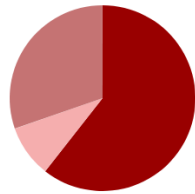


A typical visitor to York is between 45 and 64 years old and is travelling as a couple from the North of England



1 in 8 groups visiting York are travelling with children, a decrease from the 1 in 5 groups travelling with children 4 years ago

60% of all visitors to York are enjoying the trip with their partner/spouse, with a slowly increasing proportion of lone travellers in recent years

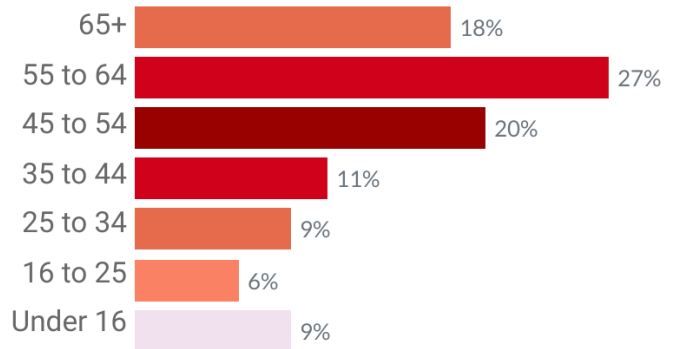


● = with family and/or friends
● = with partner/spouse
● = alone



The average party size is 2.5 people, although this continues to decrease, as also seen nationally, the rate of decline has slowed in recent years

The typical visitor to York is aged between 45 and 64 years old



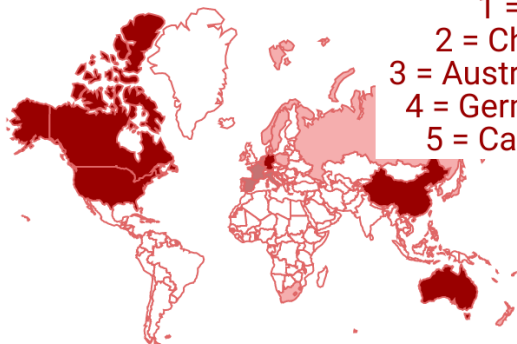
The proportion of older visitors is growing over time, especially those aged 75 and over and those 65 to 74 years old

7.2mn domestic visitors
289,000 overseas visitors



26% from Yorkshire
15% from the North West
12% from the North East
13% from East Midlands
10% from London & South East

Top nationalities visiting York:
1 = US (16%)
2 = China (12%)
3 = Australia (11%)
4 = Germany (8%)
5 = Canada (8%)



Train travel has grown by more than half in the last 5 years, with car use declining although remaining the most commonly used mode of transport



55% travel by car
39% travel by train
26% travel by plane
18% use P&R
7% travel by bus/coach

Data source: York Visitor Survey 2018
A survey of 968 leisure visitors surveyed while in York.

Report prepared by Zoe Rawson MMRS, Senior Research and Insight Executive, Make It York, zoe.rawson@makeityork.com, 01904 554459

Visitors to York are increasingly taking multi-destination breaks, with spend in the city increasing year on year

1.6mn overnight visits per year, of which 1.3mn are leisure visits.

3.0mn leisure nights per year



Average length of stay is 2.2 nights

87% of overnight trips are short breaks of up to 3 nights in York



Average spend on accommodation per person per night = **£46.66**

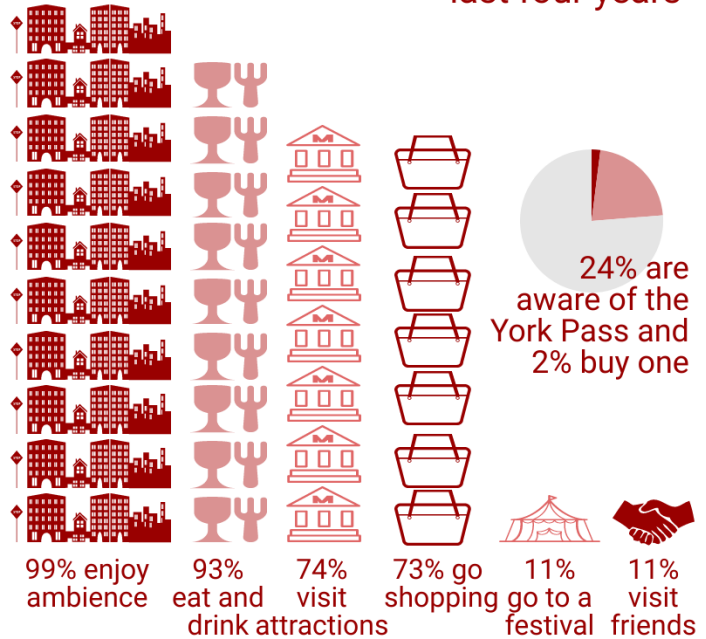
64% stay in a hotel

10% self-cater



15% stay in a B&B
5% stay with friends

Visiting attractions is now the third most popular activity, having grown 17% in the last four years



