



VisitYork

YORK VISITOR SURVEY 2025

REPORT: JANUARY 2026

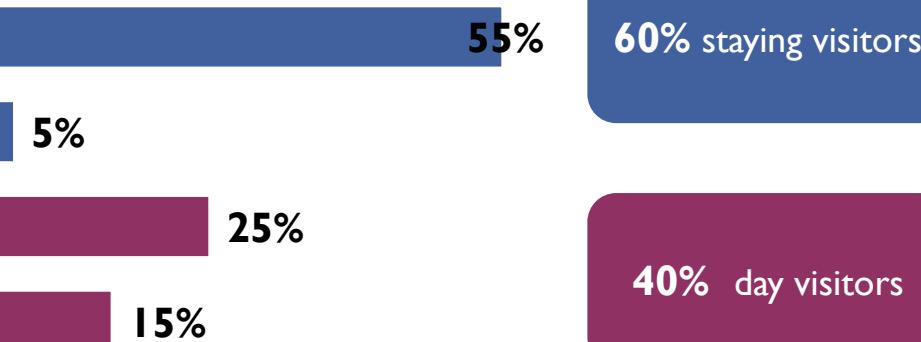
- This report outlines the findings of the 2025 Visitor Survey carried out by PCP Market Research on behalf of Make It York.
- 1006 Surveys were conducted between January and December 2025 in various locations around York, including outside key visitor attractions and in retail areas popular with tourists.
- A random selection of people were approached and interviewed (no quotas set), with each survey taking approximately 15-20 minutes to complete.
- In total, 1006 interviews were conducted with visitors in 2025. 401 were day visitors and 605 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 1,006.

- The proportion of staying visitors surveyed (60%) 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, 18% of York's nine million visitors in 2024 were staying visitors, though they accounted for 41% of all visitor days, hence the higher proportion of staying visitors approached and surveyed.

Overnight visitor staying in accommodation within York
 Overnight visitor staying with friends and relatives in York
 A day trip from home
 A day trip whilst holidaying outside York or a stop off en route

Survey location	Sample proportion
National Railway Museum	18%
York Minster	15%
Parliament Street	15%
Castle Museum	10%
Shambles/King's Square	10%
Coppergate	7%
St Helen's Square	7%
Bar Walls	5%
Yorkshire Museum/Museum Gardens	5%
Chocolate Story	2%
Visitor Information Centre	2%
York Dungeons	2%

