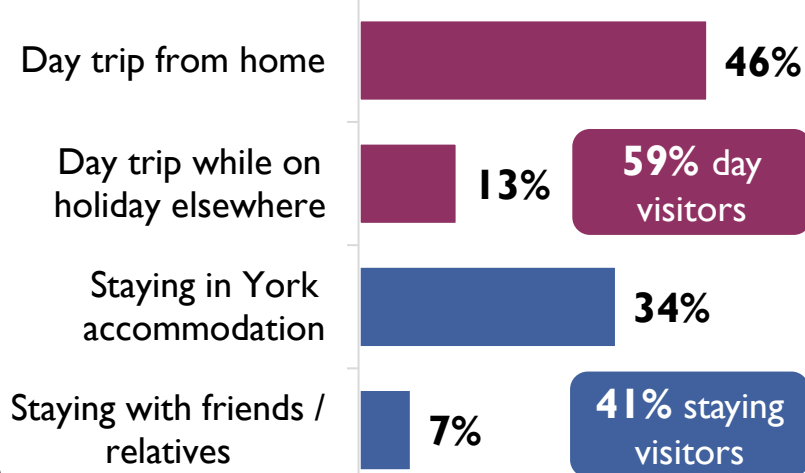
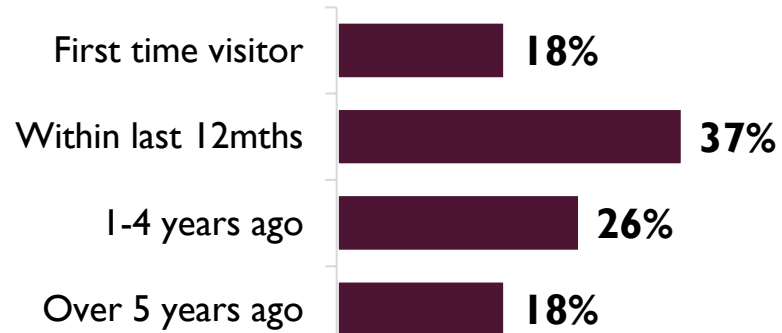


The York Visitor Survey is a face-to-face survey of visitors to York on a day/staying trip for holiday purposes. 2023 results are based on 951 interviews with visitors (560 day and 388 staying) conducted in various locations in York between January and December 2023

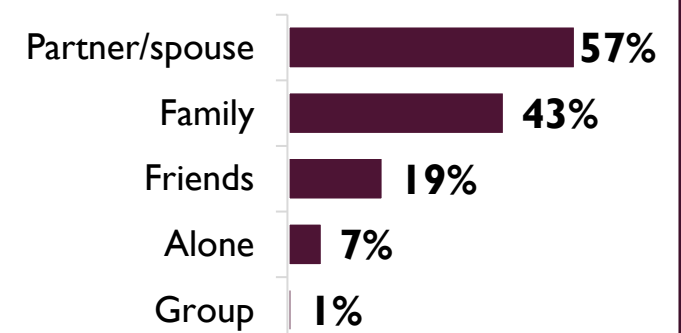
Trip type



Repeat vs. first time visitors



Party composition:

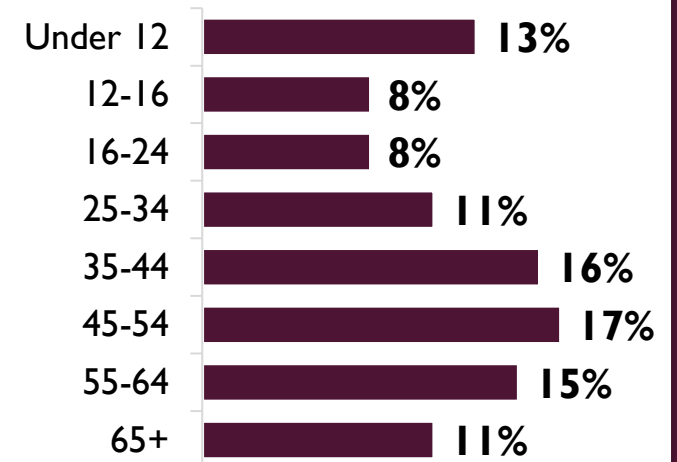


Visitor satisfaction by visitor type:	Day visitors	Staying visitors	Total visitors
Overall experience good/ very good	95%	98%	97%
Likely to recommend York	99%	99%	99%
Likely to return in next 2 years	83%	59%	73%

Activities visitors took part in:

