

Results from Lynn Jones Research Visitrac City Surveys York Scores for Quarter 3 2011

Issued October 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 1st July and 30th September 2011, 537 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 5,302 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
 - The Park & Ride System = 9.00
 - Friendliness of accommodation staff = 9.00
 - Cleanliness of accommodation = 8.90
 - Quality of customer service in accommodation = 8.78
 - Overall rating of the visit to York = 8.74
 - Quality of customer service at attractions = 8.66
 - Quality of service in the VIC = 8.58
 - York is a safe place to visit = 8.56
- York still lags behind the benchmark in average length of stay (2.62 nights compared to 3.07), although it is not the lowest, and average length of stay appear to be increasing.
- Quality of service in pubs has increased from the first quarter of 2011, with York achieving the highest score.

SUMMARY OF RESULTS

	York score	Base size	Benchmark	Base size
Overall rating of visit (out of 10)	8.74 ^{↑*}	298	8.46	2,188
Average length of stay	2.62 nights [↓]	287	3.07 nights	1,265
Quality of service at attractions (out of 10)	8.66 [↑]	253	8.57	1,955
Quality of service in restaurants/cafes (out of 10)	8.29 ^{↑*}	253	8.13	1,793
Quality of service in pubs (out of 10)	8.23 ^{↑*}	203	8.09	1,293
Quality of service in VIC (out of 10)	8.58 ^{↑*}	166	8.43	1,188
Quality of service in shops (out of 10)	8.28 [↑]	253	8.21	1,766
Quality of service at accommodation (out of 10)	8.78 ^{↑*}	284	8.30	1,277
Overall standard of cleanliness in the city (out of 10)	8.30 ^{↑*}	298	7.81	2,188
Agree that York is a safe place to visit (out of 10)	8.56 ^{↑*}	298	8.23	2,188
Agree that a visit to York is good value for money (out of 10)	7.94 ^{↑*}	298	7.64	2,188
Cleanliness of accommodation (out of 10)	8.90 ^{↑*}	203	8.44	895
Satisfaction with room (out of 10)	8.39 ^{↑*}	203	8.01	895
Friendliness of staff at accommodation (out of 10)	9.00 ^{↑*}	203	8.56	895
Value for money of accommodation (out of 10)	8.41 ^{↑*}	203	8.06	895
Accommodation was better than expected	41% ^{↑*}	151	33%	664
Accommodation was worse than expected	10% [↓]	87	12%	578

Key:

↑/↓ Above/below average score

* Highest score of all cities

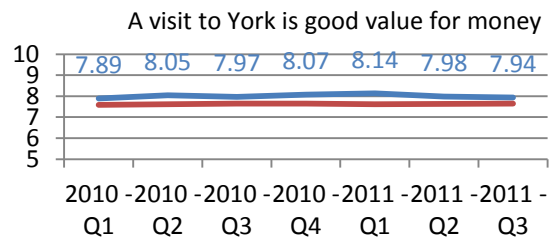
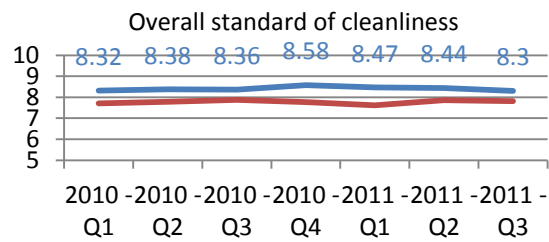
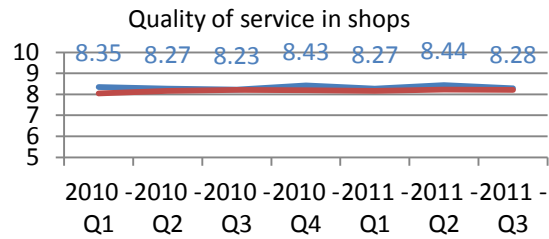
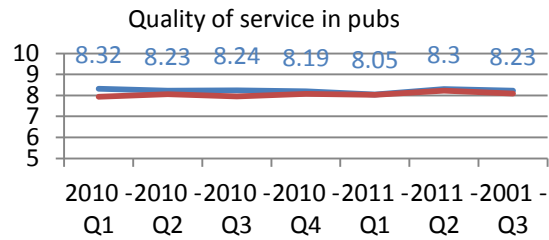
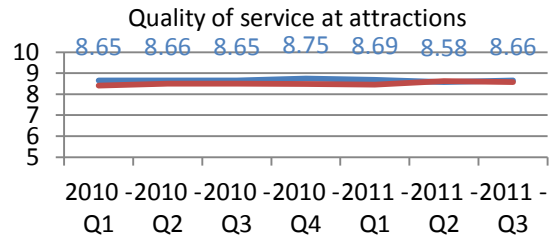
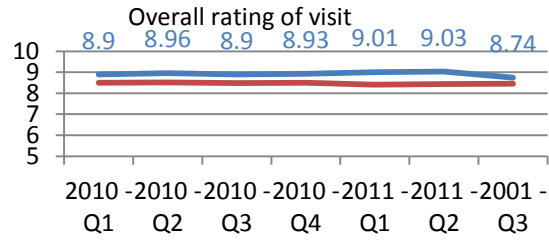
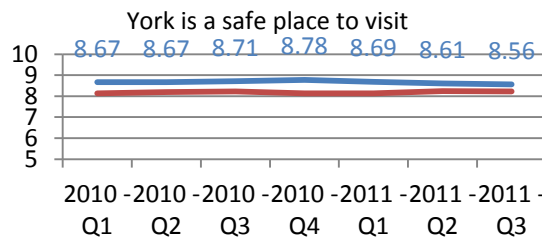
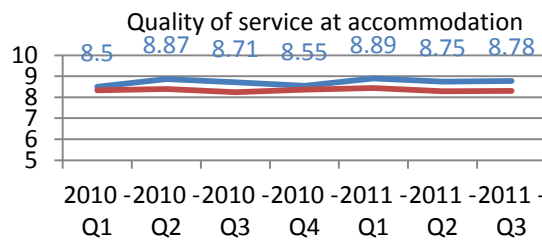
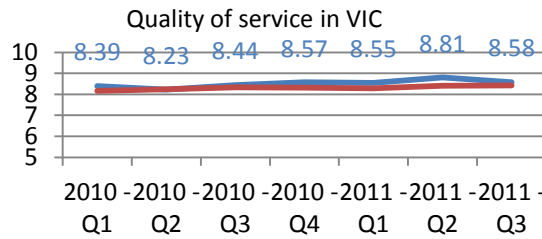
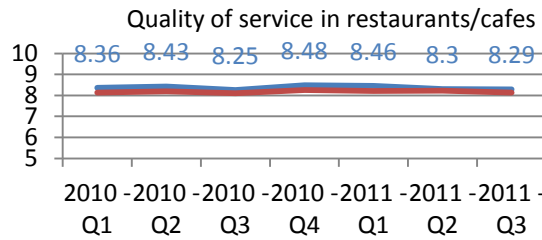
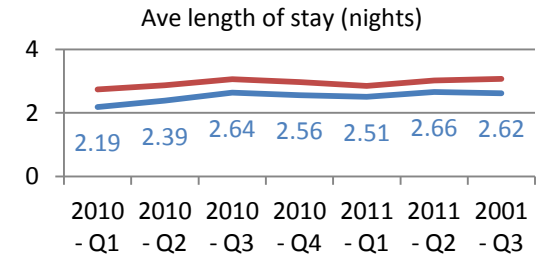
PROFILE OF THE RESPONDENTS

