

# Results from Lynn Jones Research Visitrac City Surveys York scores for quarter 1 2011

Issued May 2011



## BACKGROUND

Visitrac is a continuous online survey conducted by Lynn Jones Research. Everyone who has booked a trip to York through the Visitor Information Centre and has an email address is invited to respond.

Between 1<sup>st</sup> January and 31<sup>st</sup> March 2011, 127 visitors to York responded. The survey is also conducted with visitors to Stirling, Chester, Edinburgh and Glasgow and in the first quarter of the year there were a total of 1,646 completed surveys.

Benchmarks are created from the overall score for each question, and York's performance is compared against this to assess our strengths and our weaknesses.

## KEY FINDINGS

- For the majority of the measures York achieved above average scores and in 12 cases out of the 15 it achieved the highest score of all the participating cities.
- Particularly high scores (out of 10) were recorded for the following measures
  - Friendliness of staff at accommodation = 9.10
  - Cleanliness of accommodation = 9.02
  - Overall rating of the visit to York = 9.01
  - Quality of customer service in accommodation = 8.89
  - Quality of customer service at attractions = 8.69
  - York is a safe place to visit = 8.69
  - Quality of service in the VIC = 8.55
- This is only the second time that York (or indeed any destination) has achieved average scores higher than 9 out of 10 for any item in the table since York joined the survey in mid 2008. The only other time York achieved a score higher than 9 was in quarter 2 2010, also for friendliness of staff at accommodation.
- York was also the only city to achieve a score of 8 or more out of 10 for the overall cleanliness of the city and good value for money.
- York still lags behind the benchmark in average length of stay (2.51 nights compared to 2.85), although it is not the lowest.

## SUMMARY OF RESULTS

	York score	Base size	Benchmark	Base size
Overall rating of visit (out of 10)	<b>9.01</b> <sup>↑*</sup>	127	<b>8.41</b>	1,646
Average length of stay	<b>2.51 nights</b> <sup>↓</sup>	125	<b>2.85 nights</b>	923
Quality of service at attractions (out of 10)	<b>8.69</b> <sup>↑*</sup>	103	<b>8.45</b>	1,377
Quality of service in restaurants/cafes (out of 10)	<b>8.46</b> <sup>↑*</sup>	116	<b>8.21</b>	1,360
Quality of service in pubs (out of 10)	<b>8.05</b> <sup>↑</sup>	92	<b>8.03</b>	1,000
Quality of service in VIC (out of 10)	<b>8.55</b> <sup>↑*</sup>	65	<b>8.28</b>	813
Quality of service in shops (out of 10)	<b>8.27</b> <sup>↑</sup>	115	<b>8.16</b>	1,350
Quality of service at accommodation (out of 10)	<b>8.89</b> <sup>↑*</sup>	122	<b>8.44</b>	861
Overall standard of cleanliness in the city (out of 10)	<b>8.47</b> <sup>↑*</sup>	127	<b>7.61</b>	1,646
Agree that York is a safe place to visit (out of 10)	<b>8.69</b> <sup>↑*</sup>	127	<b>8.13</b>	1,646
Agree that a visit to York is good value for money (out of 10)	<b>8.14</b> <sup>↑*</sup>	127	<b>7.61</b>	1,646
Cleanliness of accommodation (out of 10)	<b>9.02</b> <sup>↑*</sup>	87	<b>8.21</b>	578
Satisfaction with room (out of 10)	<b>8.44</b> <sup>↑*</sup>	87	<b>8.21</b>	578
Friendliness of staff at accommodation (out of 10)	<b>9.10</b> <sup>↑*</sup>	87	<b>8.60</b>	578
Value for money of accommodation (out of 10)	<b>8.63</b> <sup>↑*</sup>	87	<b>8.25</b>	578
Accommodation was better than expected	<b>40%</b> <sup>↑</sup>	87	<b>37%</b>	578
Accommodation was worse than expected	<b>10%</b>	87	<b>10%</b>	578

