

The background image is a composite of two photographs. The upper portion shows York Minster, a large Gothic cathedral with two prominent towers, set against a clear blue sky with some light clouds. The lower portion shows a street-level view of the city of York, featuring a mix of historic stone buildings, including a crenellated wall on the left, and modern brick houses with red-tiled roofs. In the bottom right corner, a white building with large arched windows is visible.

VisitYork

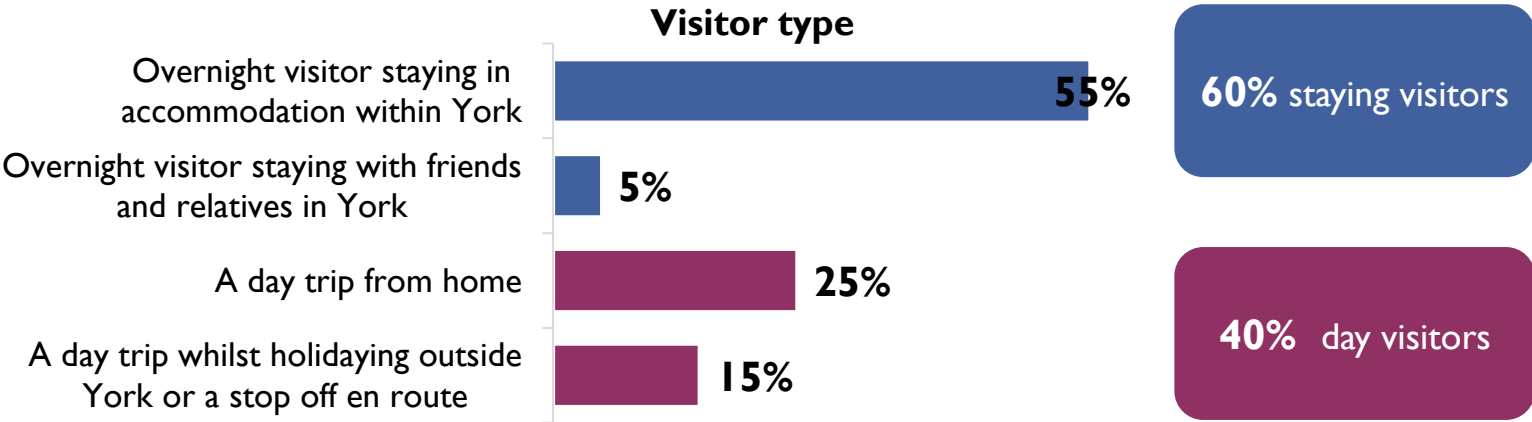
YORK VISITOR SURVEY 2025

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.

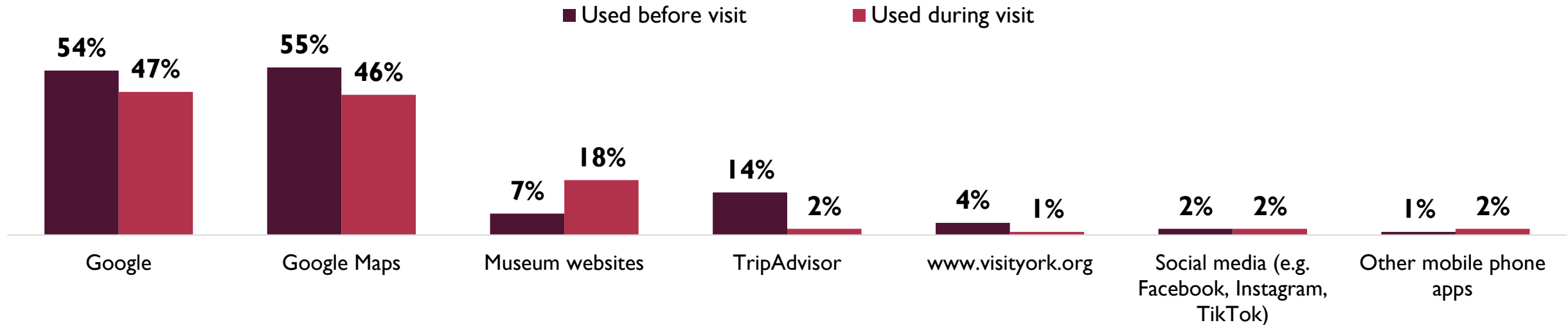
Survey location	Sample proportion
National Railway Museum	18%
York Minster	15%
Parliament Street	15%
Castle Museum	10%
Shambles/King's Square	10%
Coppergate	7%
St Helen's Square	7%
Bar Walls	5%
Yorkshire Museum/Museum Gardens	5%
Chocolate Story	2%
Visitor Information Centre	2%
York Dungeons	2%

- 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.

