



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%

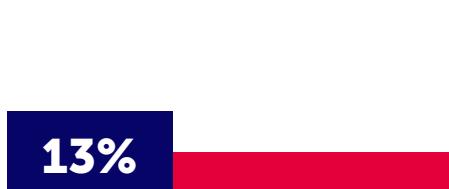
of visitors from outside York were first time visitors

36%

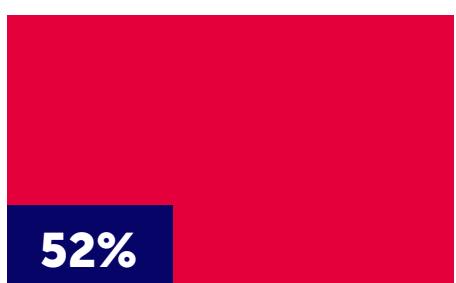
of visitors were regular or recent visitors.



the proportion of visitors on a day trip.



of people who visited York were holidaying outside the city.



of people stayed overnight in York.

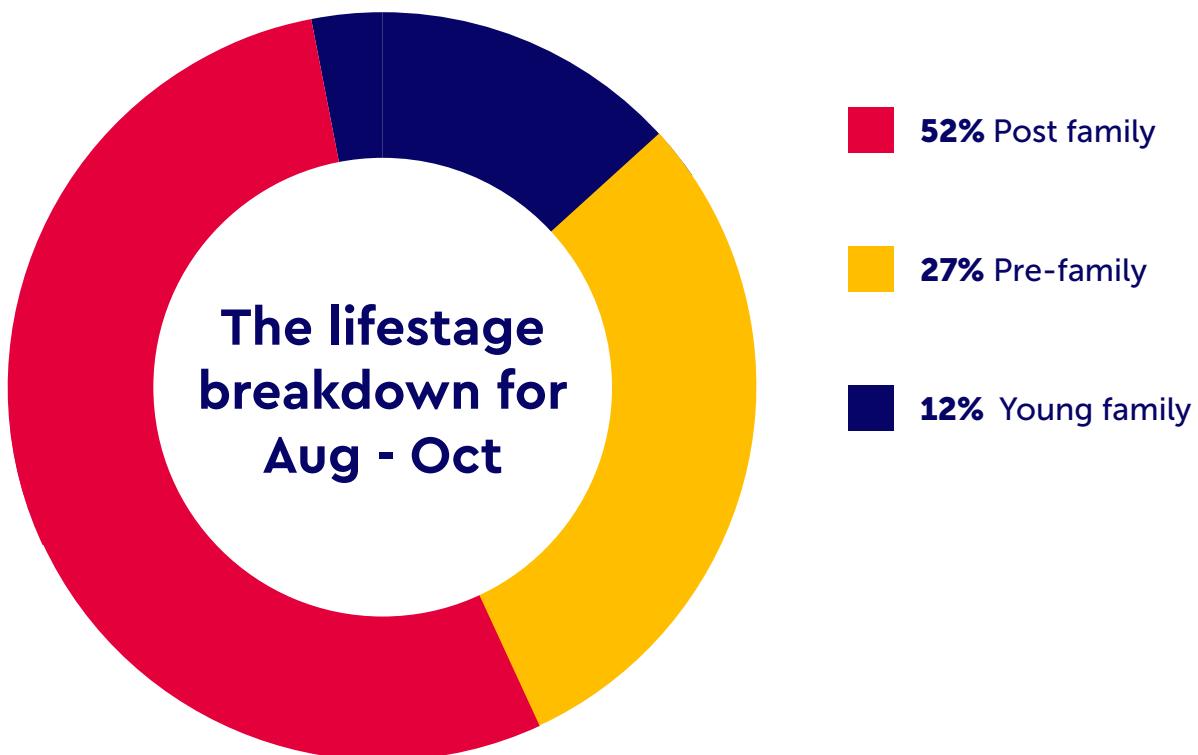


of people chose to travel by train

