



Visit York

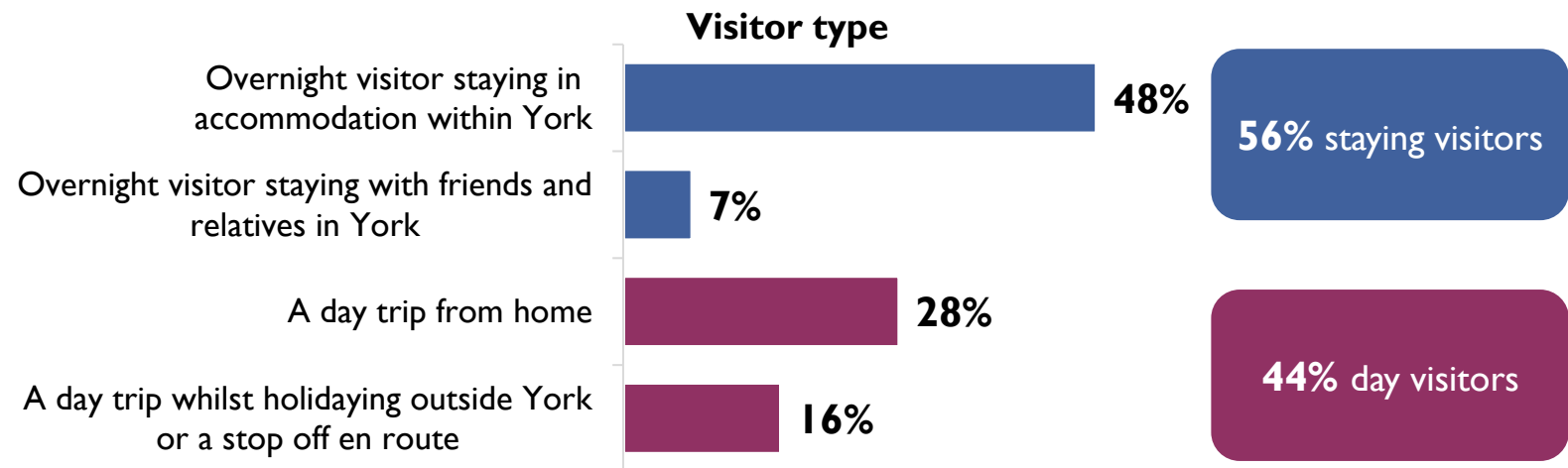
**YORK VISITOR
SURVEY 2024**

REPORT: FEBRUARY 2025

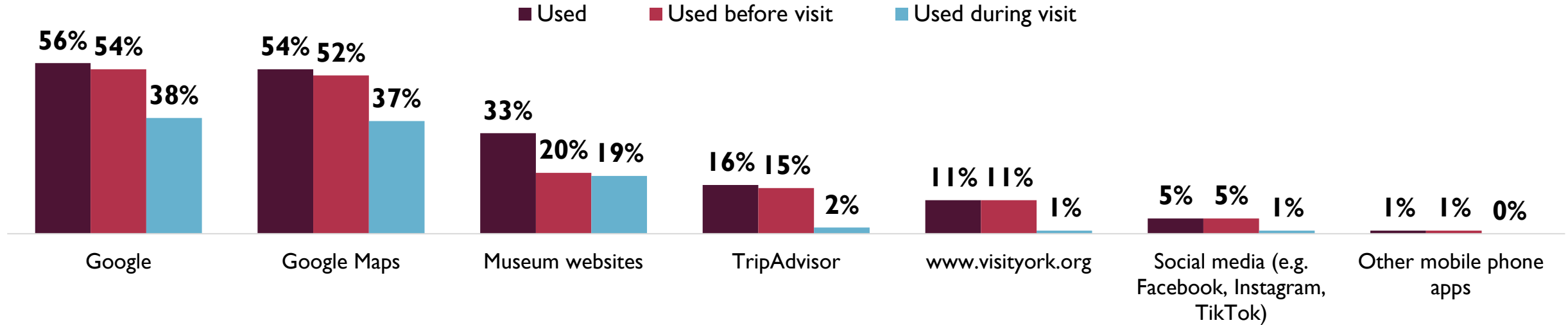
- This report outlines the findings of the 2024 Visitor Survey carried out by PCP Market Research on behalf of Make It York.
- Surveys were conducted between January and December 2024 in various locations around York, including outside key visitor attractions and in retail areas popular with tourists.
- A random selection of people were approached and interviewed (no quotas set), with each survey taking approximately 15-20 minutes to complete.
- In total, 1,048 interviews were conducted with visitors in 2024. 466 were day visitors and 582 were staying visitors.
- Interviews were only conducted with people who were visiting York for leisure or recreational reasons, excluding residents and visitors for work or business.
- The results reported refer to actual responses received. Not all the questions were mandatory and therefore the number of respondents for some questions is less than the stated 1,048.

