



Loch Lomond & Trossachs National Park Authority - visitor survey

BACKGROUND

Between June-Oct 2023, LLTNPA rangers engaged with visitors (n=99) to the Park to ask them to participate in a survey designed in collaboration with Water Safety Scotland (WSS). The purpose of the survey was to gain insight about: where visitors came from, their awareness of WSS and their water safety code, and, crucially, their awareness and reaction to water safety signage present in the National Park

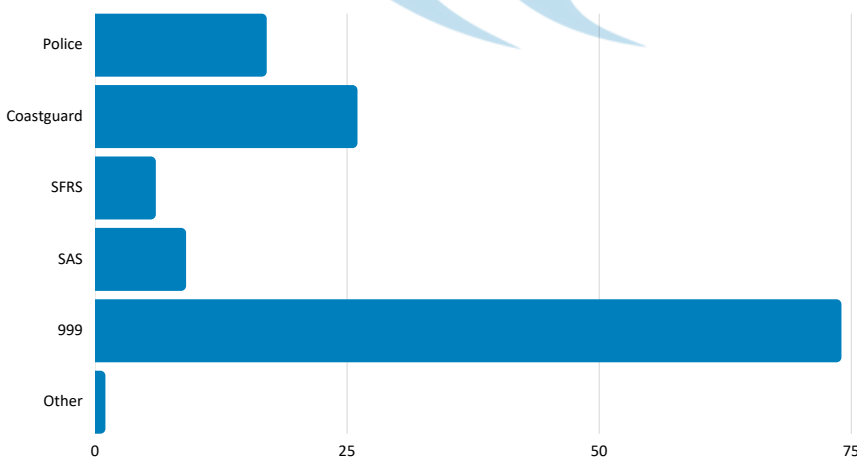


Fig 3: Who would you call if you or someone else was in difficulty in water?



Fig 1: Did you notice water safety signage during visit?

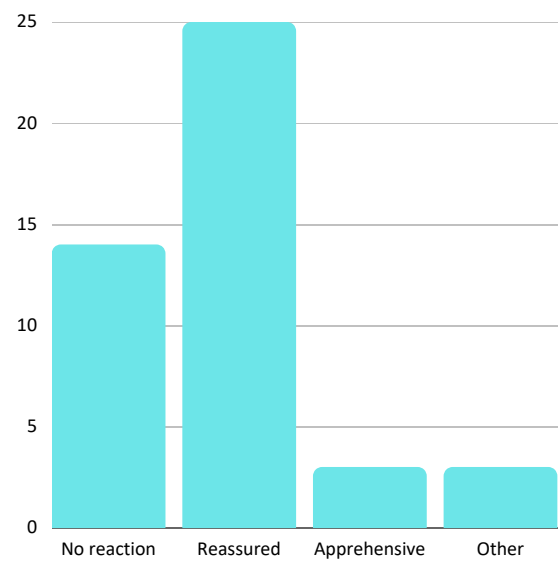


Fig 2: How did the signage make you feel?

KEY RESULTS

- 99 visitors took part in the survey
- 39% of those surveyed intended to use the water during their visit, with a further 17% stating they intended to on a future visit
- Just under half (44%) were aware of WSS, but encouragingly three quarters (74%) were aware of the water safety code
- 70% of respondents noticed water safety signage at the Park (Fig 1) and 65% took time to read it
- The most common reaction to the signage (Fig 2) was reassurance (56%), followed by no reaction (31%)
- Most respondents (74%) stated they would call 999 in the event of a water emergency (Fig 3)