Visitor type



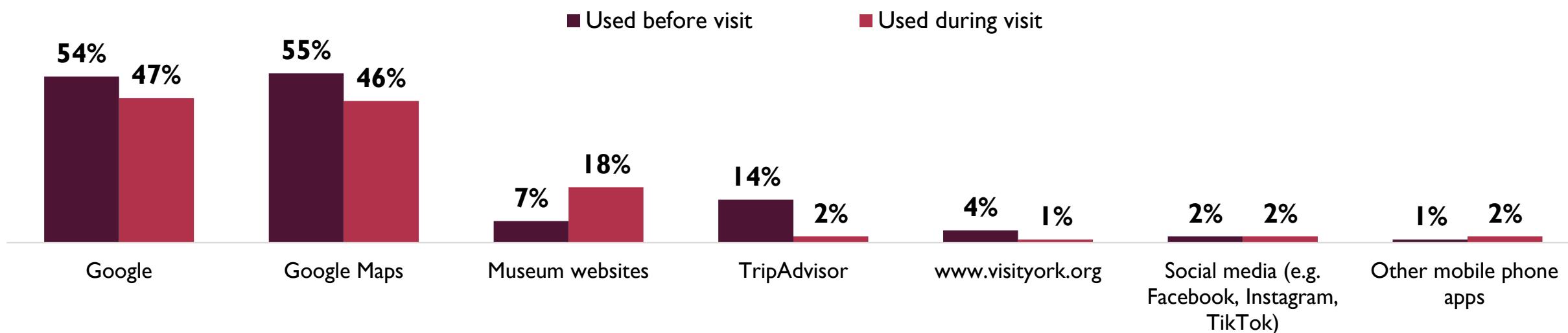
60% staying visitors

40% day visitors

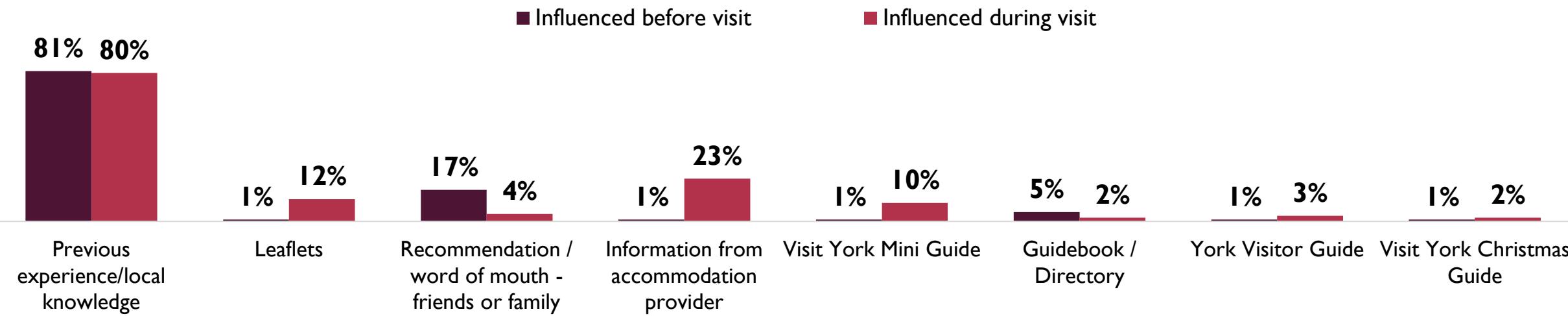
Information sources used before and during visit to York

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



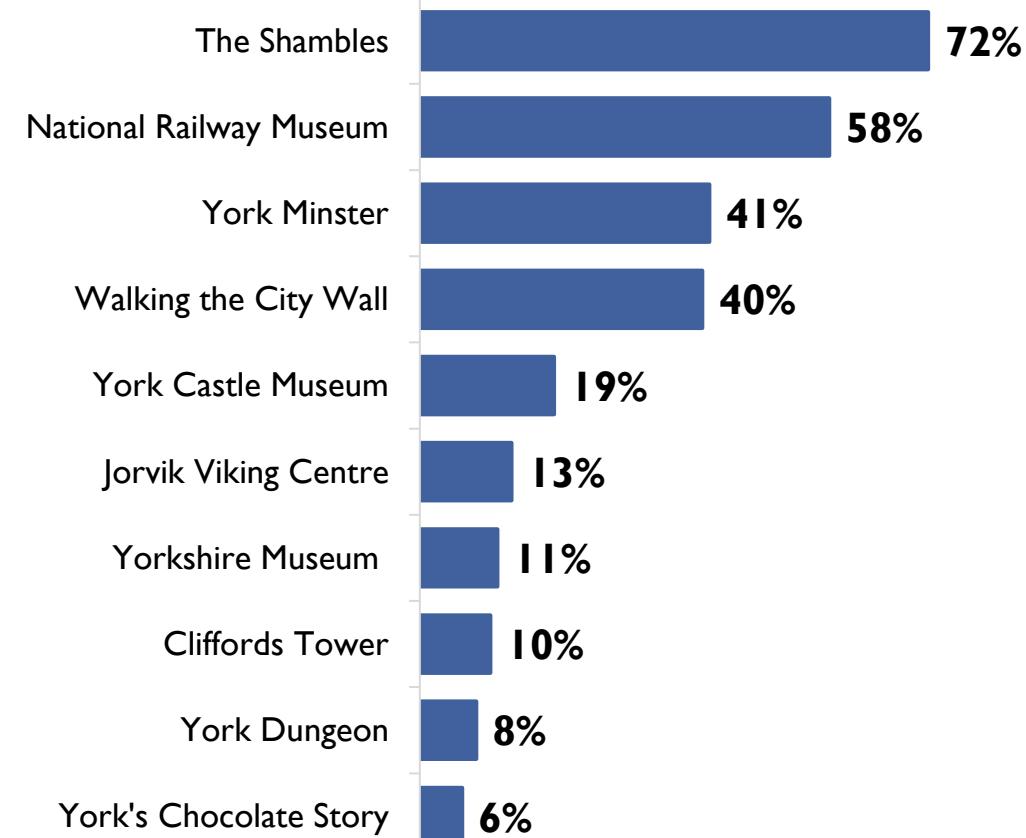
Information sources that influenced decision making (excluding internet sources)