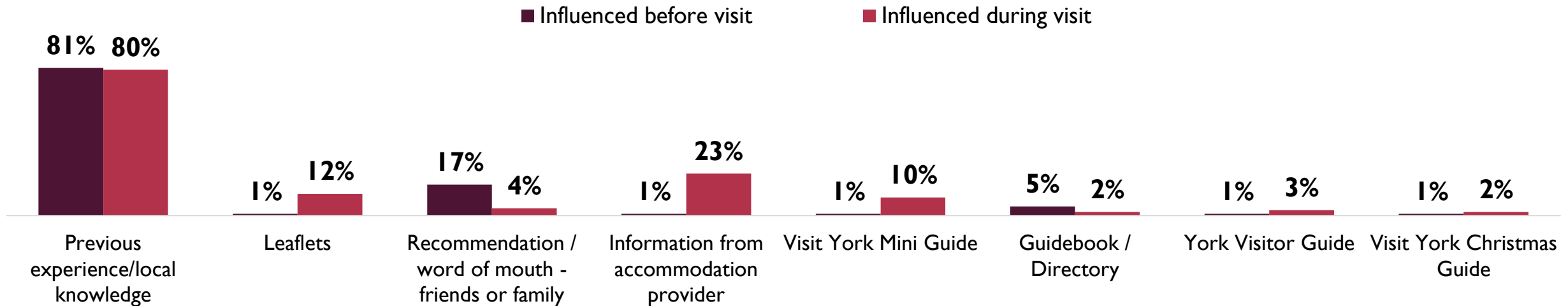


Source: Face-to-face surveys with 1,006 visitors to York in 2025. N.B. Percentages may not always total 100 due to rounding.

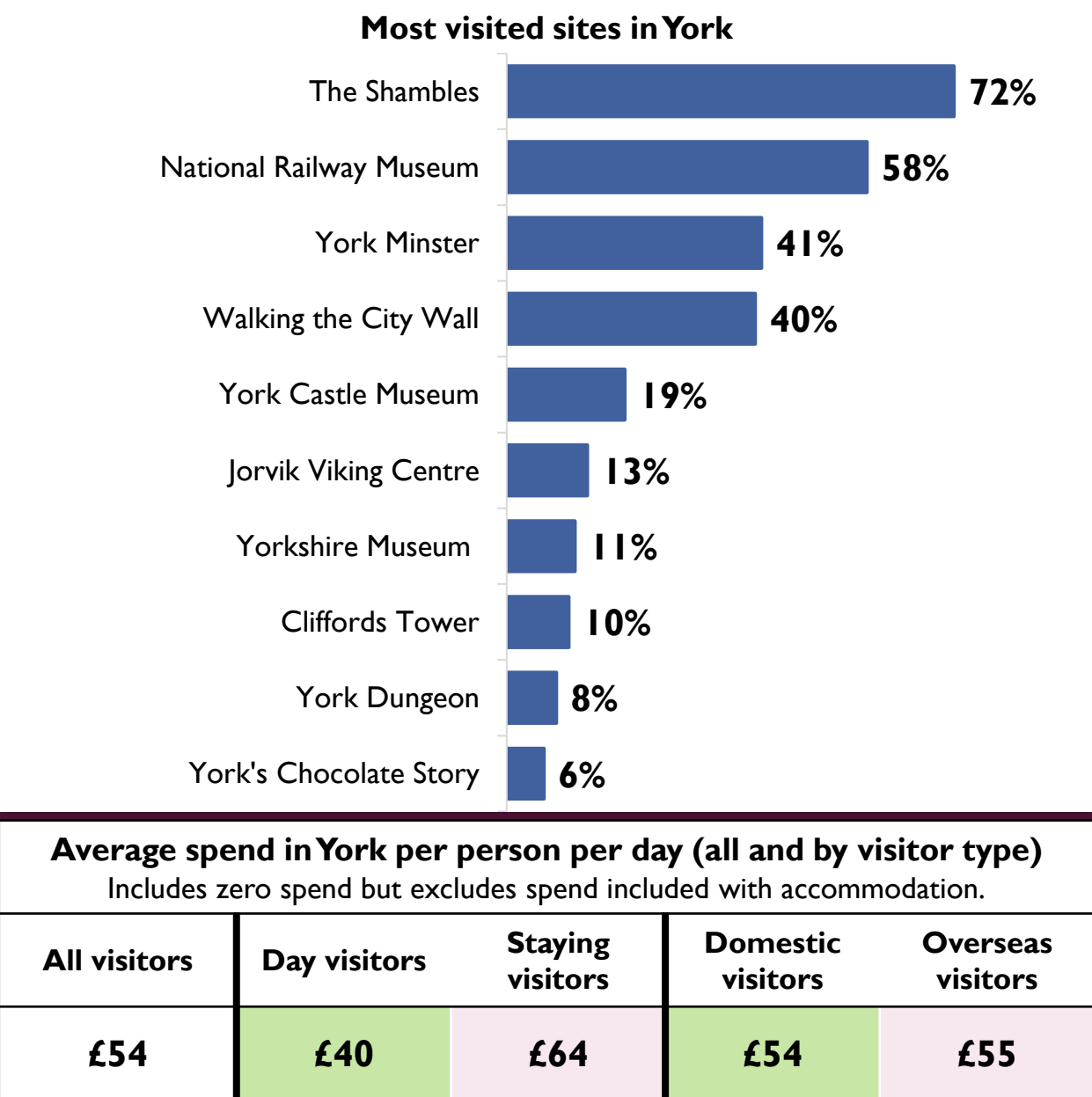
Internet sources / mobile apps used to find out information about York