### Key:

↑/↓ Above/below average score

\* Highest score of all cities

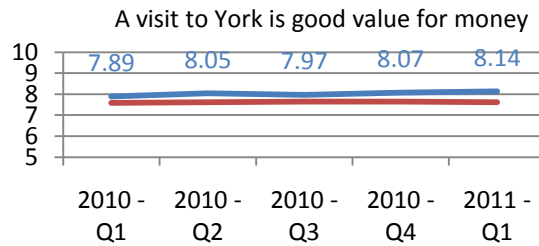
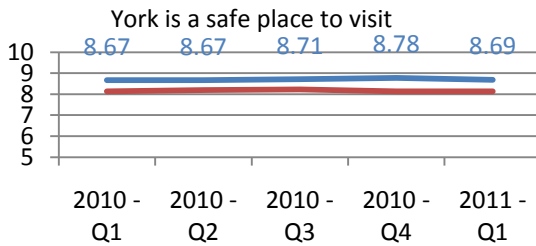
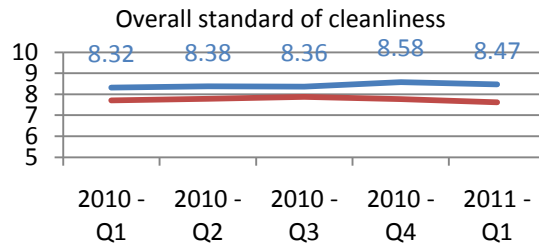
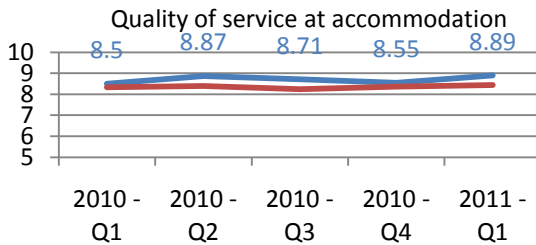
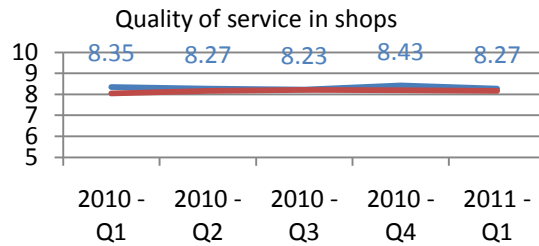
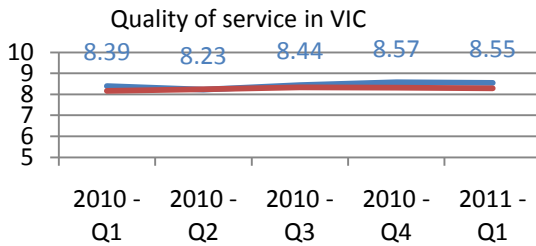
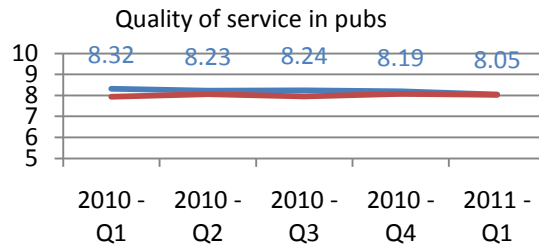
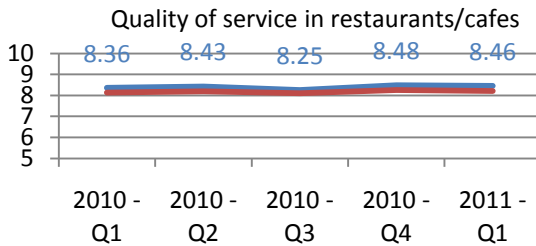
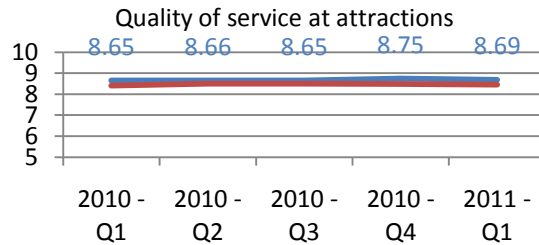
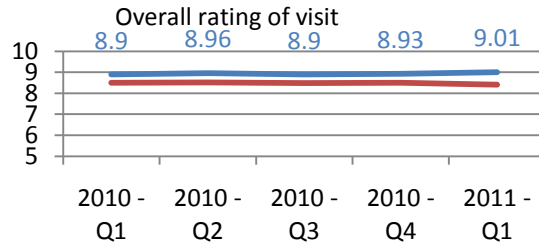
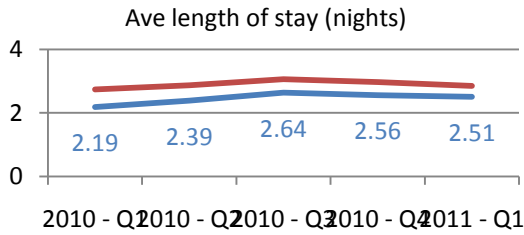
## PROFILE OF THE RESPONDENTS