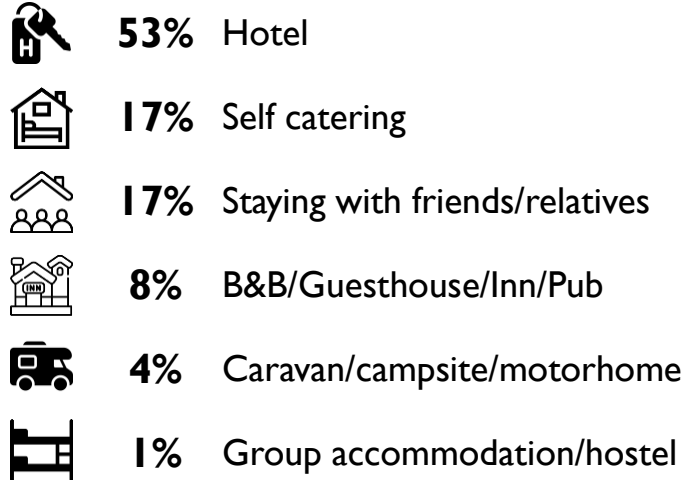


% of visitors in each age range (includes all visitors in party)

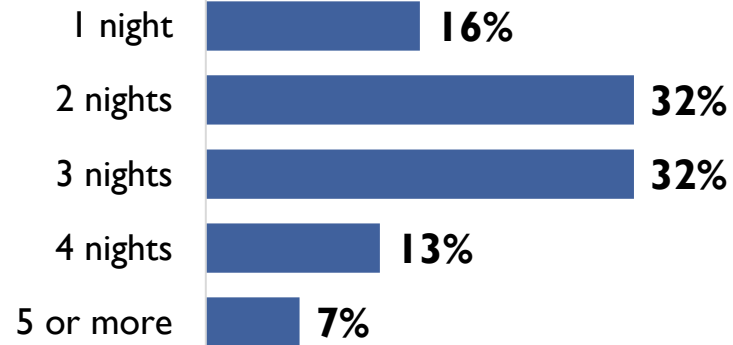


Average party size: 2.9 people

Accommodation type (paid and unpaid)