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	95%	91%	98%	94%	100%
Eating/drinking in a café/bar/restaurant before 5pm	93%	89%	96%	93%	94%
Shopping (in regular shops)	83%	72%	91%	82%	88%
Visiting museums and attractions	82%	67%	92%	78%	94%
Shopping in a market e.g. Shambles/themed market	64%	44%	78%	62%	74%
Eating/drinking in a café/bar/restaurant after 5pm	66%	28%	94%	63%	85%
Visiting friends or relatives	7%	3%	10%	8%	5%
Attending a festival or event	6%	4%	7%	7%	4%
Base size	1,006	401	605	795	211

Most visited sites in York

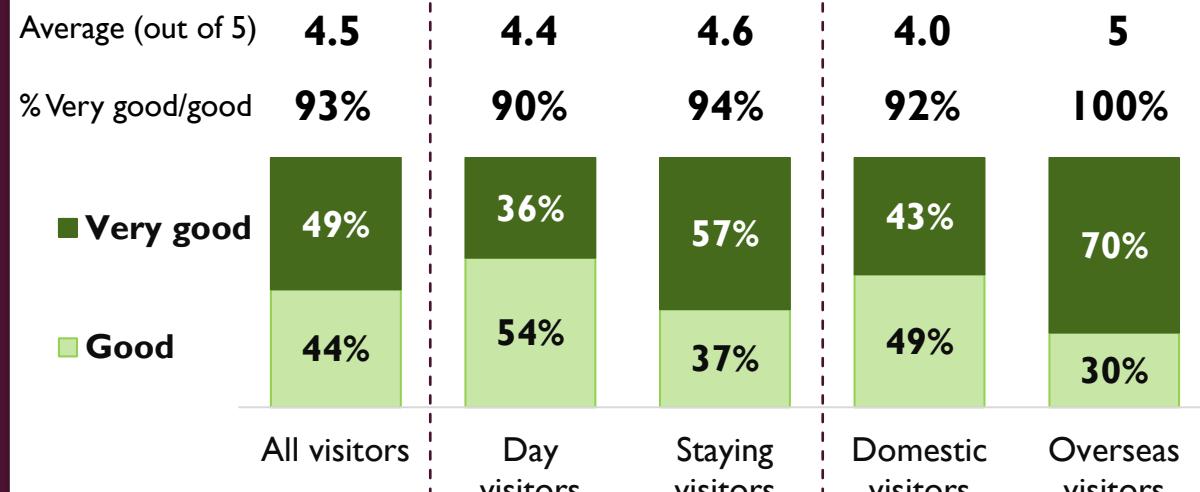


Average spend in York per person per day (all and by visitor type)

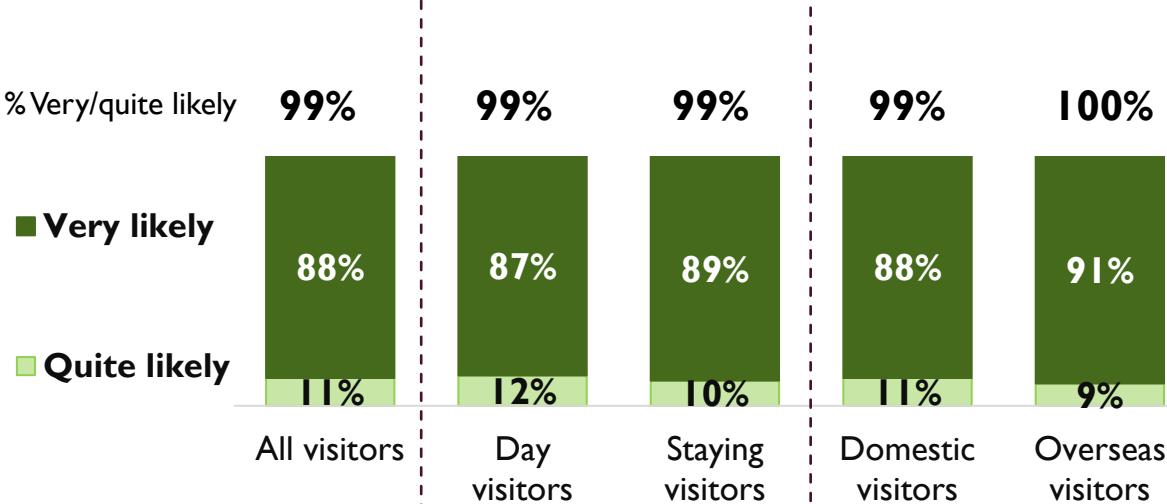
Includes zero spend but excludes spend included with accommodation.

