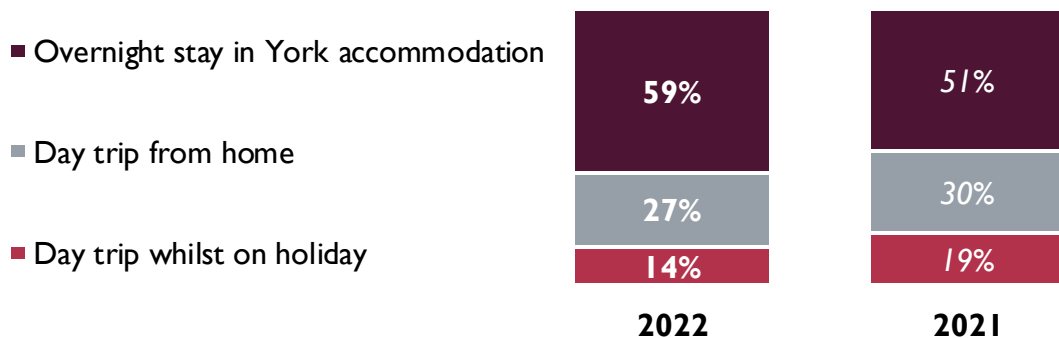
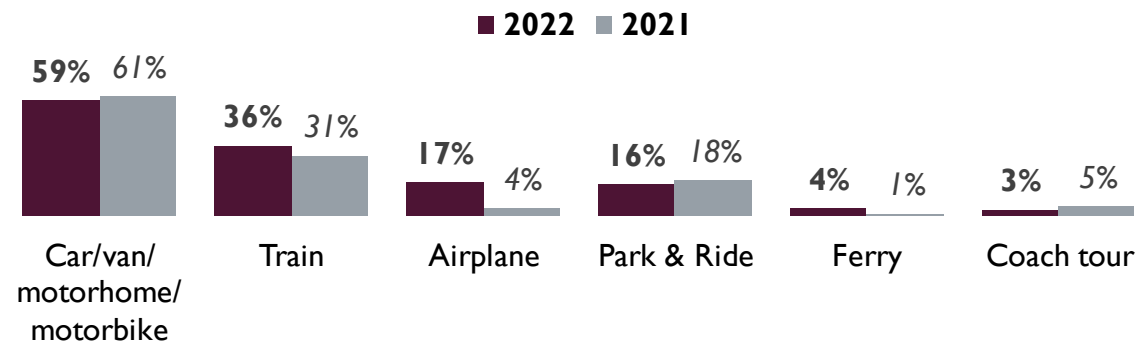


The York Visitor Survey is a face-to-face survey of leisure day and staying visitors to York. Interviews are conducted at various city centre locations across the year. 2022 results are based on 1,097 interviews. Only 463 interviews were conducted in 2021 as interviewing was delayed until June due to Covid.

Type of leisure trip



Mode(s) of transport used to get to York



Staying visitors

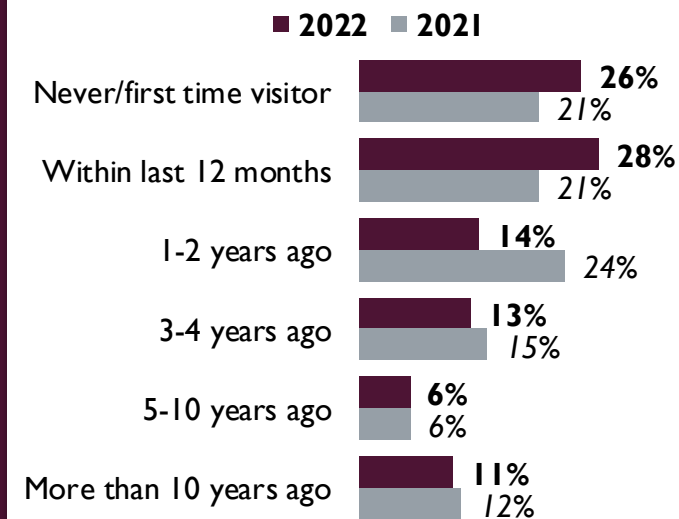
Average length of stay	2022	2021
Number of nights:	2.83	2.60

Type of accommodation	2022	2021
Hotel	61%	62%
Self catering	19%	16%
B&B/guesthouse/inn/pub	14%	18%
Free (friends & relatives/2 nd home)	3%	1%
Caravan/camping/motorhome	2%	2%
Group accommodation/hostel	1%	2%

Average spend per day and per trip

	2022	2021
Spend per day (excludes accommodation)		
Day visitors	£71.79	£71.73
Staying visitors	£83.51	£89.58
Overall spend per day	£78.63	£80.83
Spend per trip (staying visitors only)		
Accommodation spend per trip	£169.19	£154.16
Non-accommodation spend (average spend per day x average no. of nights)	£236.33	£232.91
Total staying visitor spend per trip	£405.52	£387.07

Previous visit to York



74% are repeat visitors (vs. 78% in 2021)

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Activities taken part in while visiting York

	2022	2021
Stroll & enjoy the ambience	99%	100%
Eat/drink out (before 5pm)	99%	97%
Shop in regular shops	88%	85%
Shop in a market e.g. Shambles	77%	60%
Visit museums/attractions	75%	59%
Eat/drink out (evening)	61%	53%
Attend a festival/event	12%	19%
Visit friends/relatives	11%	10%
Visit a TV/film location	2%	3%

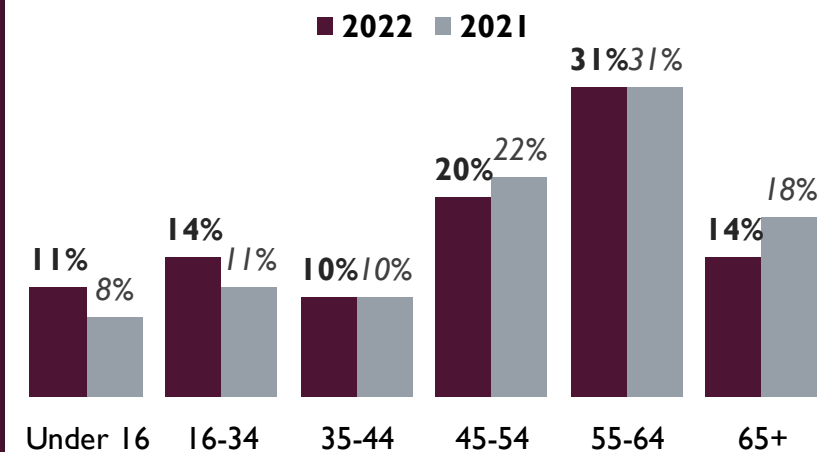
Visitor satisfaction

	2022		2021	
	%	Mean	%	Mean
Overall experience of visiting York on this trip	98%	4.7	97%	4.6
Likely to recommend York to someone else	97%	4.8	85%	4.3
Likely to return to York in the next 2 years	71%	4.2	78%	4.1

Visitor home region

	2022	2021
Yorkshire & Humber	26%	27%
Overseas	21%	6%
North West	10%	14%
North East	9%	12%
South East (inc. London)	8%	11%
Scotland	7%	7%
South West	5%	6%
East Midlands	5%	9%
East of England	4%	2%
West Midlands	3%	3%

Share of age ranges within visiting groups



Average group size	2022	2021
Average no. of people in party	2.4	2.2