

A scenic landscape featuring a calm lake in the foreground, a prominent tree with a thick trunk and sparse foliage in the middle ground, and a range of mountains in the background under a cloudy sky. The scene is captured in a slightly desaturated, naturalistic style.

# Regenerative Tourism in National Parks

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## Sustainable Tourism Officers (and me) doing some research!

The 15 UK National Parks have launched a new **vision** to support the protection of some of the country's most popular outdoor destinations, while ensuring they are thriving and accessible for all.

A shared vision that began with 'sustainable tourism' and together has become 'regenerative tourism', to emphasise the need to strengthen local action and awareness in the tourism sector.





## The main themes are:

- To champion and support tourism development that contributes to the enhancement and regeneration of places and communities
- Support tourism that actively helps to reduce carbon emissions and increase nature recovery

“Managed well, tourism has the power to transform people and places.....a positive impact on communities, local economies and inspire people to care for our precious landscapes....we need to move from minimising impact to ensuring visitors leave National Parks as better places.” *Tom Hind, CEO North York Moors National Park.*





## We can help develop the Vision by:

- Measuring impact
- Developing more rural businesses
- Supporting and promoting low carbon and carbon-free travel
- Developing fully inclusive and accessible destinations
- Developing nature-benefitting and low-carbon experiences
- Celebrating local distinctiveness and sense of place



*“We cannot achieve these goals on our own, but with strong partnerships and cooperation with our communities and businesses, we can ensure the future of our economy and landscapes for generations to come”.*

# STEAM Visitor Economy data 2023 Headlines

Some of the main figures as reported by STEAM for 2023 (within Dartmoor Boundary)

- Visitor Days – 3.7 Million (*3.3 M in 2022*)
- Number of visitors – 2.9 Million (*2.4 M in 2022*)
- Number of staying visitors – 1.07M (*1.17 M in 2022*)
- Economic impact - £226 Million (*£187.4 Million*)
- Direct employment in sector – FTE's – 2,207 jobs

Where visitors stayed:

Total number of staying visitors – 0.27M (*0.29M in 2022*)

- Serviced Accommodation – 0.1M visitors (*0.1M in 2022*)
- Non-serviced Accommodation – 0.1M visitors (*0.1M in 2022*)
- Staying with Friends / Relatives – 0.05M visitors (*0.05M in 2022*)