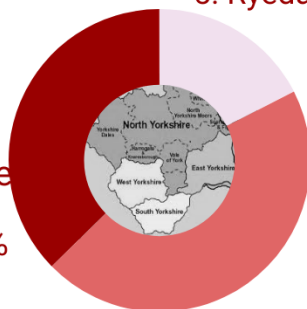
Over half of York's visitors also visit another UK destination during their trip
1 in 3 visit somewhere else in Yorkshire, as well as York



The top Yorkshire destinations to combine with a trip to York are:

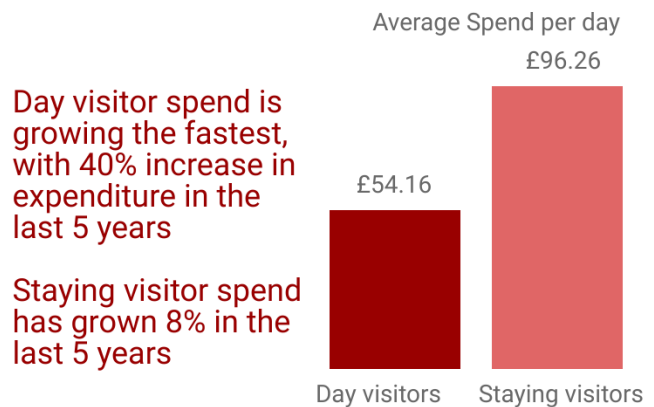
1. North York Moors
2. Leeds
3. Harrogate
4. Yorkshire Dales
5. Ryedale

Day trippers are changing, with an increasing number coming to York from a holiday base outside of the city (now up to 45% of all day visitors)



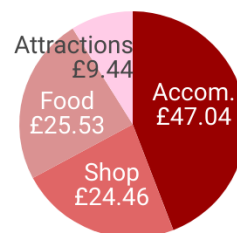
● = day visitor from holiday base
● = day visitor ● = overnight visitor

Leisure visitors to York spend £625m in the city per annum



Day visitor spend is growing the fastest, with 40% increase in expenditure in the last 5 years

Staying visitor spend has grown 8% in the last 5 years



Accommodation, shopping and food have the greatest spend, although attractions and food have the biggest growth in spend per visitor

Data source: York Visitor Survey 2018
A survey of 968 leisure visitors surveyed while in York.

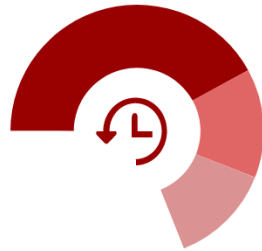
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York's visitors are very loyal to the city, with 70% having visited before and 99% recommending a trip to York to friends and family



7 out of 10 visitors have previously visited York

For the majority of visitors, little time has passed since their last trip to York - 42% previously visited less than 2 years ago



- = less than 2 years ago
- = 3 to 9 years ago
- = 10 or more years ago

Of those who have visited within the past 12 months, they've made an average of 4.5 visits during the year

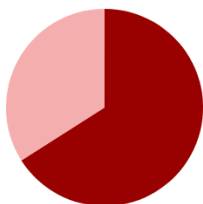
Top 5 sources of information used to plan the trip:

1. **Online searches (inc. visityork.org)** = 53%
2. **Previous experience/local knowledge** = 45%
3. **Visityork.org** = 31%
4. **Yorkshire.com** = 16%
5. **Recommendation/word of mouth** = 13%

Top 5 sources of information used during the trip:

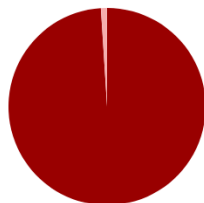
1. **York Mini Guide** = 38%
2. **Previous experience/local knowledge** = 38%
3. **Leaflets** = 31%
4. **Info from accommodation provider** = 26%
5. **Visit York Information Centre** = 19%

York's visitors give an average satisfaction score of **4.75 out of 5**



66% of visitors tell us they are likely to return in the next 2 years

99% of visitors will recommend York to friends and family



96% of staying visitors booked their accommodation ahead of their trip



Two thirds of online accommodation bookings are made through an online travel agent (OTA) and one third are made directly with the accommodation provider



31% of those who book ahead use visityork.org to plan their trip, but only 1% book through the site

- = online booking agent
- = accommodation provider's own website
- = visityork.org

Data source: York Visitor Survey 2018
A survey of 968 leisure visitors surveyed while in York.

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