Survey location	Sample proportion
National Railway Museum	21%
York Minster	17%
The Shambles/King's Square	14%
Parliament Street/Shambles Market	12%
St. Helen's Square	9%
Coppergate/JORVIK Viking Centre	7%
Castle Museum	7%
Yorkshire Museum/Museum Gardens	5%
Bar Walls	4%
York Visitor Information Centre	2%
The York Dungeon	2%

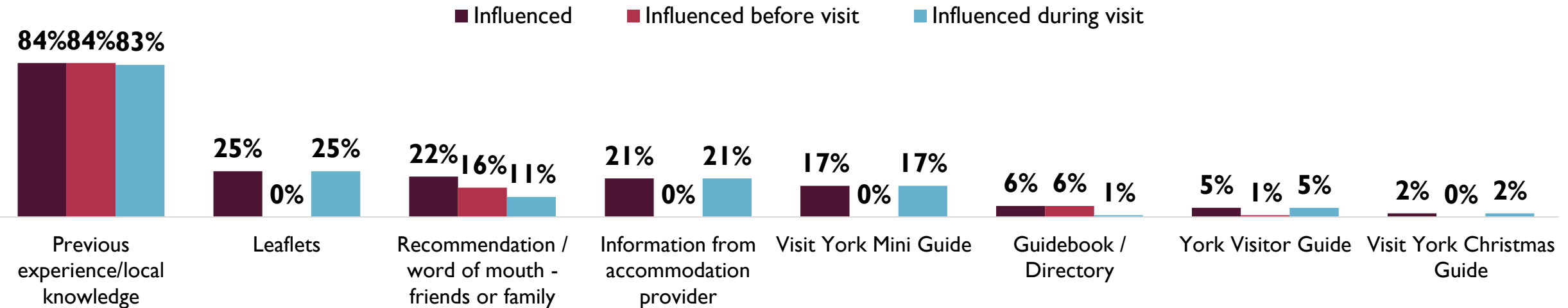
- The proportion of staying visitors surveyed (56%) is higher than the proportion who visit York each year. However, it provides a robust base for analysing the profile and behaviour of staying visitors to York.
- According to STEAM data, 19% of York's nine million visitors in 2023 were staying visitors, though they accounted for 44% of all visitor days, hence the higher proportion of staying visitors approached and surveyed.