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

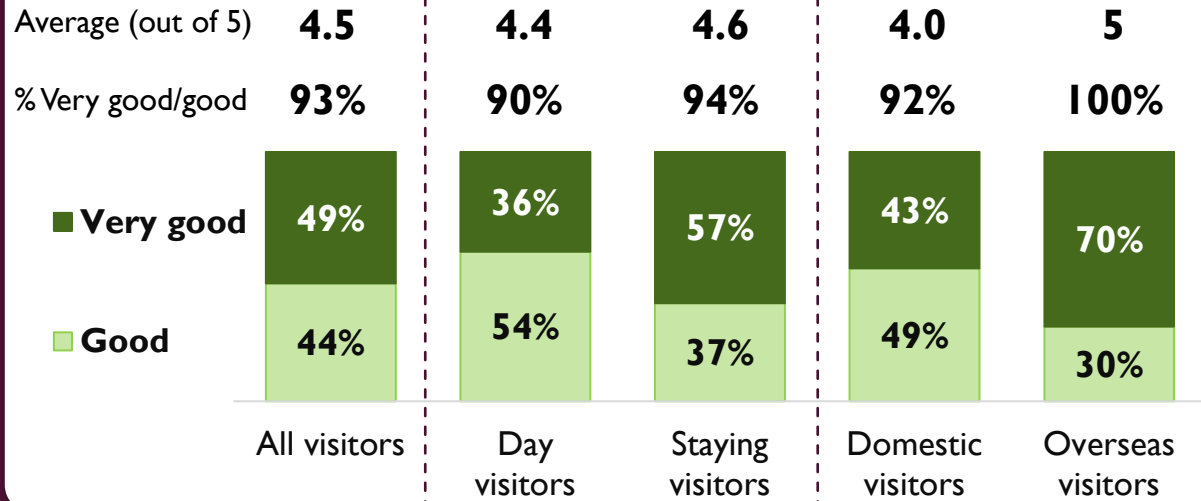


Source: Face-to-face surveys with 1,006 visitors to York in 2025

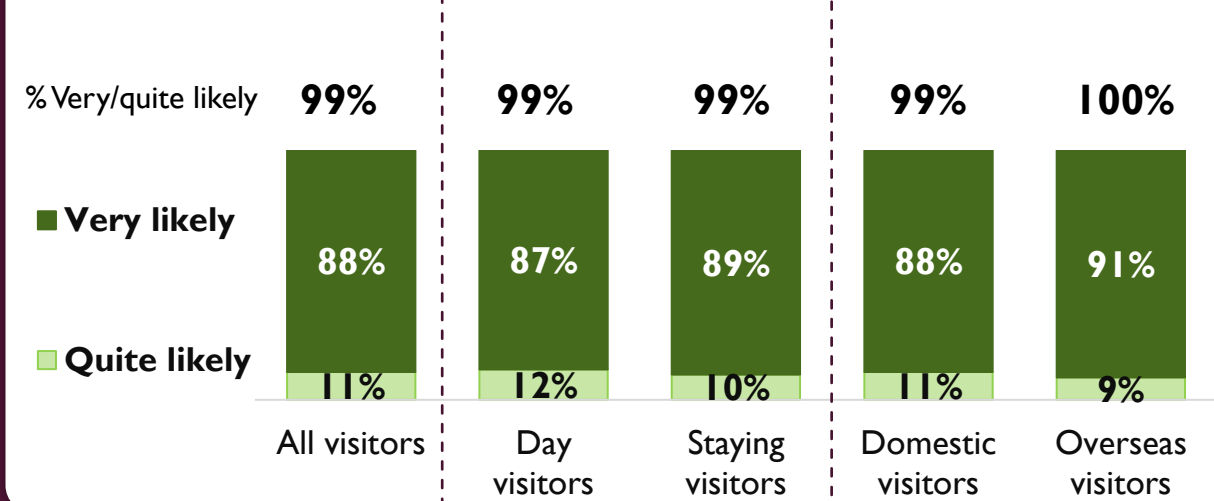
