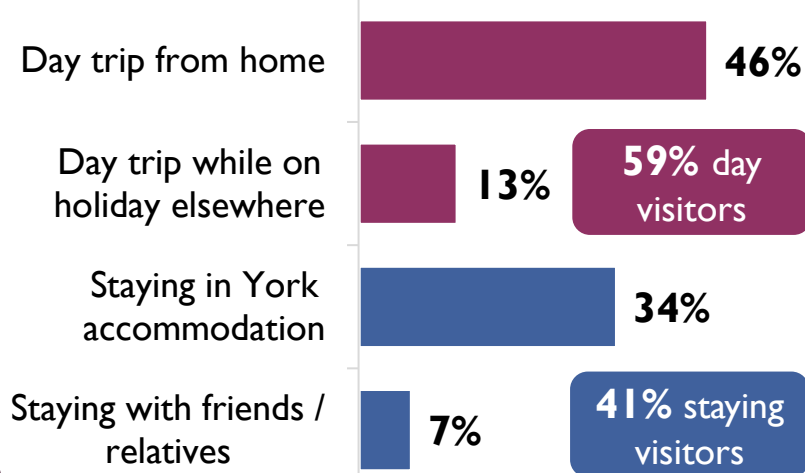
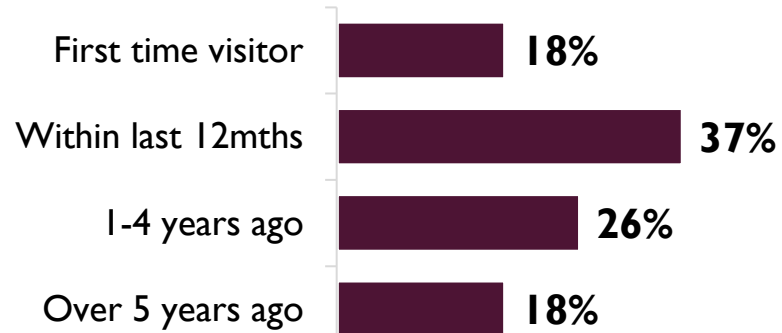


The York Visitor Survey is a face-to-face survey of visitors to York on a day/staying trip for holiday purposes. 2023 results are based on 951 interviews with visitors (560 day and 388 staying) conducted in various locations in York between January and December 2023

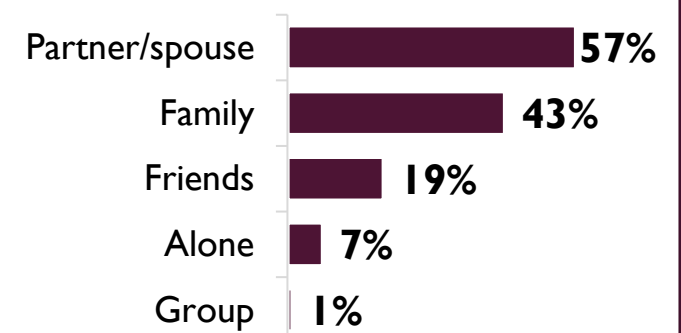
## Trip type



## Repeat vs. first time visitors



## Party composition:

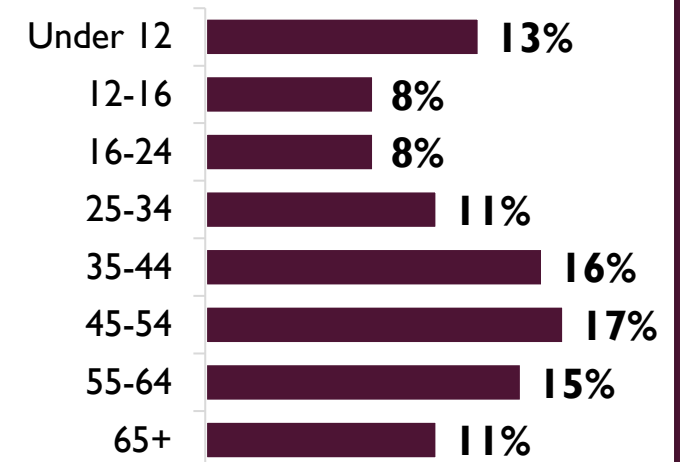


Visitor satisfaction by visitor type:	Day visitors	Staying visitors	Total visitors
Overall experience good/ very good	95%	98%	97%
Likely to recommend York	99%	99%	99%
Likely to return in next 2 years	83%	59%	73%