Internet sources / mobile apps used to find out information about York



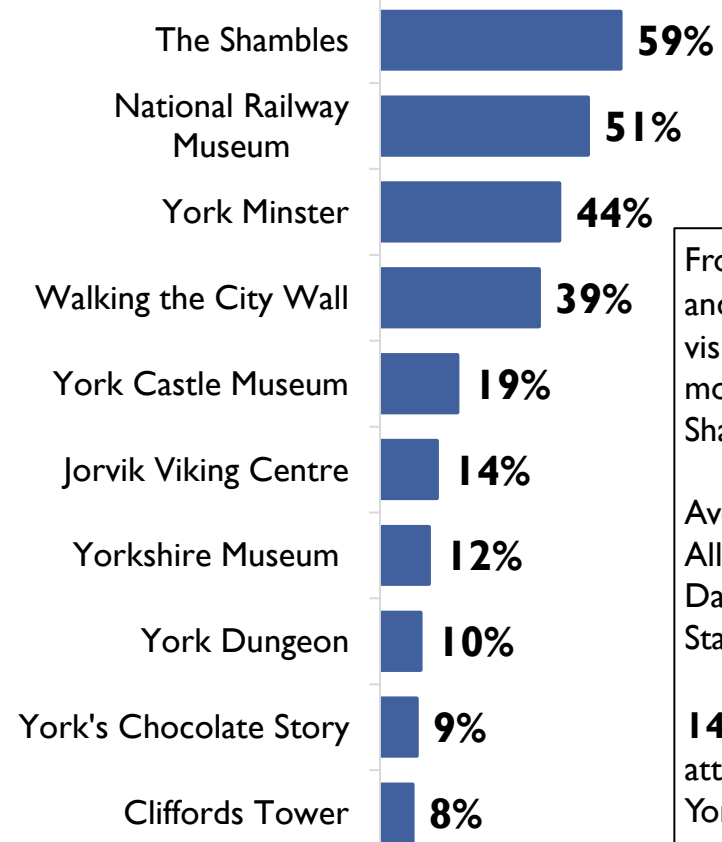
Information sources that influenced decision making (excluding internet sources)



Activities taken part in during visit (all and by visitor type)

Activity	All visitors	Day visitors	Staying visitors	Domestic visitors	Overseas visitors
Stroll around and enjoy the ambience of York	98%	96%	100%	97%	100%
Eating/drinking in a café/bar/restaurant before 5pm	95%	93%	97%	95%	98%
Shopping (in regular shops)	86%	79%	92%	84%	93%
Visiting museums and attractions	81%	67%	91%	78%	92%
Shopping in a market e.g. Shambles/themed market	64%	48%	76%	62%	70%
Eating/drinking in a café/bar/restaurant after 5pm	61%	23%	92%	56%	81%
Visiting friends or relatives	10%	5%	15%	10%	10%
Attending a festival or event	9%	6%	12%	11%	5%
Base size	1,048	466	582	822	226

Most visited sites in York



From a list of 30 visitor attractions and tourist activities in York, **93%** of visitors had been to at least one, with most of these, 59% having visited the Shambles.

Average number of York sites visited:
 All visitors: **3.3**
 Day visitors: **2.0**
 Staying visitors: **4.3**

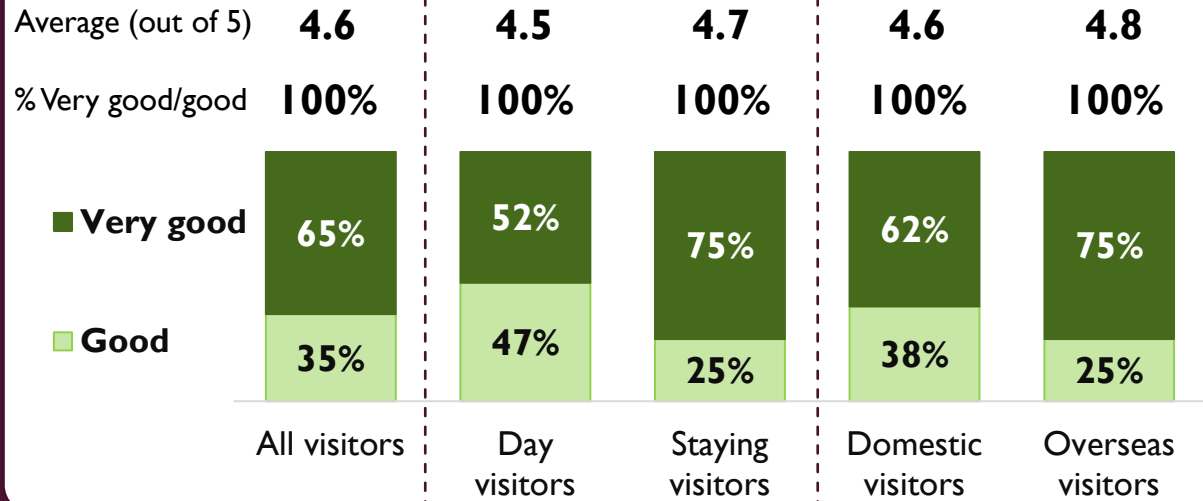
14% of visitors also visited attractions beyond York (but within Yorkshire) during their trip.

