

Summary.

- 234 visitor surveys of 504 people were completed throughout July, August and September of 2006.
- It is calculated from vehicle counter data and visitor numbers from the Romney, Hythe and Dymchurch Railway that 546 951 people visited Dungeness during the year 2005.
- Visitor numbers peak at weekends and are not influenced greatly by cold or wet weather.
- The average party size is 2.92 people and the party composition was mainly 2 adults with no children. The age profile showed that 37% of visitors were aged between 36-65.
- 41% of visitors have never been to Dungeness before and the current rate of growth is currently predicted at 24% per annum.
- In total 56% of visitors arrived at Dungeness by car and 39% on the train. The most popular form of transport for those people living less than 10 miles away was by bicycle. (40%).
- Half of the visitors to Dungeness (51%) were not aware that it is a National Nature Reserve. People's awareness of the area changed according to how far away they lived.
 - 57% of people living over 50 miles away were not aware that Dungeness was a national nature reserve. This figure gradually decreased for people living nearer to Dungeness.
 - Surprisingly 30% of people living less than 10 miles away were not aware that Dungeness is a NNR.
- Peoples opinion of Dungeness was generally positive (82%) with comments such as "love it" and "peaceful and atmospheric."
- When asked what improvements visitors wished to see made to the area 50% of people said they wished nothing is done and the area be preserved as it is.
- Visitors were asked what information they wished to see on the area, 4 in 10 (40%) people wished to see more information on the wildlife of the area and 20% wished to know more about the history of the area.
- The main reason for visiting Dungeness was the train (26%). A figure of 4% of visitors noted that their main motivation for visiting Dungeness was because they had seen it on the television.