All visitors	Day visitors	Staying visitors	Domestic visitors	Overseas visitors
£54	£40	£64	£54	£55

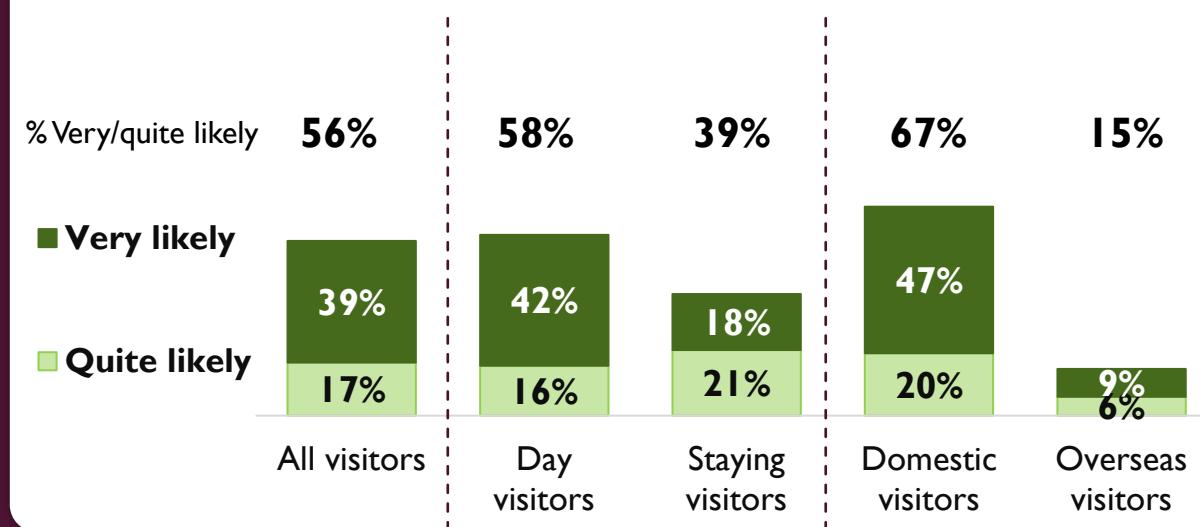
Rating of overall experience of visiting York (all and by visitor type)*



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:

1. Nothing/don't know
2. More public toilets
3. Cheaper parking
4. Cheaper attractions
5. Places open later
6. Fewer roadworks
7. Better public toilets
8. More / better signs
9. Less busy / people
10. More bins

