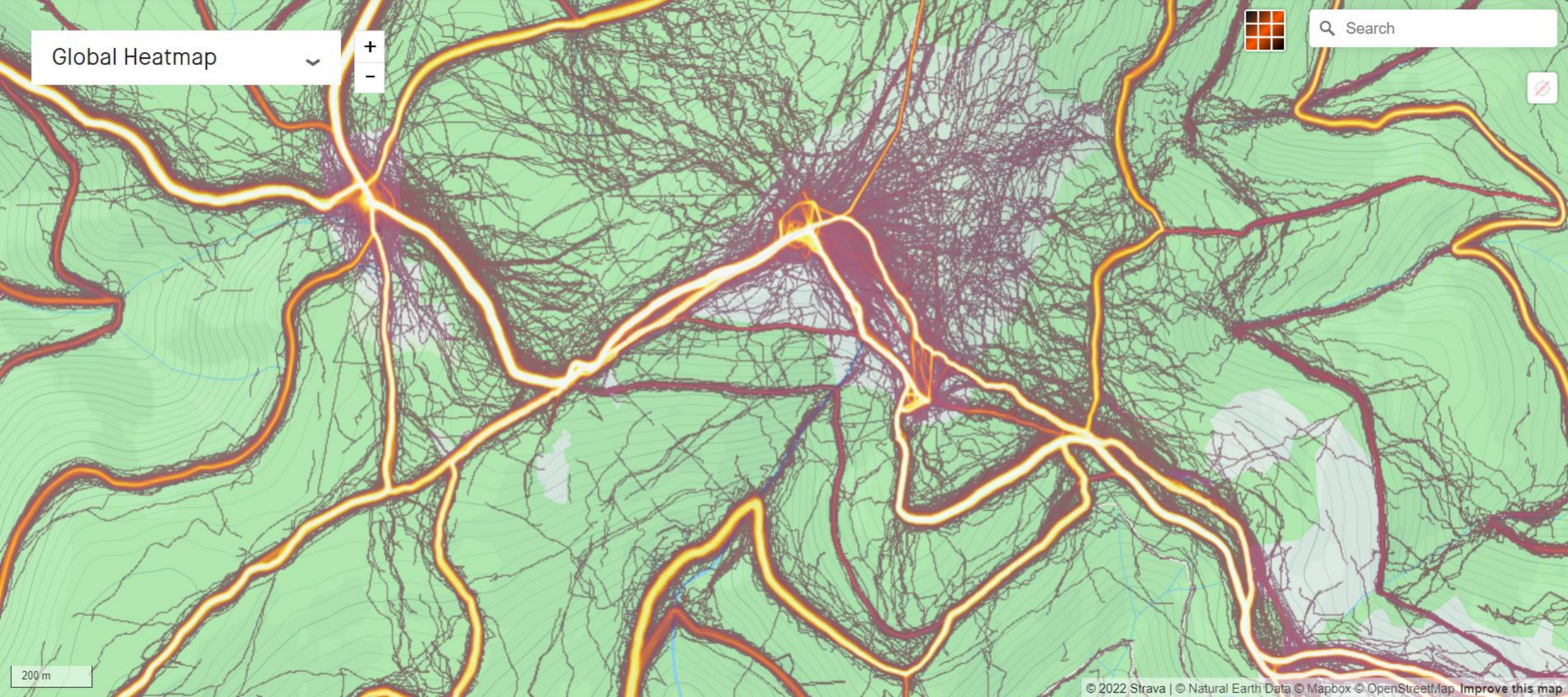
- summit annual visitors count up to 100 000 (Dr. Banaš et al. 2021)
- lookout tower and road rebuild
- strengthening of the road surface offering the comfort
- major drop on parallel border rocky path

Sites
Domain
Dashboard
Nondirectional Site Analysis
+ New Dashboard



ECO-VISIO.net backoffice working environmet – data sharing possibilities – user role assignment – raw data export possibility to *.xlsx





**STRAVA.COM Global Heatmap – physical distribution of visitors in area
– additional control – usage for ranger purposes**





**THANK YOU FOR
YOUR ATTENTION**