Average spend in York per person per day (all and by visitor type)

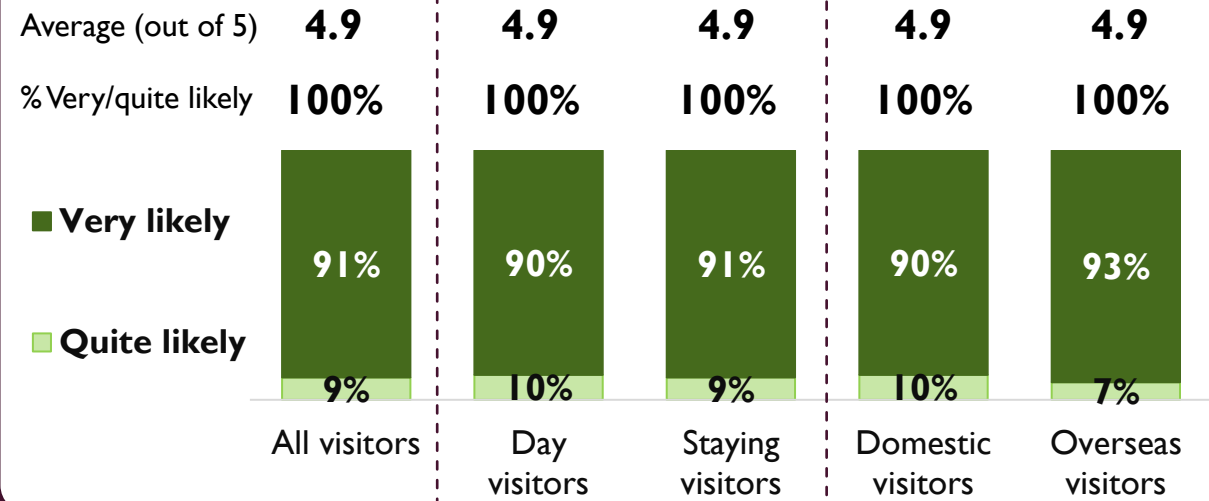
Includes zero spend but excludes spend included with accommodation.

All visitors	Day visitors	Staying visitors	Domestic visitors	Overseas visitors
£54	£50	£57	£55	£48

