



# York destination report



# VisitEngland Destination tracker:

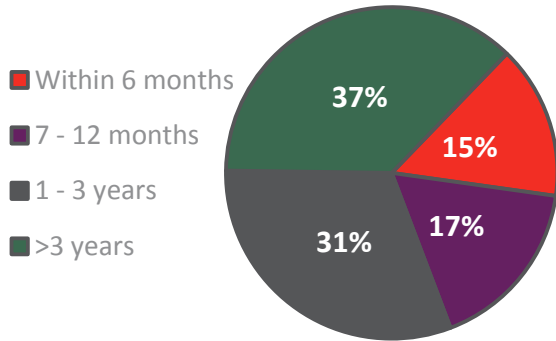
- Since April 2015, the national tourist boards of VisitEngland, VisitScotland and VisitWales have been tracking visitor perceptions of holiday destinations across GB in a single research vehicle.
- Data in this report is from April 2015 – September 2016
- This study explores **behavioural and experience measures** such as, visitation, spend, stay length, satisfaction and advocacy within individual destinations. As well as the **imagery perceptions** of each destination.
- In the report there are 3 samples for comparison; those from whom this destination was the most recently visited, those who claim to visit a city destinations at C52 and finally a GB average.
- All respondents are GB holiday takers, having taken a GB break in the past 12 months or are expecting to in the next 12 months. This accounts for approx. 49% of the population.
- Significant differences will be indicated by a **black**↑/**orange**↓ arrow against city destinations and a **blue**↑/**red**↓ against GB.
- This report provides a snapshot of:
  1. A demographic split of destination visitors
  2. The behaviours exhibited at the destination: How loyal are they to the destination and how satisfied were they with their trip?
  3. How GB holiday makers perceive this destination and how does it compare with others?
- Finally there is a summary of findings.

# Who is visiting?

Ever Visited York :

62%

Time since last visit



\*Please note respondents can have visited more than one destination in the last 3 years

Visited destination in the last 3 years

Gender	York	Cities	Great Britain
Male	51%	51%	49%
Female	49%	49%	51%

Age	York	Cities	Great Britain
18-24	10%↓	16%	14%
25-34	22%↑	18%	16%
35-44	15%	17%	17%
45-54	18%	18%	18%
55-64	17%	15%	15%
65+	18%	16%	20%

Region of origin	York	Cities	Great Britain
Wales	4%	5%	5%
Scotland	7%	10%	9%
North East	8%↑↑	5%	4%
North West	15%↑	12%	11%
Yorkshire/ Humberside	6%	8%	9%
East Midlands	8%	7%	7%
West Midlands	11%	8%	9%
East Anglia / East of England	11%	10%	10%
Greater London	14%	13%	13%
South East	11%	12%	14%
South West	5%↓↓↓	9%	9%

3 IN 5 DOMESTIC HOLIDAY MAKERS HAVE VISITED YORK. A LOWER PROPORTION OF THE YOUNGEST AGE GROUP VISITED THE CITY, BUT THE PROPORTION OF 25-34 YEAR OLDS IS HIGHER THAN THE GB AVERAGE.

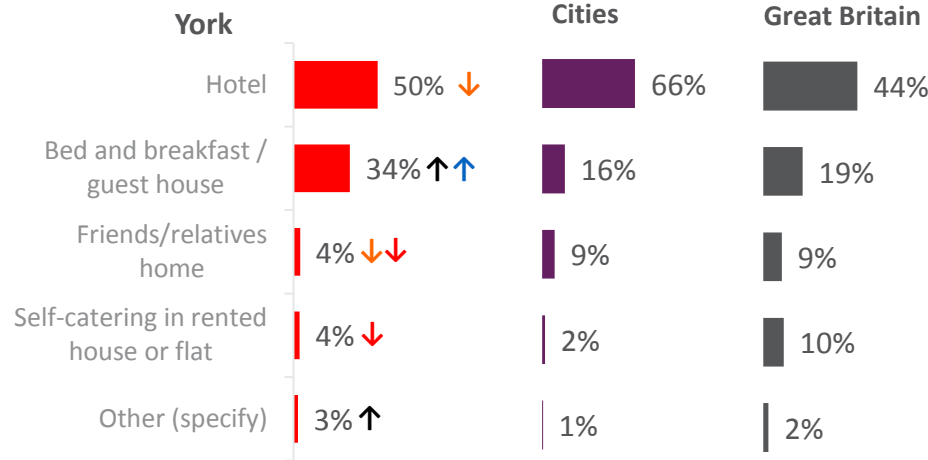
Base: York reduced destination list n=674 York last 3 years reduced destination list n=244 City destination n= 4115 total base n=12771