Indicates significantly lower at 95% confidence

Indicates significantly higher at 95% confidence

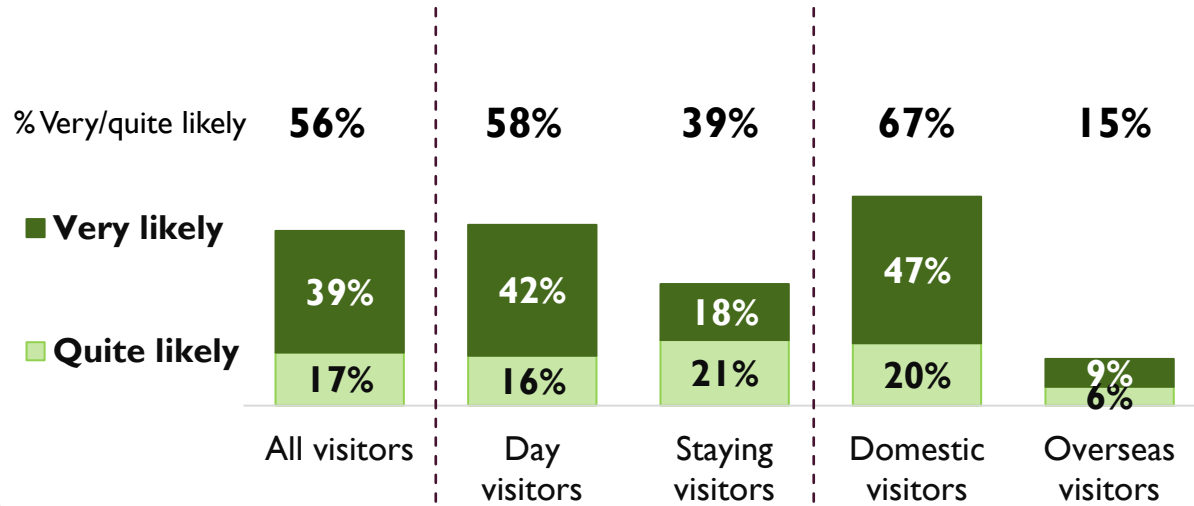
Rating of overall experience of visiting York (all and by visitor type)*