nothing

open far really
easier bus
signage construction
great finish always
fix

signs day around
museum

weather awesome

today

information

loos later

rail

public

shops

great

construction

stay

centre

time

cheaper

parking

finish

always

fix

stay

attract

station

people

expensive

going

long

easy

bit

amazing

lovely

walk

busy

places

find

roadworks

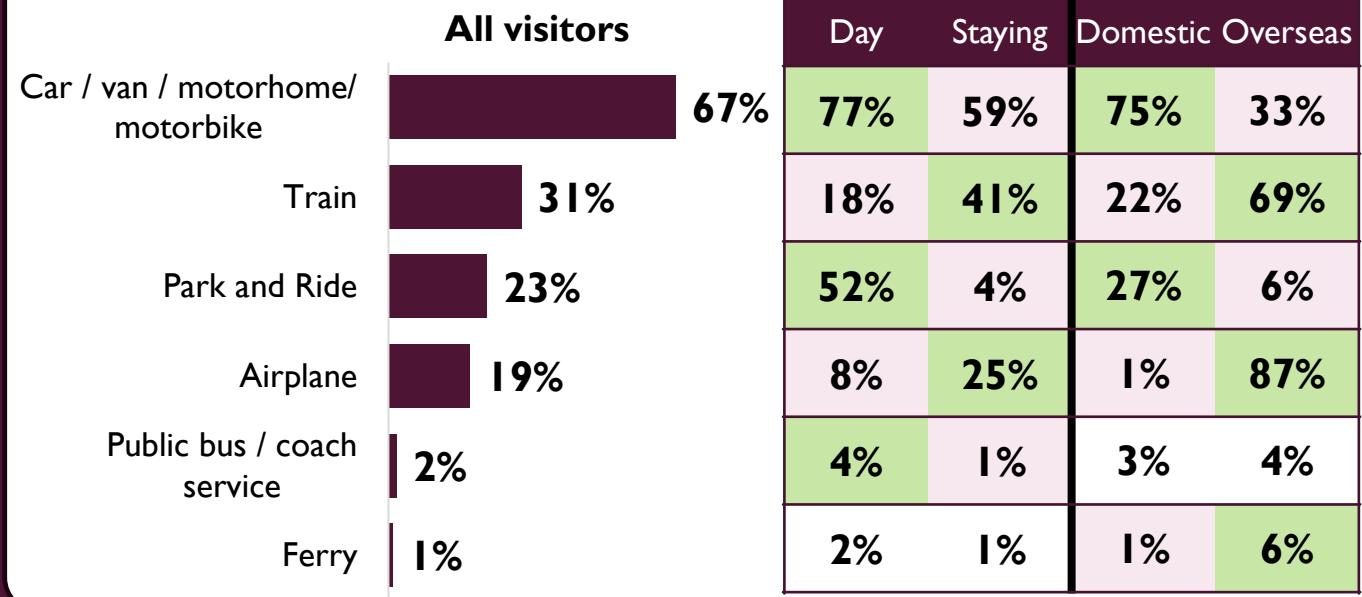
lot

toilets

