



VisitYork Quarterly Visitor Survey Aug – Oct 2020

Background

A face-to-face survey of visitors to York is being undertaken each month from August 2020 through to March 2021, for the Visit York Visitor Survey 2020-21, rather than our usual annual survey data, to provide the most up-to-date and accessible information for our members and partners, in response to the impact of covid-19 on tourism.

The key findings below are based on the interview shifts undertaken between August and October 2020, thereby providing a quarterly snapshot. The quarterly update is therefore based on 225 surveys (75 per month x 3 months).

Find out more about the latest tourism stats for the city by reading our latest Tourism Intelligence report
visityork.org/tourism-intelligence



Profile of visitors

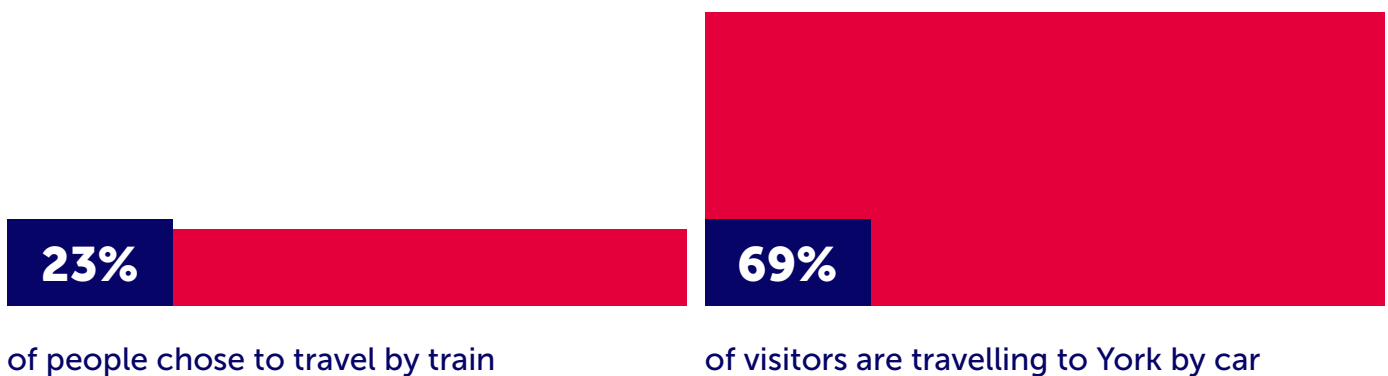


17.7%

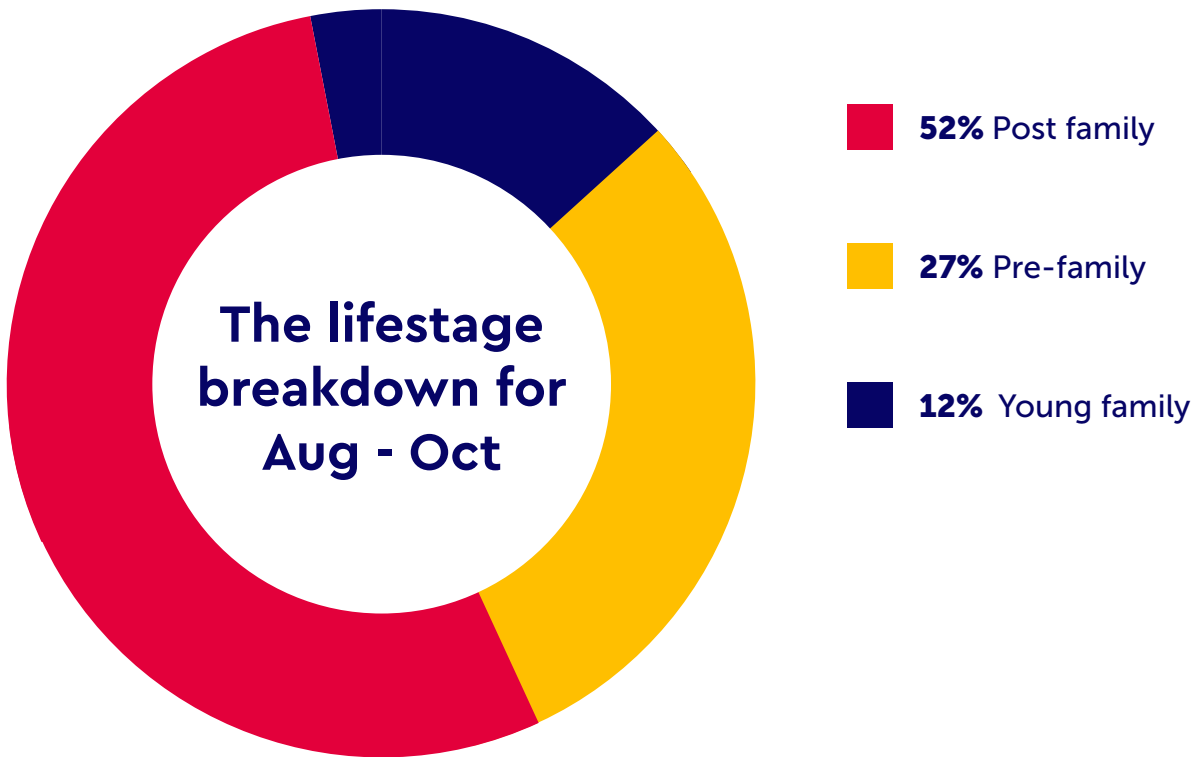
of visitors from outside York were first time visitors

