

Regional Visitor Survey 2009/10 – York Summary

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the region's tourism economy

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In 2008 Welcome to Yorkshire and Yorkshire Forward commissioned the Regional Visitor Survey. This survey, now in its third year, is the largest of its kind to be undertaken in the UK, providing Yorkshire with valuable and robust data to keep ahead of its competitors. In 2009/10 there were 894 face to face interviews conducted with leisure visitors to York. Below is a summary of the key findings for the city.

Positive PR messages for current and potential visitors

- 99% of visitors stated that they would recommend York to friends or family, with an above average proportion (94%) saying they are very likely to recommend York. Given that a fifth of our visitors are motivated by word of mouth, this provides a large potential audience.
- 81% of visitors have been to York before and 84% are likely to come again within the next 2 years.
- Visitors to York are highly satisfied with their accommodation, attractions, general atmosphere and appearance and the feeling of welcome, scoring these measures 4.5 or higher out of 5. All are key messages to provide confidence for future visitors.

Valuable spend data to support business planning

- The survey data shows high spend on accommodation, food and drink and shopping.
- However there is the opportunity to increase visitor spend in the evenings, as food and drink and evening entertainment spend in York is quite low.
- Overall the average spend per person per trip is a third higher in York than in the rest of the region, demonstrating that we are successful in our targeting of high spending visitors.
- Yet value for money scores for accommodation, eating, attractions and public transport remain level with or above the regional average, so York can be confident that it offers a quality experience.

Visitor profile data to aid marketing and product development

- York welcomes a high proportion of overseas visitors, staying visitors, couples, over 45s and visitors from outside of the region.
- All of these groups tend to be the ones with more disposable income and a greater willingness to spend given the opportunity.
- High visitor satisfaction is replicated in the high percentage of repeat visitors to the city.
- The average party size in York is 2.5 people.

Identification of key motivations for visiting the city of York

- Websites (11%) are the most used information source pre visit, after recommendation (21%) and previous experience (67%).
- However during the visit leaflets and the Visitor Information Centre are used more than online sources.
- The main activities undertaken by visitors to York are strolling around and enjoying the ambience (77%), eating and drinking (74%), visitor attractions (59%), shopping (50%) and visiting historic properties (35%).

For further information or a copy of the full report, please contact Zoe Rawson at Visit York (zr@visityork.org). The 2010/11 report is due for release in mid 2011.