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

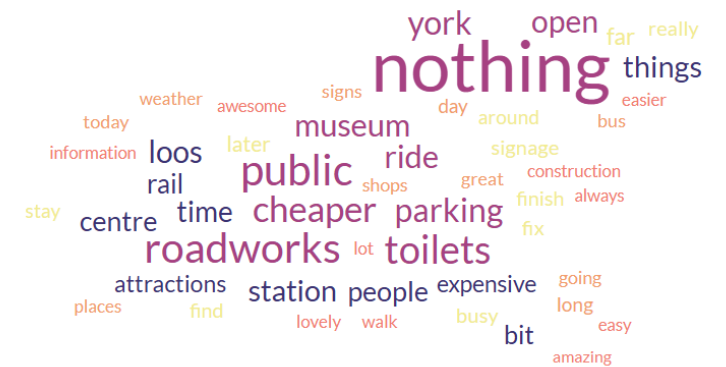


Likelihood of returning in next two years (all and by visitor type)*

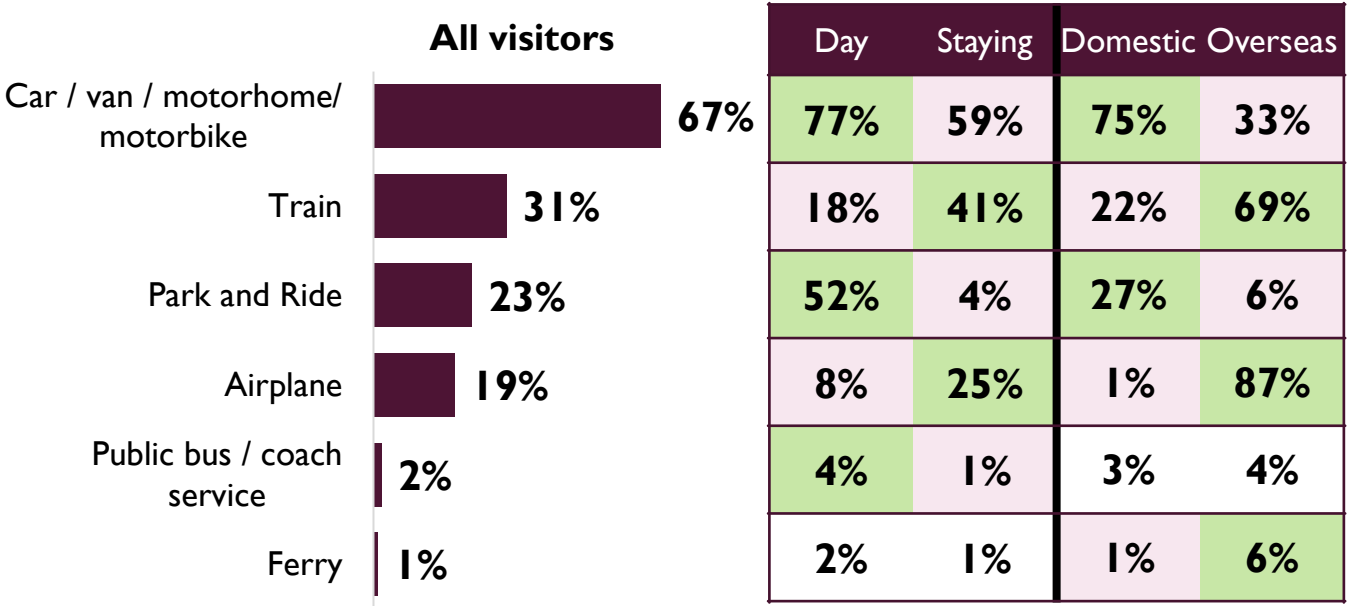


What visitors said could be done to improve their experience:

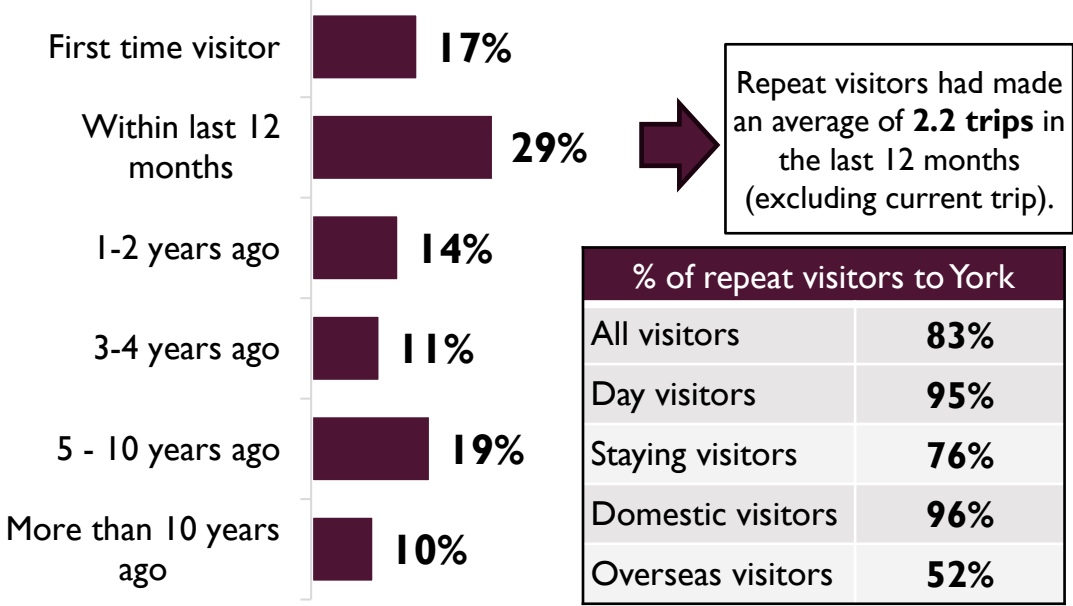
1. Nothing/don't know
2. More public toilets
3. Cheaper parking
4. Cheaper attractions
5. Places open later
6. Fewer roadworks
7. Better public toilets
8. More / better signs
9. Less busy / people
10. More bins



