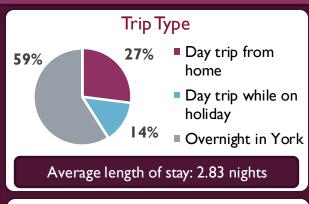
The York Visitor Survey is a face-to-face survey of visitors to York on a day/staying trip for holiday purposes. 2022 results are based on 1,097 interviews conducted in various locations in the city centre between January and December 2022





#### Mode(s) of transport to get to York Average spend Per day (all visitors) **59**% Car/van/motor-home/motorbike Overall (exc. accommodation) £78.63 36% Train £83.51 Staying visitors 17% Airplane Day visitors £71.79 16% Park & Ride Per trip (staying visitors) 4% Ferry Accommodation £169.19 3% Coach tour/excursion £405.52 Total

## Accommodation

61% Hotel



19% Self catering



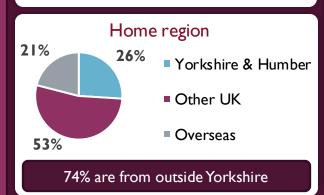
14% B&B/Guesthouse/Inn/Pub



2% Caravan/campsite/motorhome



1% Group accommodation/hostel



# Activities taken part in



99% Stroll & enjoy the ambience



99% Eat/drink out (before 5pm)



88% Shop in regular shops



77% Shop in a market e.g. Shambles



**75%** Visit museums/attractions



61% Eat/drink out (evening)



12% Attend a festival/event



II% Visit friends/relatives



2% Visit a TV/film location

### Visitor satisfaction



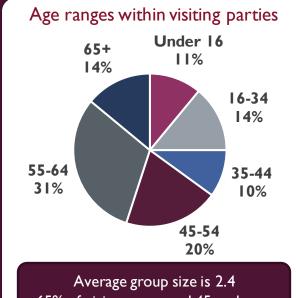
98% rated their experience good or very good Average score = 4.7 / 5



97% are likely to recommend York to someone else Average score = 4.8 / 5



71% are likely to return to York in the next 2 years Average score = 4.2 / 5



65% of visitors are aged 45 and over