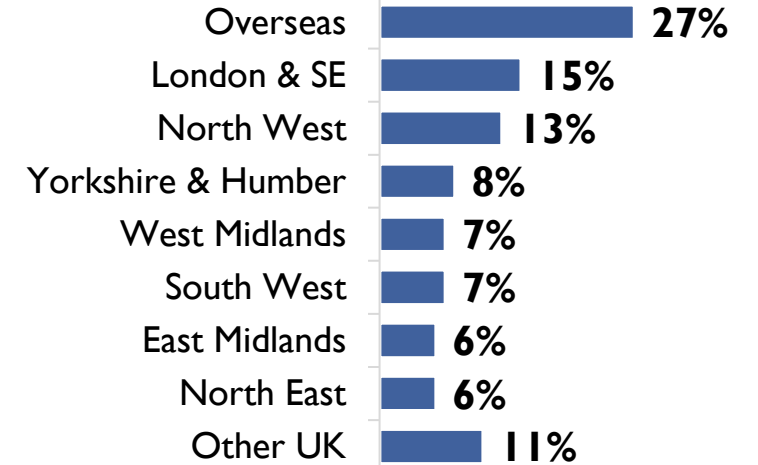


Length of stay



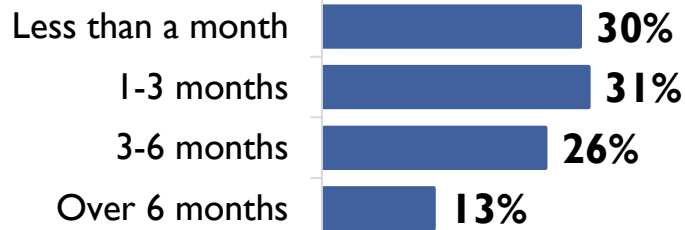
Average length of stay: 2.7 nights

Staying visitor origin

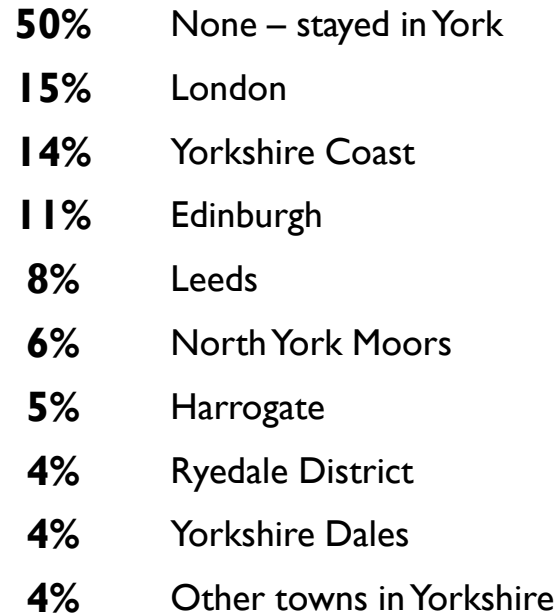


98% booked accommodation in advance

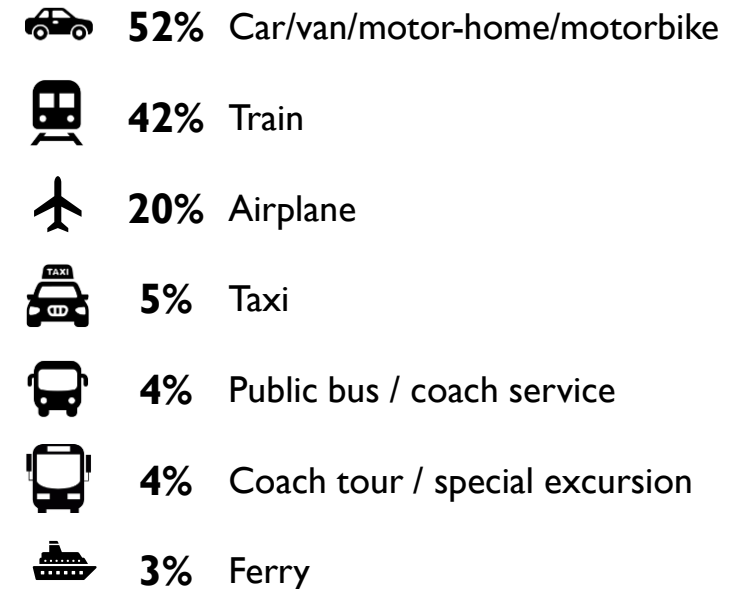
How far in advance booking was made:



Other locations visited during stay



Mode(s) of transport used to get to York

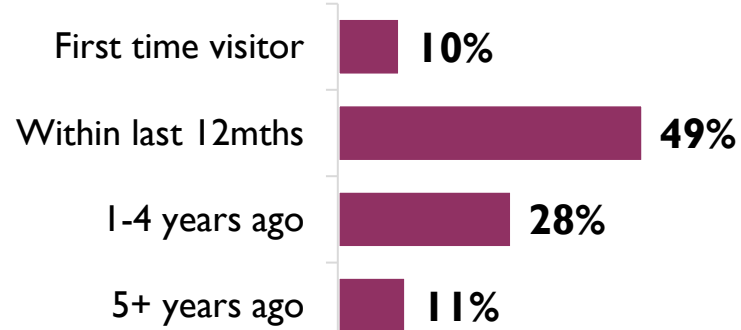


Average spend per person (inc. children)

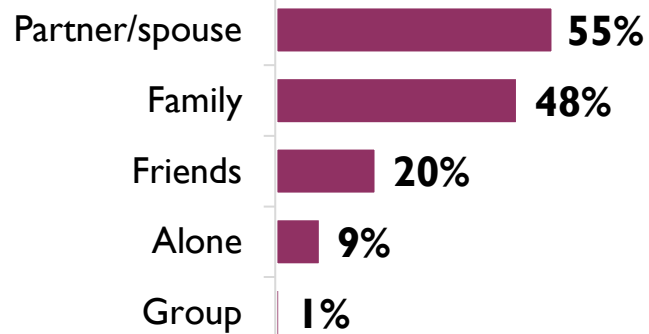
Paid accommodation per night **£51**

Spend during day **£65**

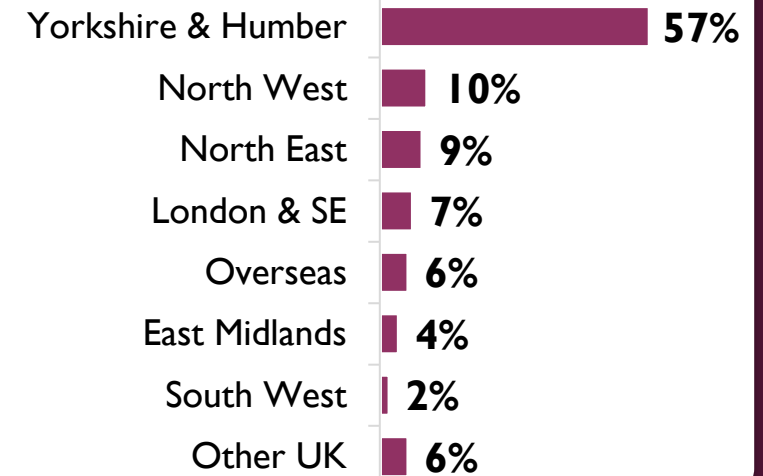
Repeat vs. first time day visitors



Day visitor party composition:



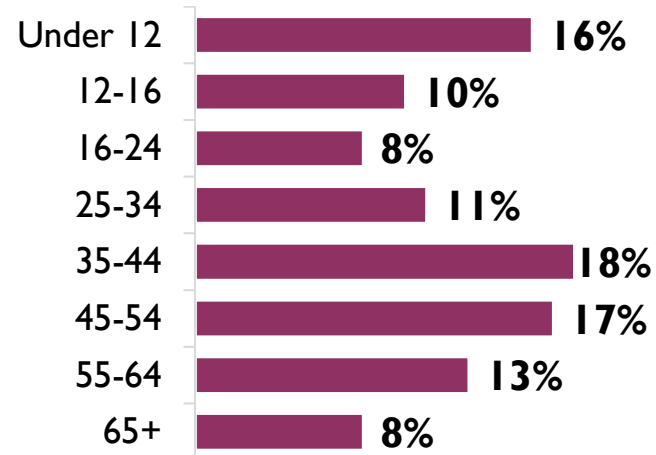
Day visitor origin



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

