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

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.

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.

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.

Once in York, all visitors explore the city on foot, with minimal use of own or public transport.

Data source: York Visitor Survey 2018
A survey of 968 leisure visitors surveyed while in York.
Report prepared by Zoe Rawson MMR, 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

99% enjoy ambience

93% eat and drink attractions

74% visit attractions

73% go shopping

11% go to a festival

11% visit friends

24% are aware of the York Pass and 2% buy one

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)

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

Day visitors
Staying visitors

Average Spend per day

£96.26

£54.16

£47.04

£47.04

£24.46

£29.53

£9.44

Accom.
Food
Shop
Attractions

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

A PART OF

Visit York
Make It York
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.

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.

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