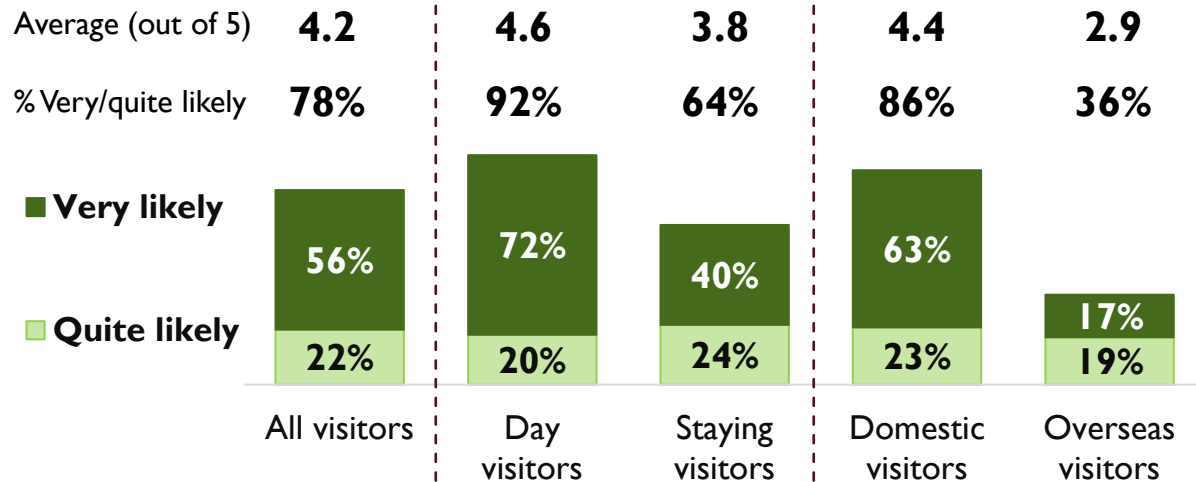
Rating of overall experience of visiting York (all and by visitor type)*



Likelihood of recommending York (all and by visitor type)*



Likelihood of returning in next two years (all and by visitor type)*



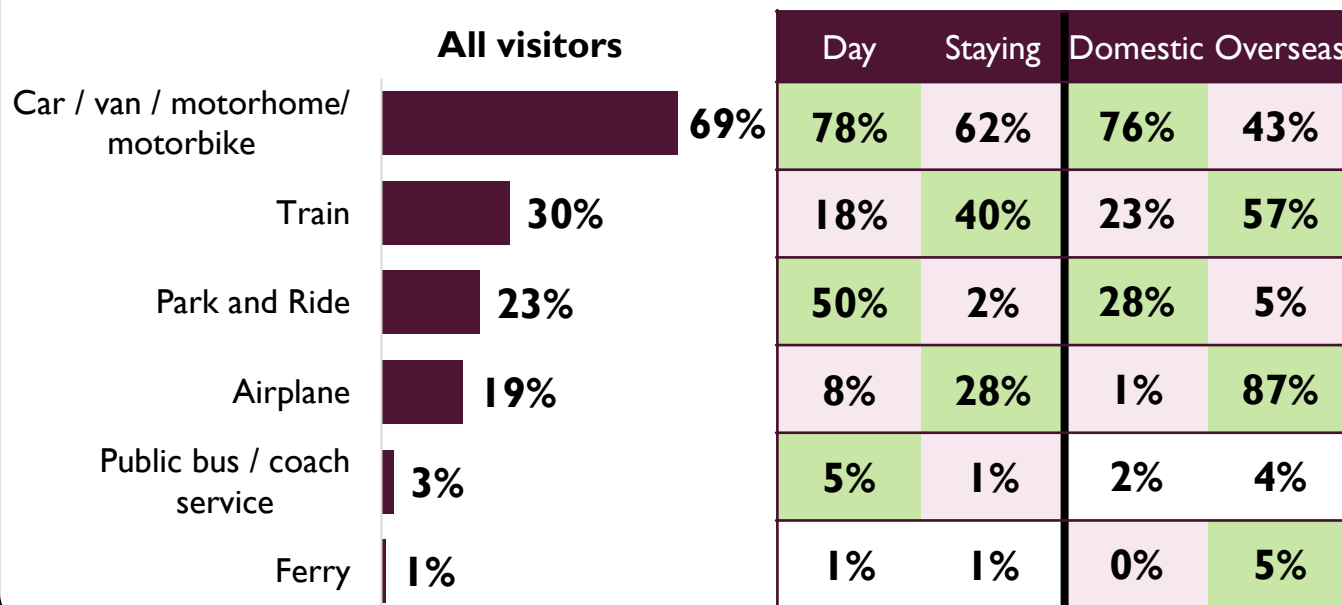
What visitors said could be done to improve their experience:

- Nothing
- More public toilets
- Cheaper parking
- Cheaper attractions
- Places open later
- Fewer roadworks
- Better public toilets
- More / better signs
- Less busy / people
- More bins

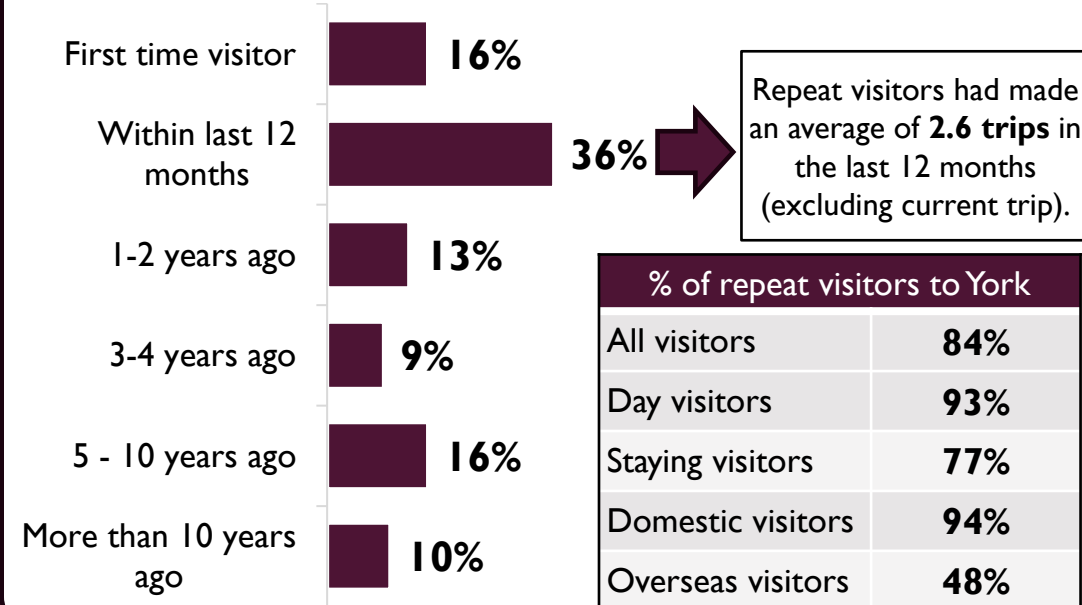


Profile of visitors to York

Main modes of transport used to get to York (all and by visitor type)