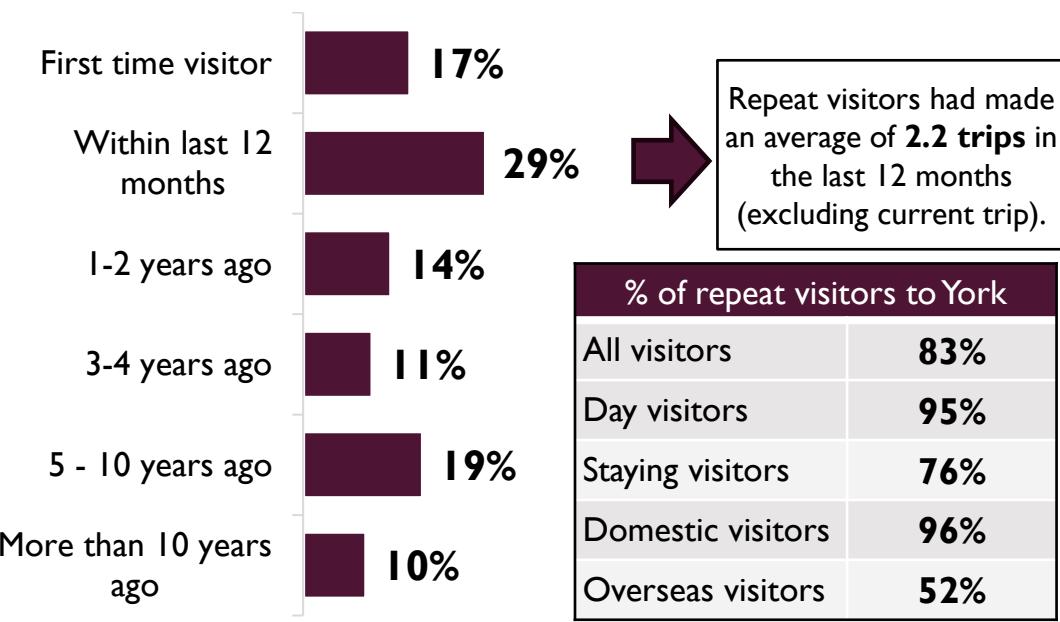
Profile of visitors to York

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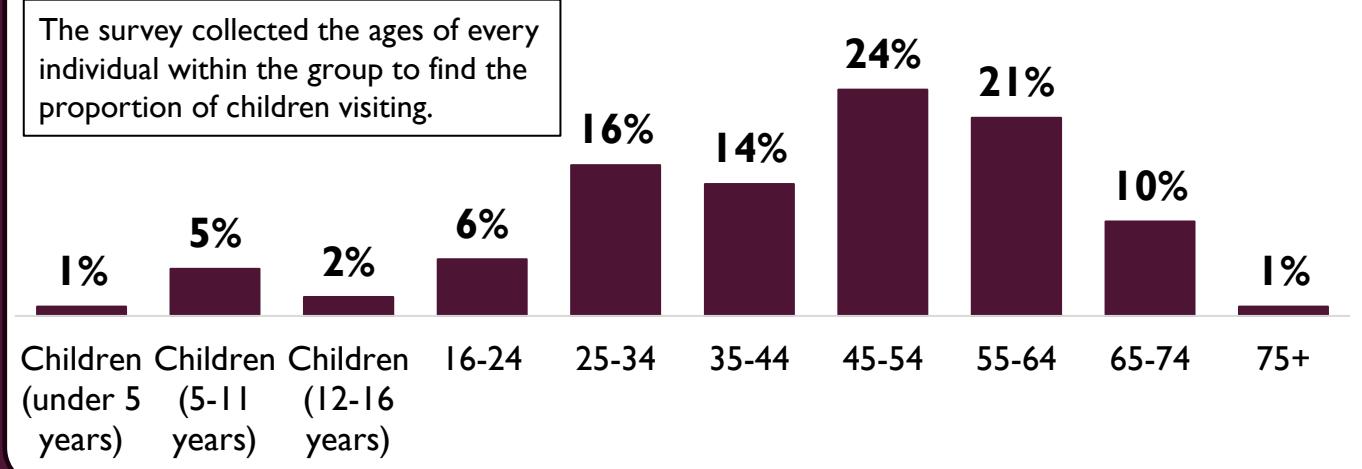
Main modes of transport used to get to York (all and by visitor type)



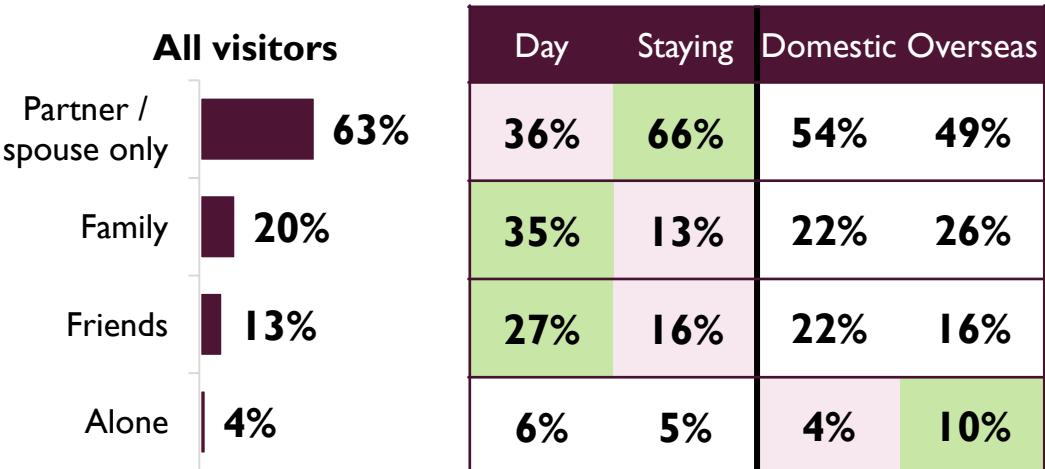
Most recent visit to York



Age profile



Party composition (all and by visitor type)



Source: Face-to-face surveys with 1,006 visitors to York in 2025.