Significant differences will be indicated by a black↑/orange↓ arrow against city destinations and a blue↑/red↓ against GB

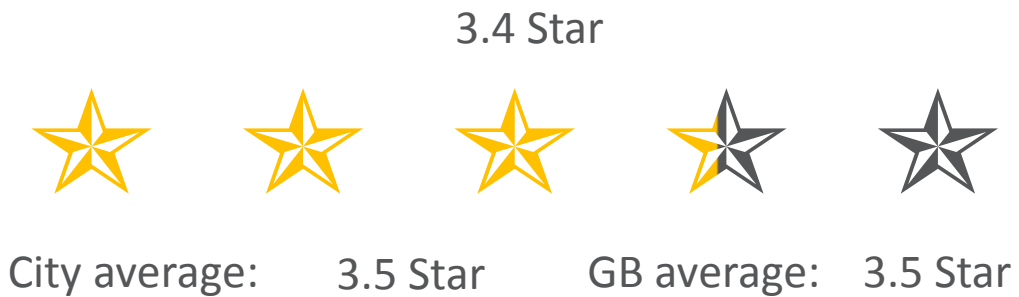


# Where are they staying? – among most recent visitors

## Accommodation Type (Top 5)



## Accommodation Quality Average (claimed)



Accommodation Quality	York	Cities	Great Britain
1 star	1%	1%	1%
2 star	11% ↑↑	6%	6%
3 star	33%	36%	36%
4 star	31%	36%	33%
5 star	7%	8%	7%
Don't know/ Can't Remember	18%	13%	17%

IN YORK, HOTELS ARE THE MOST COMMON CHOICE OF ACCOMMODATION FOR HOLIDAY MAKERS. DESPITE THIS, THE PROPORTION OF VISITORS WHO STAY IN HOTELS IS SIGNIFICANTLY LOWER THAN OTHER CITY DESTINATIONS. MEANWHILE, UPTAKE OF B&BS AND GUEST HOUSES IN YORK IS SIGNIFICANTLY HIGHER THAN IN OTHER CITIES. THE HIGHER UPTAKE OF 2\* ACCOMMODATION IN YORK IS LIKELY LINKED TO THIS RELATIVELY HIGH B&B USE.

# Consideration, satisfaction & intention to visit

<b>Loyalty Ladder</b>	<b>York destination average</b>	<b>Cities destination average*</b>	<b>Great Britain destination average*</b>
<b>Loyal</b> (I often/sometimes take holidays there and intended to in the next year/couple of years)	<b>21%</b>	<b>17%</b>	<b>17%</b>
<b>Considerers</b> (I have been/never been to this destination before but would like to in the future)	<b>56%</b>	<b>49%</b>	<b>48%</b>
<b>Rejecters</b> (I have been/never been to this destination before and am not likely to do so in the future)	<b>19%</b>	<b>24%</b>	<b>26%</b>
<b>Satisfaction</b>	<b>59%</b>	<b>46%</b>	<b>48%</b>
<b>Likelihood to revisit</b>	<b>8.7</b>	<b>8.6</b>	<b>8.4</b>
Base n=	674/168	4115	12179

**YORK IS VIEWED POSITIVELY BY DOMESTIC HOLIDAY MAKERS. THE CITY HAS A MORE SUBSTANTIAL BASE OF LOYALISTS AND CONSIDERERS THAN OTHER DESTINATIONS. IN ADDITION, YORK HAS HIGHER LEVELS OF SATISFACTION AND INTENT TO REVISIT THAN OTHER CITIES AND GB DESTINATIONS.**