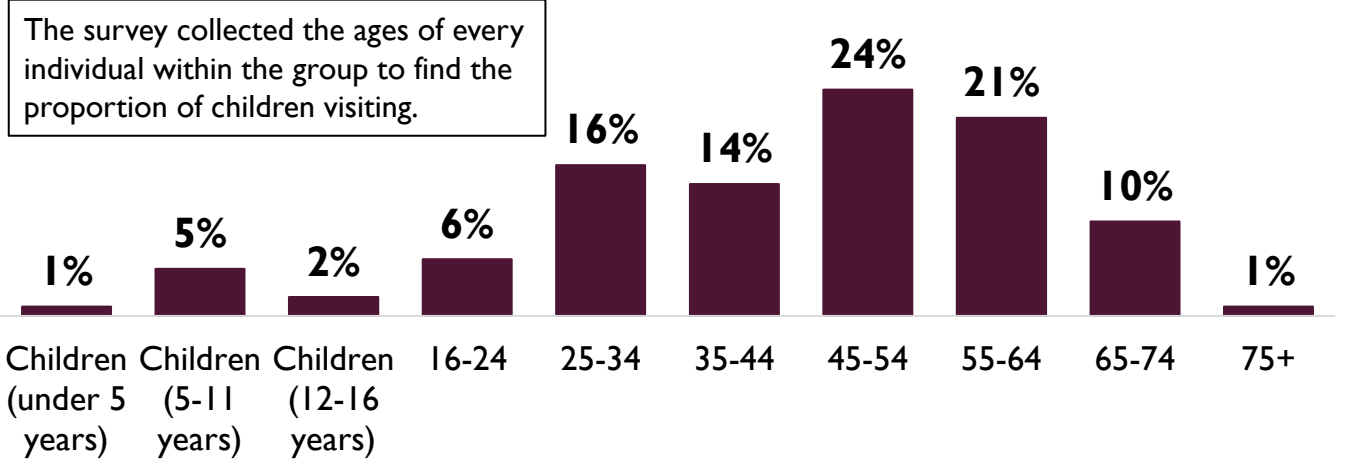
Main modes of transport used to get to York (all and by visitor type)



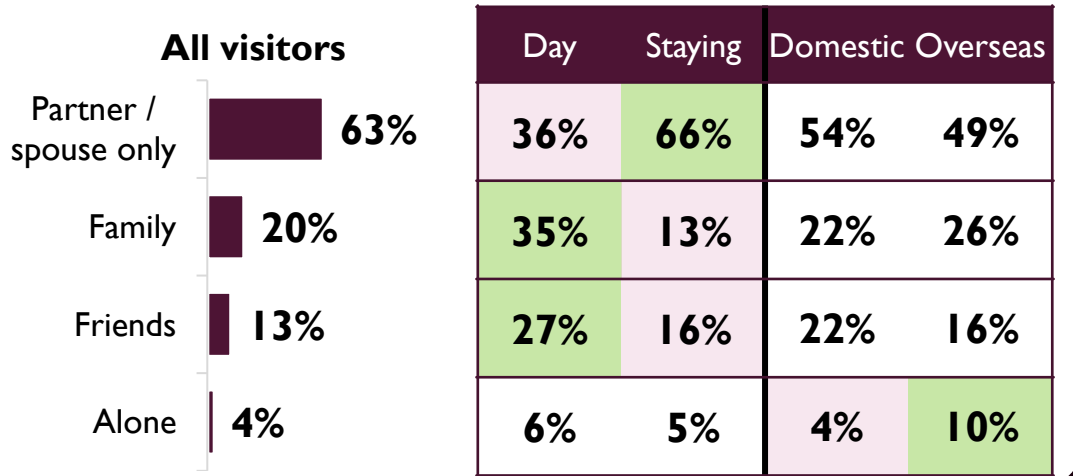
Most recent visit to York



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.