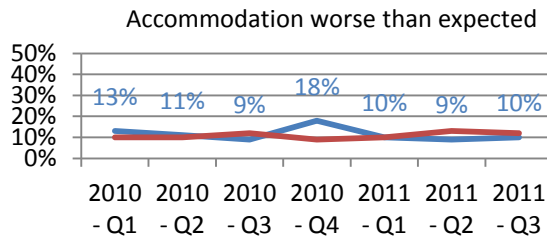
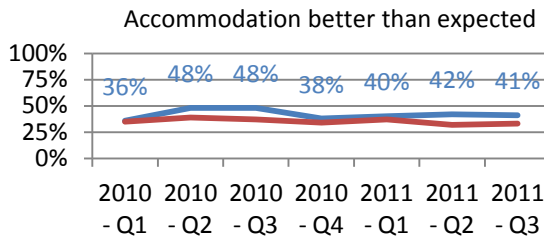
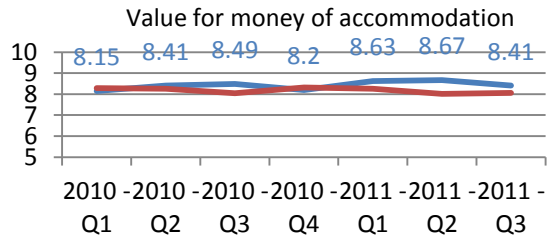
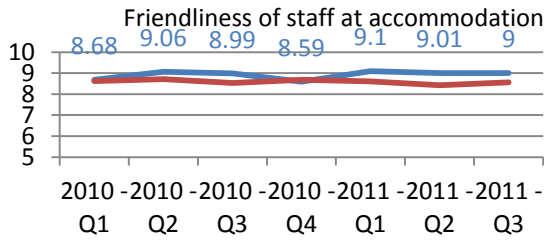
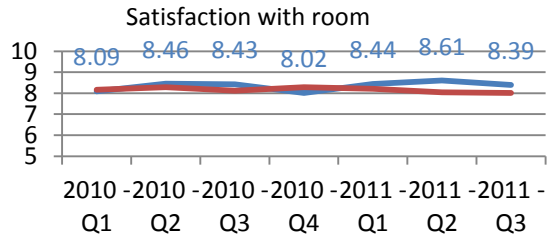
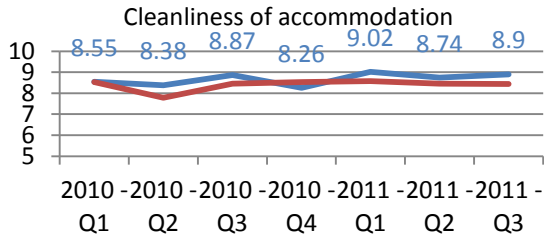
- Please note when looking at the profile that all respondents in the sample booked their trip to York through the VIC and are staying visitors to the city.
- 33% of respondents are first time visitors. This is higher than the 18% from the Regional Visitor Survey, however it makes sense that first time visitors would be more likely to book their stay through the VIC rather than directly with the accommodation provider. This is also an increase of 8% from the first quarter of 2011.
- 49% of respondents travelled to York in a private car and a further 38% travelled by train.
- 59% of respondents stayed in a guesthouse or B&B, which is almost three times the average across all cities, but unsurprising given the source of the database.
- 14% stayed in a mid-range hotel, 9% in a standard or budget hotel and 2% in a luxury hotel, totaling 25% 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.
- 23% of respondents used a public bus while in York, and 5% used Park and Ride, reflecting a sizeable increase on the results from the first quarter of 2011.
- 55% of respondents are female and 44% male.
- 13% of respondents are aged between 16 and 34 years of age, with 46% aged between 35 and 54 and the remaining 38% 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.
- 27% of York's respondents are from overseas, a considerable increase from the 11% in quarter 1. Of these, 25% of international visitors came from the USA and 14% from Australia (benchmarks 20% and 14% 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





¹ Due to a data collection era, some sample sizes are smaller than measured in quarter 2 of 2011.

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