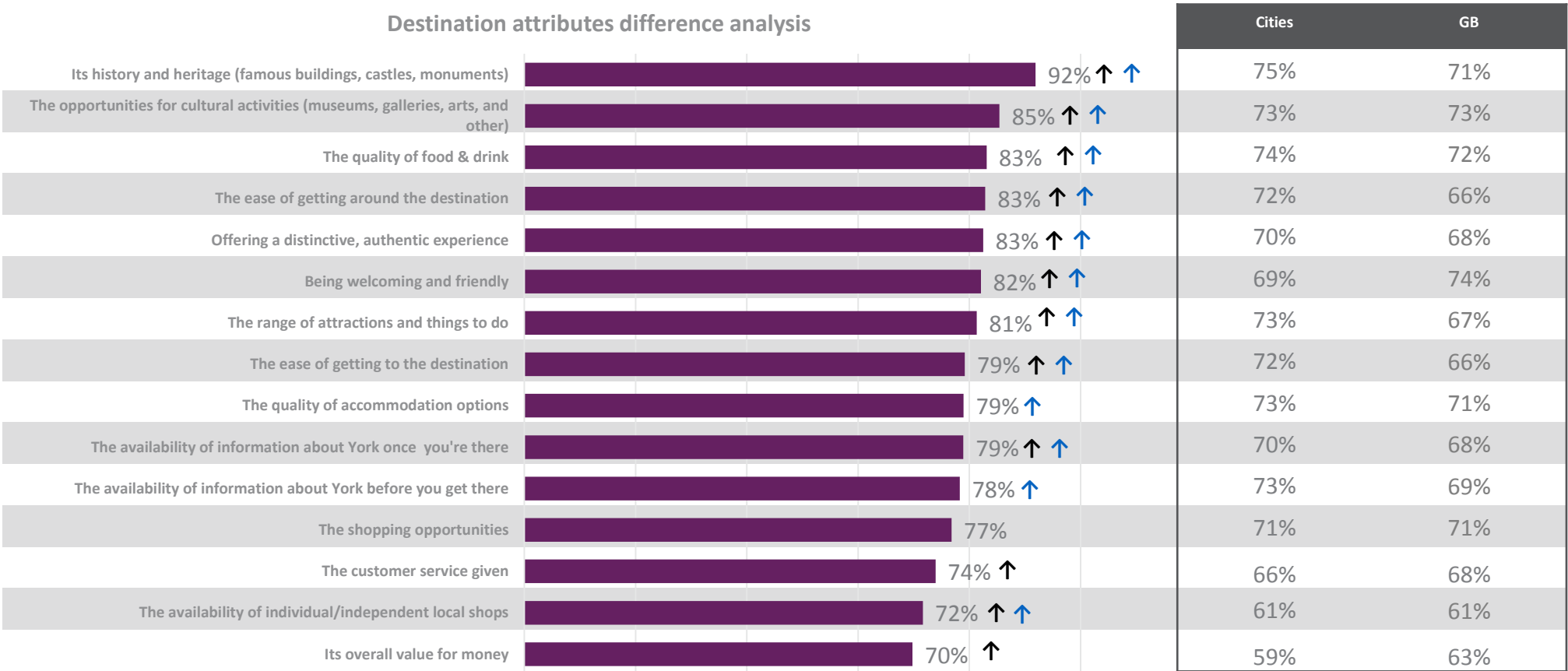
Base: In table Asked of all York shown on rotation from reduced destination list / Most recently visited destination

Question name: In tables

\* Averages taken manually from summing each destination, not via nett.

