



Countryside Recreation Network

**Knowing Your Customer  
The Joys of Statistics  
and Visitor Monitoring  
Seminar**

**Target Audience**

The seminar is aimed at site managers, practitioners and policy makers in local authorities and national government agencies

There are 50 places available on this seminar

**DATE TBC  
YORK**

Delegate Fee: £125

**A Countryside Recreation Network Event**

## **Background**

A good understanding of customers is essential to any business and no less the business of providing a good outdoor recreation experience. If we know our customers we are better placed to meet their needs and more able to attract new audiences through more effective promotion and more helpful information. We are also more able to demonstrate to funders and policy makers the value of the outdoors to the economy and to health and quality of life.

But what type of survey is most appropriate and how can you make the best of the resources you have available? Can national surveys be interrogated to provide local statistics? Or can local statistics be used to highlight national trends? What are the practical considerations to take into account in running a local site based survey?

## **Aims of the event**

- To provide an overview of the range of visitor surveys that take place and discuss how these can support work at national, regional, local and site based level.
- To consider how visitor surveys support policy, site management, communications and marketing.
- To consider the range of information which can be gained from visitor surveys and the possibilities and the limitations.
- To look at the value of trend data – flexibility versus consistency.