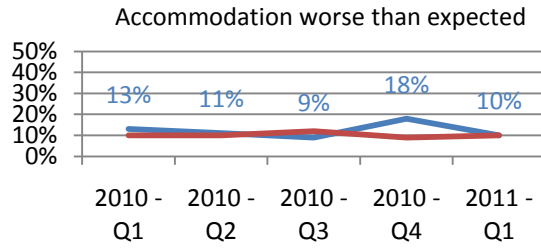
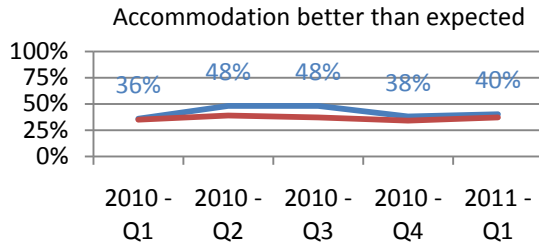
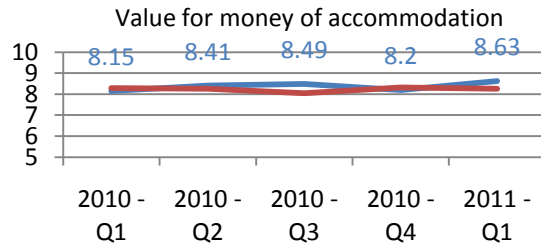
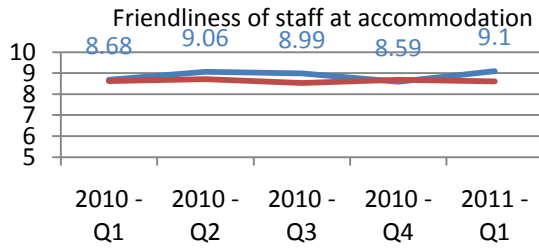
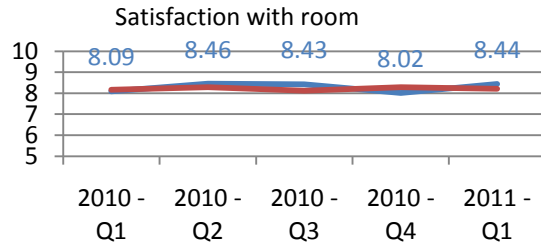
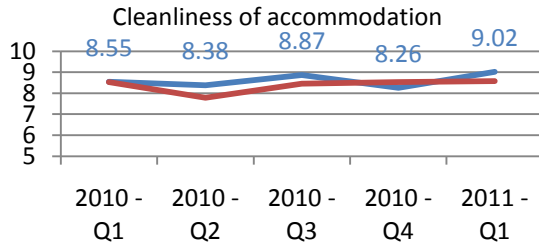
- Please note when looking at the profile that all respondents in the sample booked their trip to York through the VIC and are staying visitors to the city.
- 25% of respondents are first time visitors. This is higher than the 18% from the Regional Visitor Survey, however it makes sense that first time visitors would be more likely to book their stay through the VIC rather than directly with the accommodation provider.
- 56% of respondents travelled to York in a private car and a further 38% travelled by train. Of the 5 participating cities, York has the highest proportion of visitors using public transport.
- 47% of respondents stayed in a guesthouse or B&B, which is more than four times the average across all cities, but unsurprising given the source of the database.
- 23% stayed in a mid-range hotel, 12% in a standard or budget hotel and 3% in a luxury hotel, totaling 38% of the respondents. The Regional Visitor Survey shows hotels to be the most popular type of accommodation, used by 50% of visitors, highlighting the differences between the two data sources.
- 14% of respondents used a public bus while in York, and 5% used Park and Ride.
- 55% of respondents are female and 44% male.
- 17% of respondents are aged between 16 and 34 years of age, with 52% aged between 35 and 54 and the remaining 28% are over 55. York's age profile contains fewer under 35s than the average across all of the cities as York tends to attract older visitors generally.
- 11% of York's respondents are from overseas. Of these, 20% of international visitors came from both the USA and Australia (benchmarks 15% and 6% respectively), with Canada in third place, with 13%. This is a similar profile to that shown by the International Passenger Survey for all of York's overseas visitors, although some European markets offer a higher proportion of visitors than Canada.

## RESULTS OVER TIME

Key: — York — benchmark

Note all measures are an average score out of 10, unless otherwise specified





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