36%

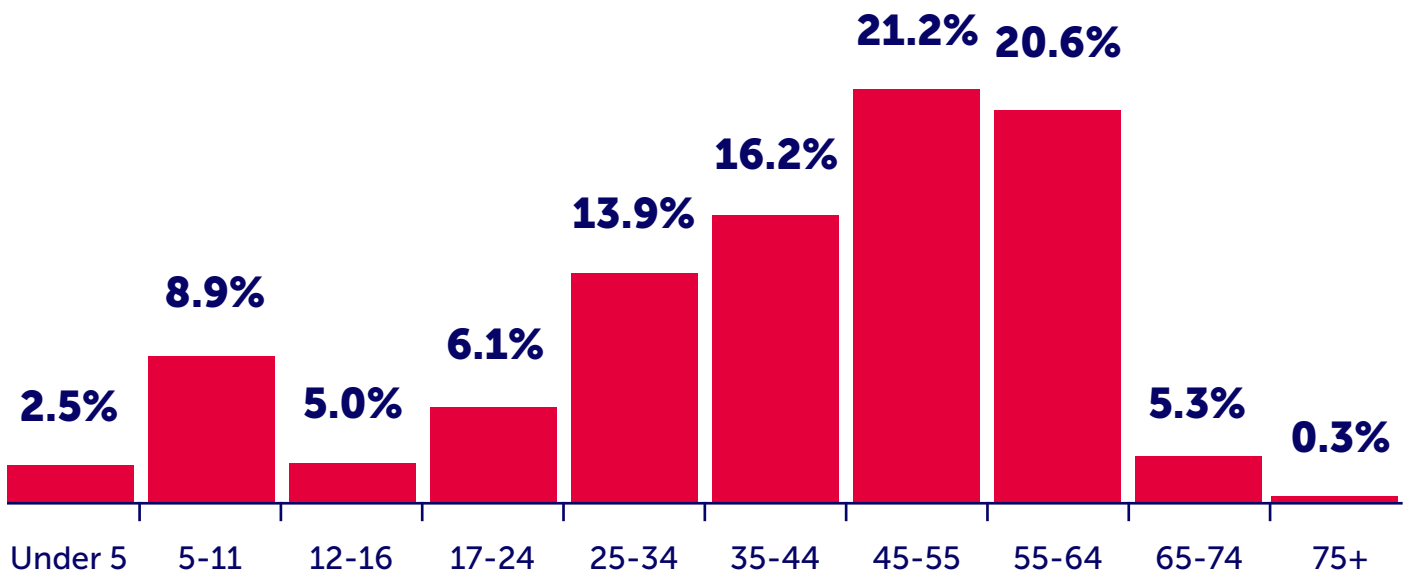
of visitors were regular or recent visitors.



Profile of visitors



Age band of Aug-Oct visitors



Overnight stayers



52% of visitors were staying overnight in York.



2.20 nights average stay for those visiting York



Accommodation spend (per person per night) stands at £41.10

Activities, Spend & Satisfaction

100% of people 'strolled around and enjoyed the ambience'

71% shopped in regular shops

56% visited museums and attractions

51% were eating and drinking after 5pm

42% shopped in a market

£64.45

Average spend (per person per day, excluding accommodation)

93%

visitor satisfaction, remains consistently high.

95%

of visitors are likely to return to York in the next two years.