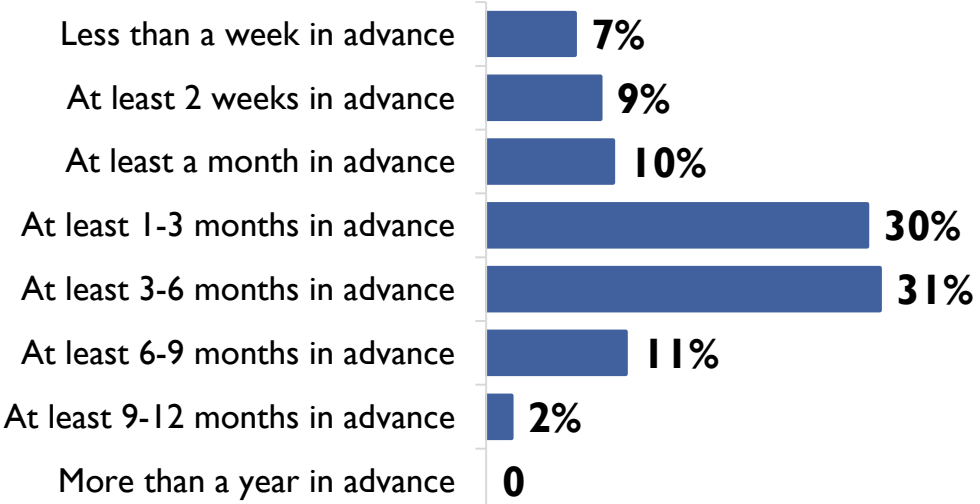
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Accommodation type

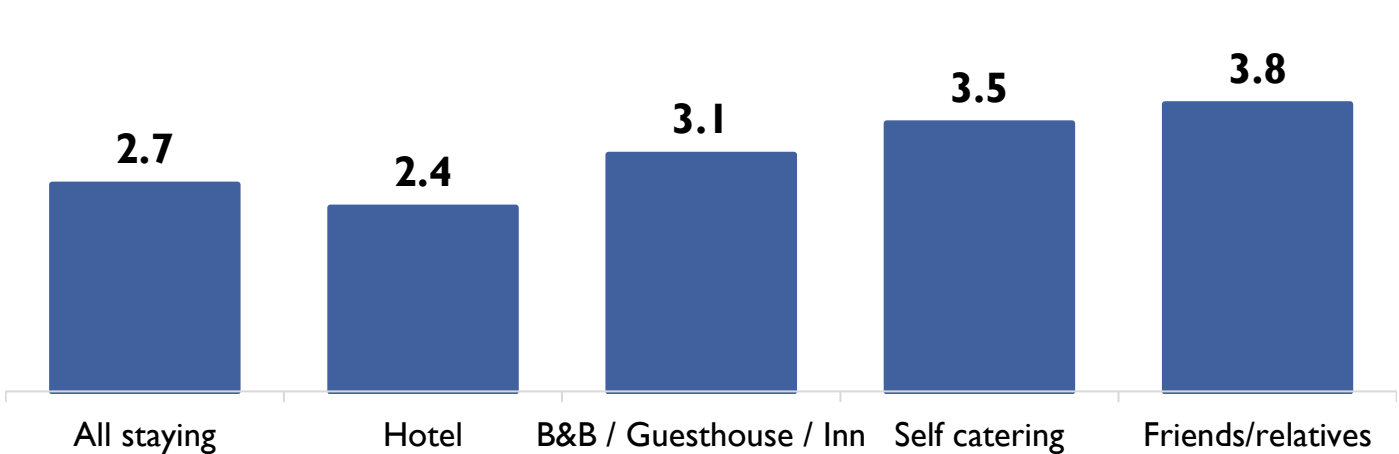


85% of staying visitors booked their accommodation in advance.

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

Source: Survey of 605 staying visitors to York in 2025402 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	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
Sweedeen	1
Luxemberg	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.
N.B. Percentages may not always total 100 due to rounding.

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