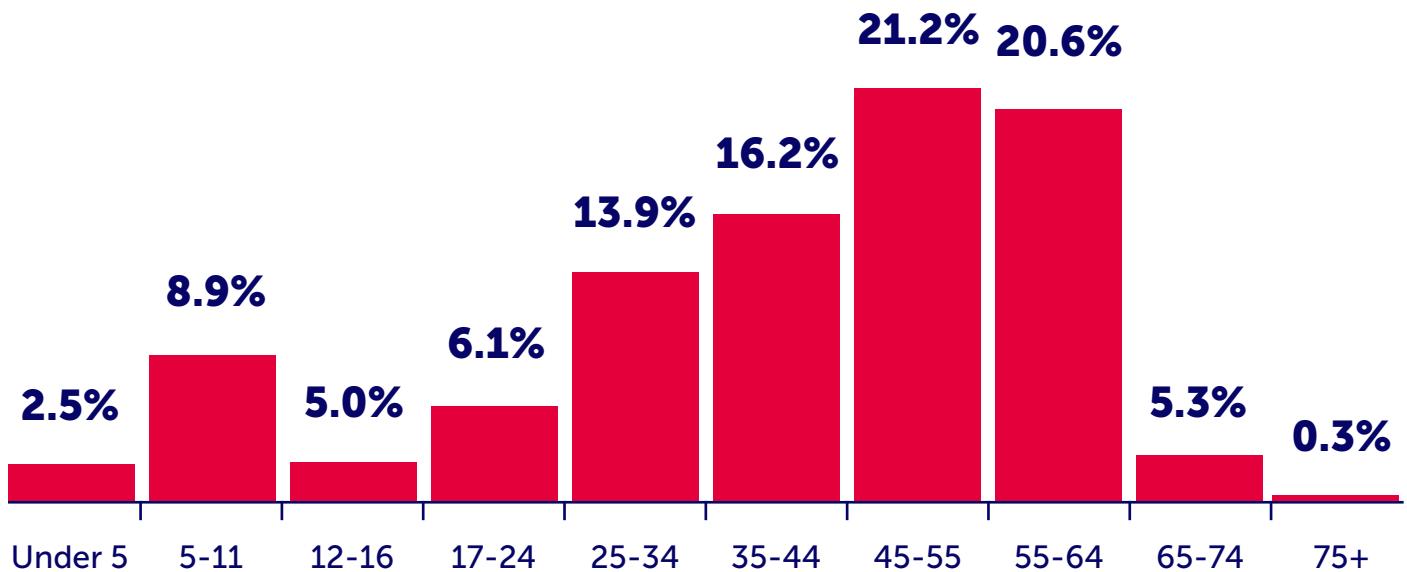


of visitors are travelling to York by car

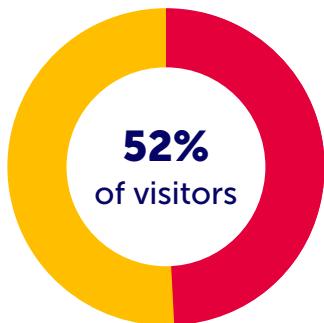
Profile of visitors



Age band of Aug-Oct visitors



Overnight stayers



were staying overnight in York.



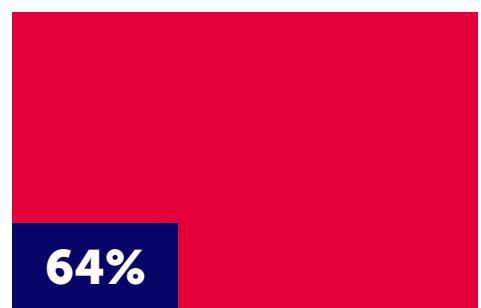
2.20 nights average stay for those visiting York



of people used B&B or Guesthouses.



of people used self-catering accommodation



of visitors used Hotels.

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.