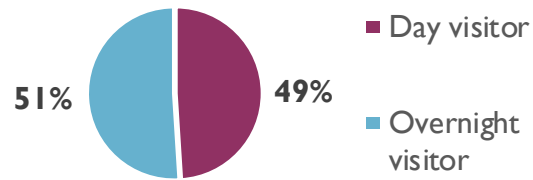


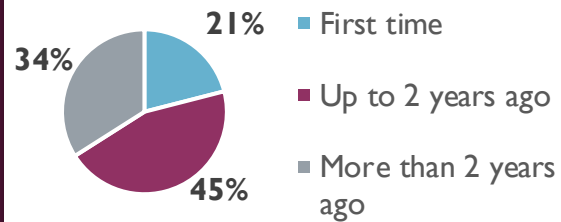
The York Visitor Survey is a face-to-face survey of visitors to York on a day/staying trip for holiday purposes. 2021 results are based on 463 interviews conducted in various locations in the city centre between June and December (interviewing was delayed due to the pandemic)

Day/overnight visits



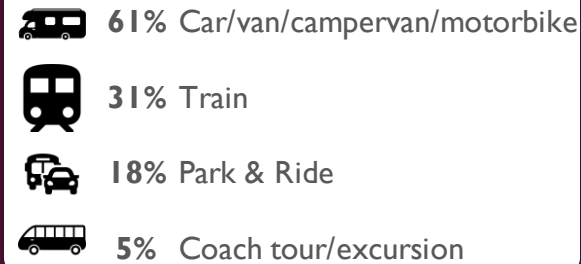
Average length of stay is 2.6 nights

Previous visits to York

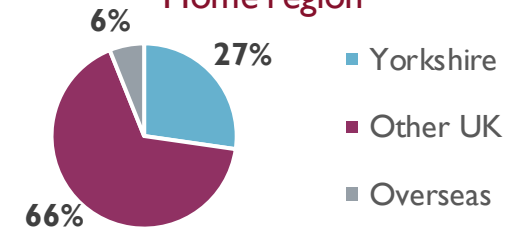


79% are repeat visitors

Method of arrival in York

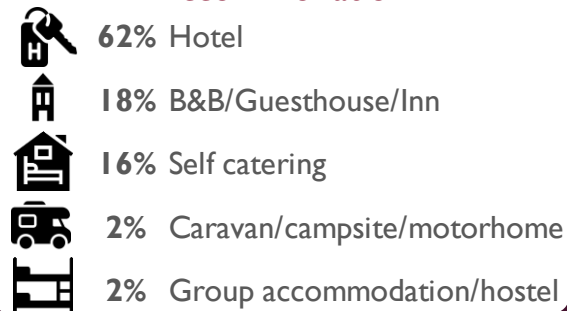


Home region



73% are from outside Yorkshire

Accommodation



Favourite visitor activities



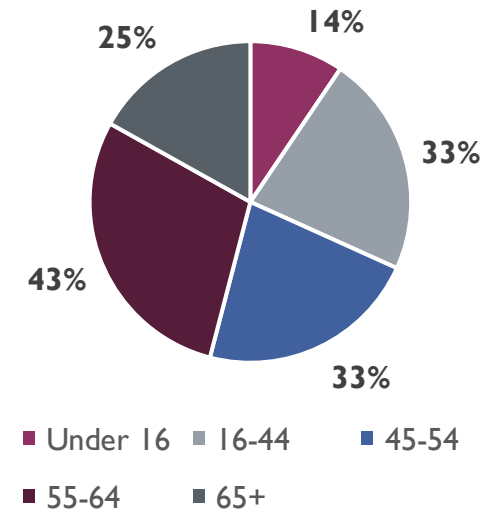
Visitor satisfaction

97% of visitors rated their experience as good or very good
Average score = 4.6 / 5

85% of visitors are likely to recommend York to someone else
Average score = 4.3 / 5

78% of visitors are likely to return to York in the next 2 years
Average score = 4.1 / 5

Age groups within party



The average group size is 2.2
68% of groups include adults aged 55+

Spend per day per staying party