## Activities visitors took part in:

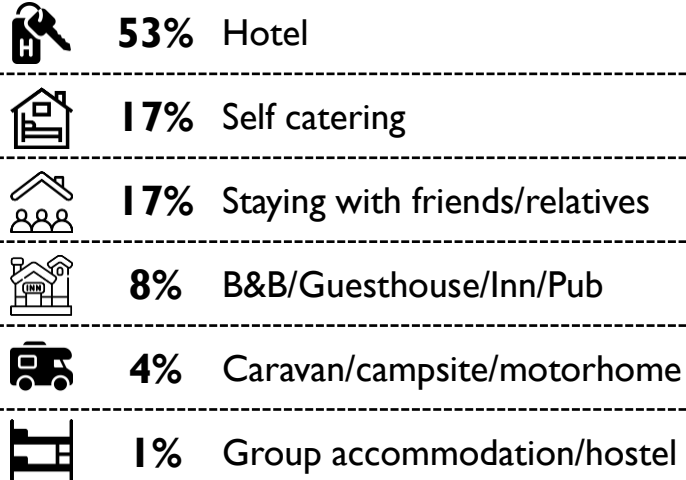


## % of visitors in each age range (includes all visitors in party)

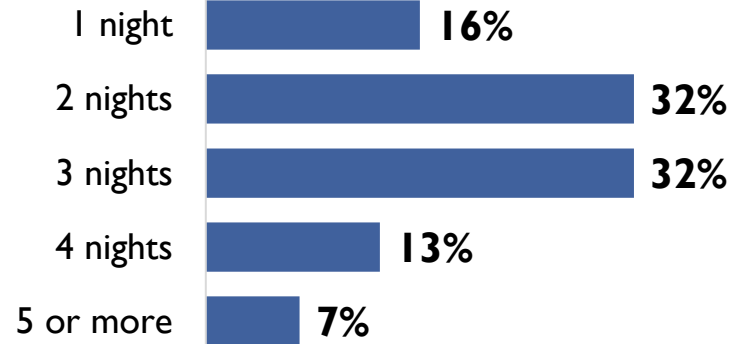


Average party size: 2.9 people

## Accommodation type (paid and unpaid)

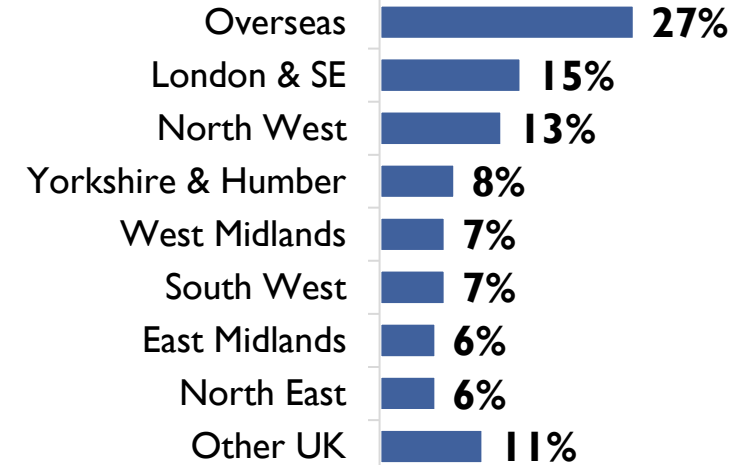


## Length of stay



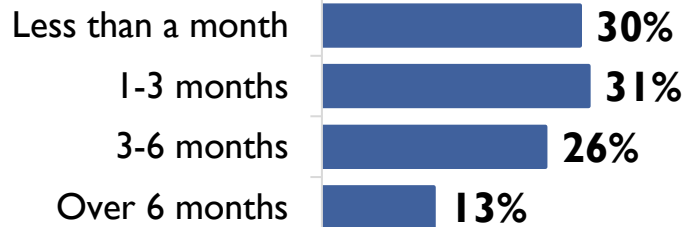
**Average length of stay: 2.7 nights**

## Staying visitor origin

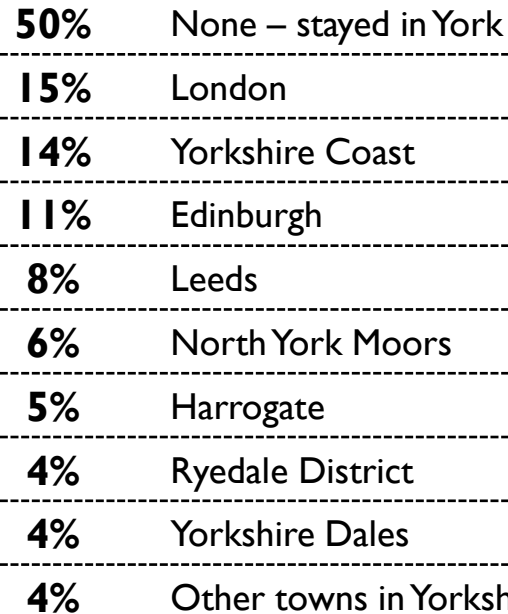


**98% booked accommodation in advance**

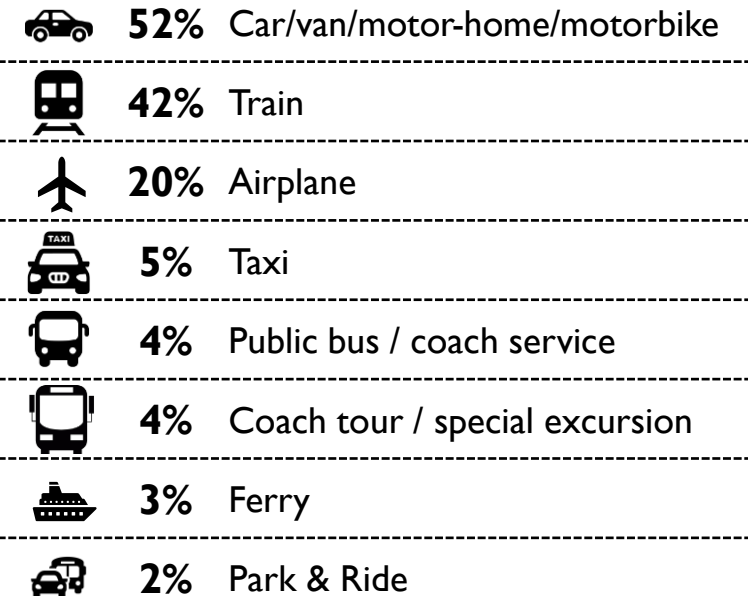
## How far in advance booking was made:



## Other locations visited during stay



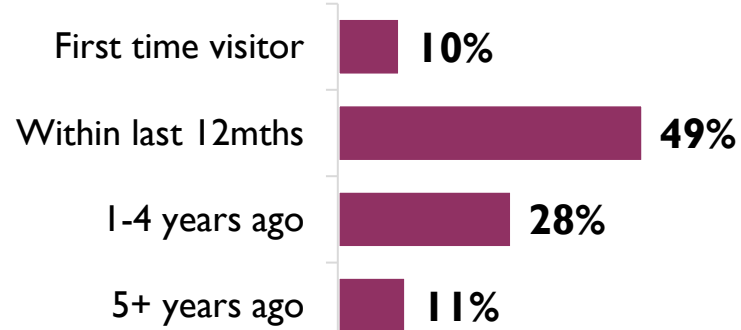