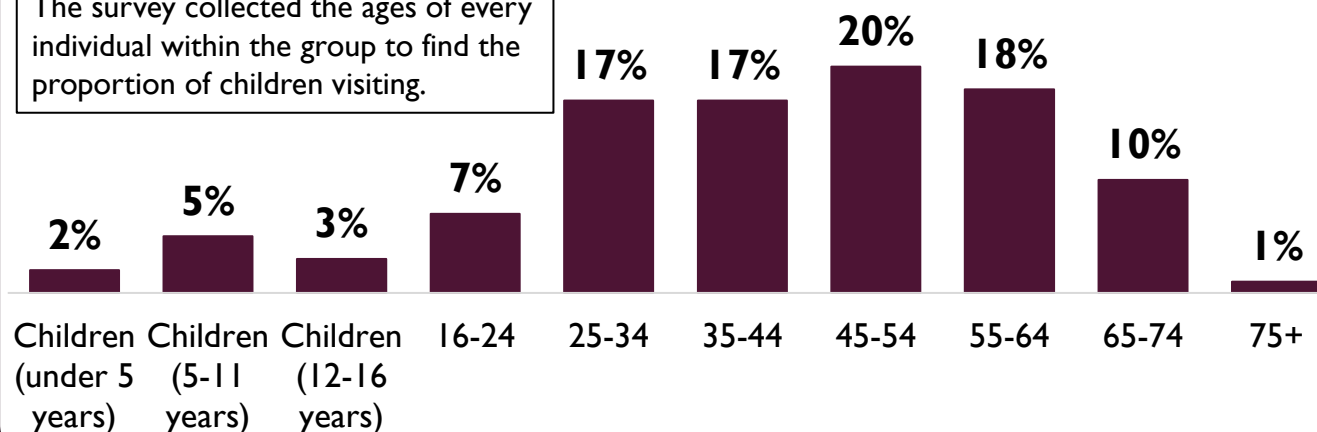


Most recent visit to York

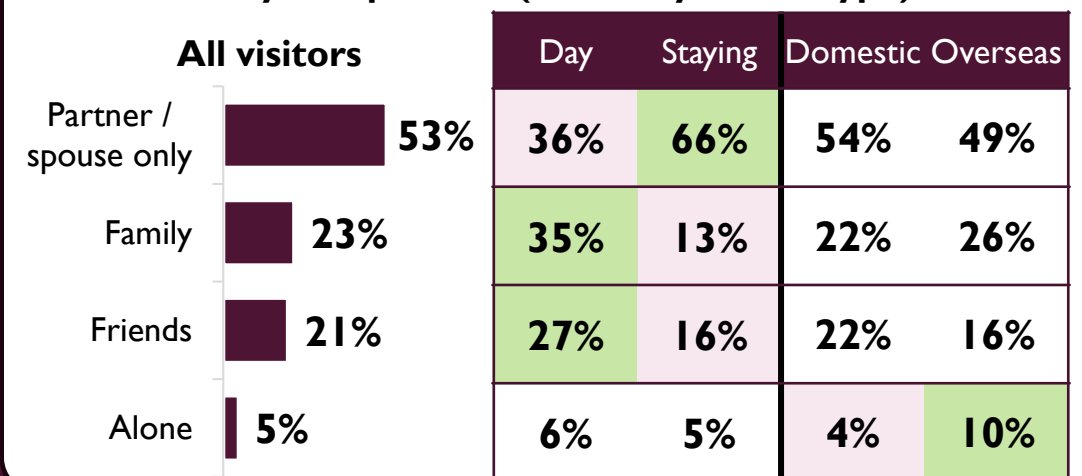


Age profile

The survey collected the ages of every individual within the group to find the proportion of children visiting.



Party composition (all and by visitor type)



Source: Face-to-face surveys with 1,048 visitors to York in 2024.

N.B. Percentages may not always total 100 due to rounding.

Indicates significantly lower at 95% confidence

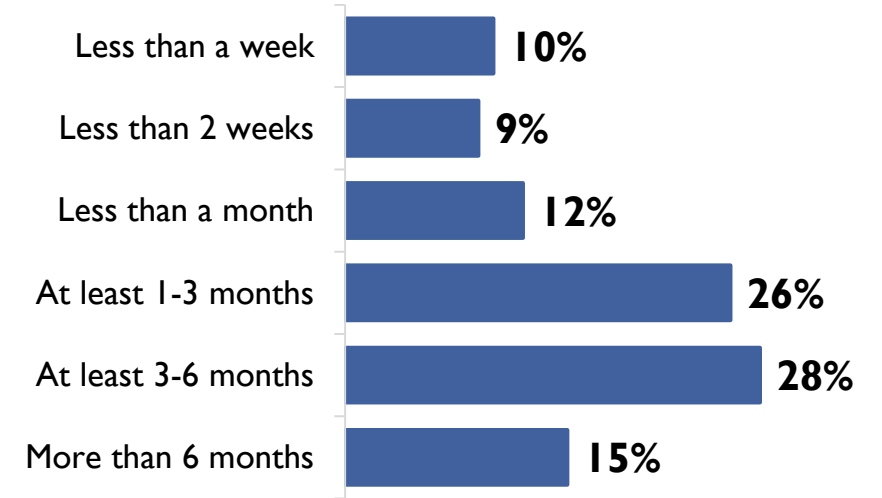
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Accommodation type