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

Indicates significantly lower at 95% confidence

Indicates significantly higher at 95% confidence

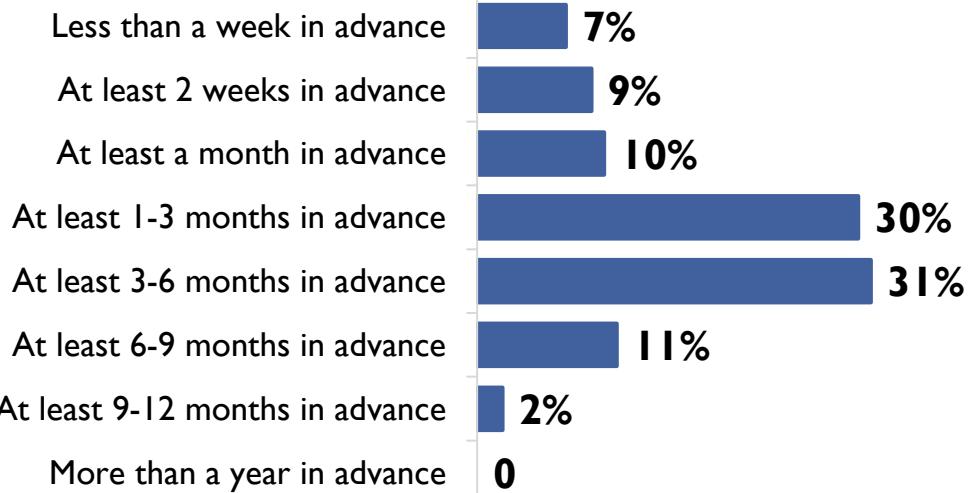
Profile of staying visitors in York

Accommodation type

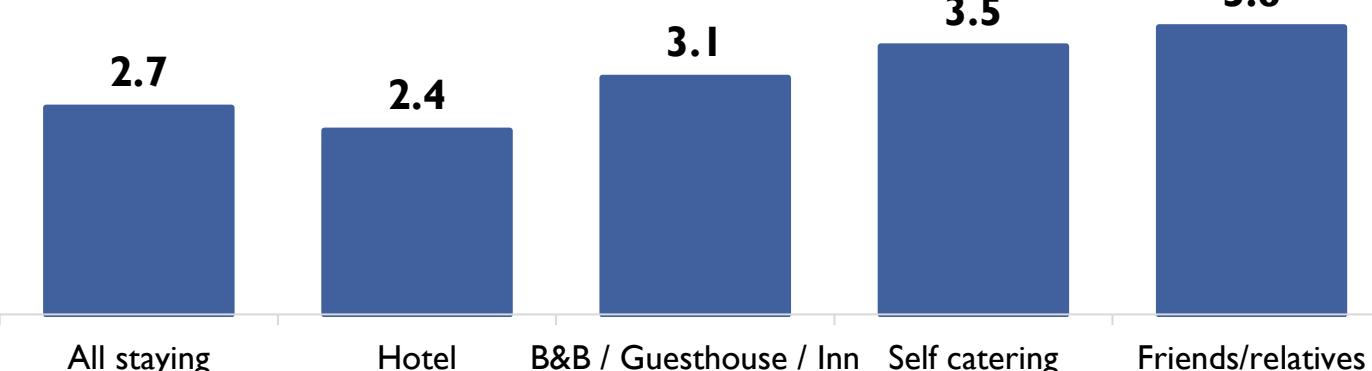


85% of staying visitors booked their accommodation in advance.

How far in advance accommodation booking was made:



Average length of stay by accommodation type (nights)



Average length of stay by visitor origin:

Domestic	2.6 nights
Overseas	3.1 nights

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

All paid accommodation:	£83
Hotel:	£93
B&B/Guesthouse/Inn:	£81
Self catering:	£78

Origin of visitors to York

Region	All visitors	Day visitors	Staying visitors
Yorkshire and the Humber	20%	43%	4%
Overseas	21%	10%	28%
South East (including London)	15%	5%	22%
North West	9%	11%	8%
Scotland	4%	3%	5%
East Midlands	6%	8%	5%
North East	5%	9%	2%
East of England	1%	<1%	2%
West Midlands	8%	5%	9%
South West	7%	3%	10%
Wales	3%	1%	4%
Northern Ireland	<1%	<1%	<1%



Country	Visitors in survey
USA	67
Canada	17
Australia	15
Germany	9
Spain	8
Netherlands	8
France	8
Belgium	7
New Zealand	8
Italy	4
Malta	4
Ireland	4
Austria	4
Finland	3
Norway	3
Uae	3
Switzerland	3
Hongkong	3
India	3
Argentina	3
Denmark	2
Sweden	2
Hong Kong	2
Lithuania	2
Brazil	2
Portugul	2
Japan	1
Iceland	1
Czech republic	1
Turkey	1
Luxembourg	1
South Africa	1
Poland	1
Sweeden	1
Luxemburg	1
Thailand	1
Qatar	1
Korea	1
South africa	1
Greece	1
Kuwait	1

Source: Face-to-face surveys with 1,006 visitors to York in 2025.

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