## Mode(s) of transport used to get to York



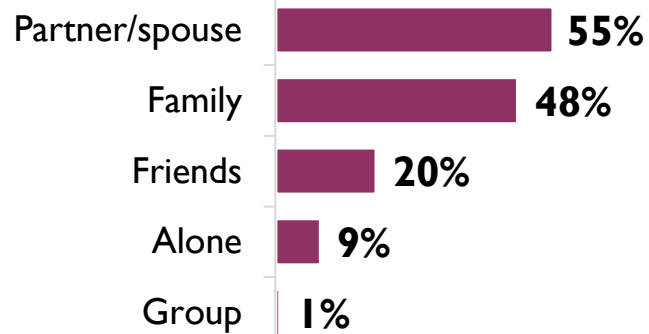
## Average spend per person (inc. children)

Paid accommodation per night	<b>£51</b>
Spend during day	<b>£65</b>

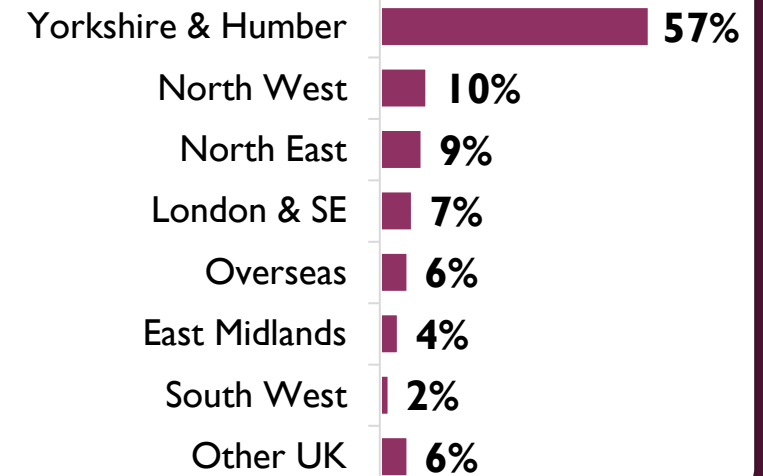
## Repeat vs. first time day visitors



## Day visitor party composition:



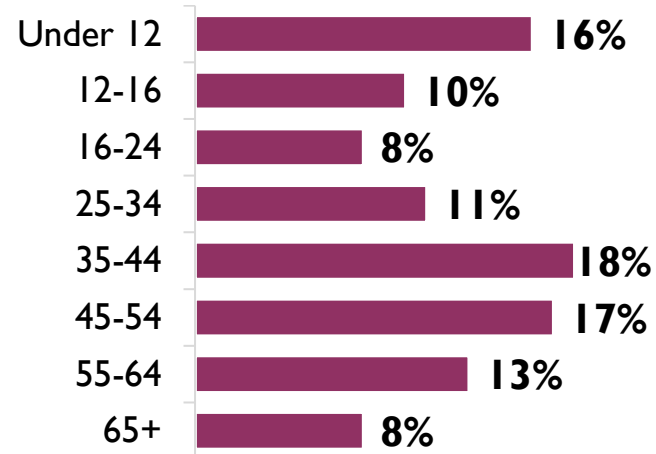
## Day visitor origin



## Activities day visitors took part in



## % of day visitors in each age range (includes all visitors in party)



## Average spend per person (inc. children)

Day visitor spend **£43**

## Mode(s) of transport used to get to York