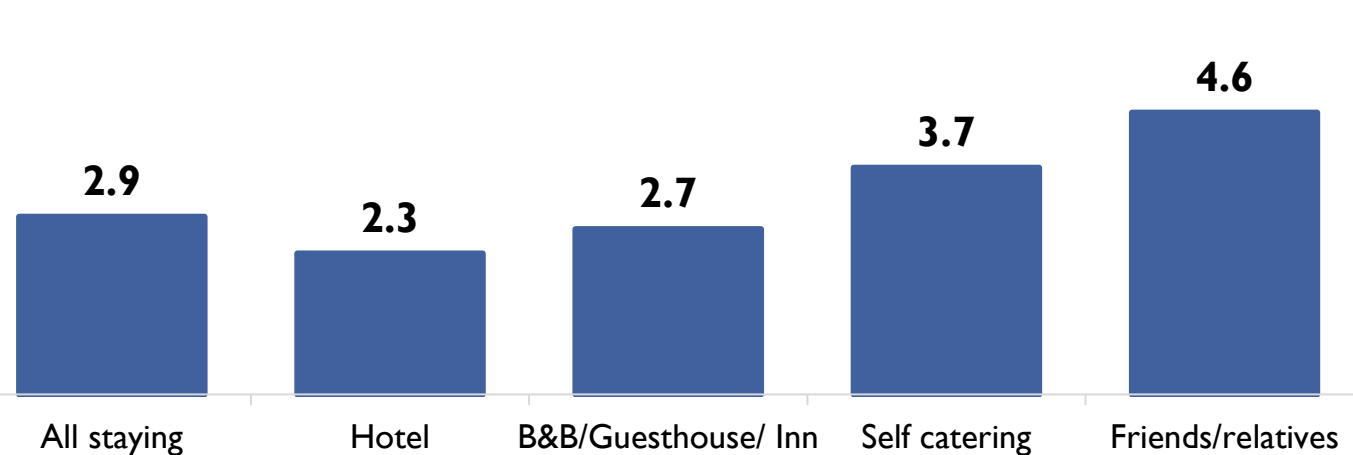


How far in advance accommodation booking was made:

90% of staying visitors booked their accommodation in advance.
Of these, **69%** booked more than a month in advance.



Average length of stay by accommodation type (nights)



Average length of stay by visitor origin:

Domestic	2.6 nights
Overseas	3.5 nights

Average spend per person per night (pppn) by paid accommodation type:

All paid accommodation:	£56
Hotel:	£59
B&B/Guesthouse/Inn:	£48
Self catering:	£54

Source: Survey of 582 staying visitors to York in 2024. 402 staying in paid accommodation provided an approximate accommodation spend per party per trip, from which the pppn was calculated.
N.B. Percentages may not always total 100 due to rounding.

Origin of visitors to York

Region	All visitors	Day visitors	Staying visitors
Yorkshire and the Humber	22%	46%	4%
Overseas	22%	11%	30%
South East (including London)	12%	4%	19%
North West	10%	12%	9%
Scotland	6%	4%	8%
East Midlands	6%	7%	5%
North East	6%	9%	3%
East of England	5%	2%	7%
West Midlands	5%	2%	7%
South West	4%	3%	5%
Wales	3%	1%	4%
Northern Ireland	<1%	<1%	<1%



Overseas visitors	
Country	No. of respondents
USA	68
CANADA	17
AUSTRALIA	17
GERMANY	11
SPAIN	9
NETHERLANDS	7
NORWAY	7
BELGIUM	7
FRANCE	6
HONG KONG	5
NEW ZEALAND	5
IRELAND	5
INDIA	4
FINLAND	4
UAE	4
CHINA	3
POLAND	3
SWEDEN	3
MALAYSIA	3
SOUTH AFRICA	3
MALTA	3
DENMARK	3
ITALY	3

Source: Face-to-face surveys with 1,048 visitors to York in 2024.
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