# Destination attribute satisfaction – among visitors to York

## Destination attributes difference analysis



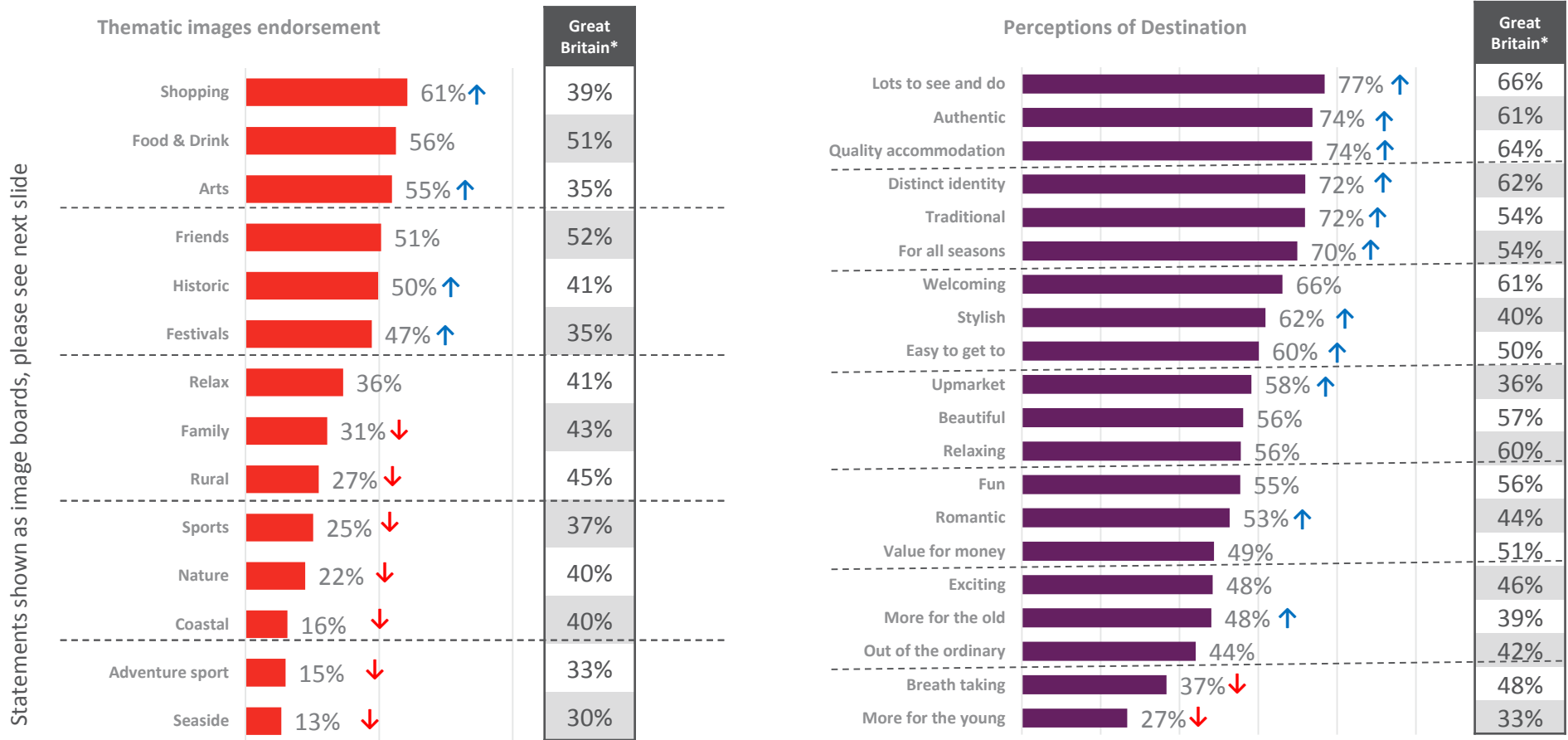
IN THE EYES OF VISITORS, YORK OUTPERFORMS OTHER CITIES FOR THE MAJORITY OF ATTRIBUTES TESTED. RICH HERITAGE AND A WEALTH OF HISTORIC ATTRACTIONS ARE THE MOST ENDORSED TRAITS BY YORK'S VISITORS, BUT THE CITY ALSO OUTPERFORMS THE AVERAGE ON FACTORS SUCH AS, AVAILABILITY OF LOCAL SHOPS, THE RANGE OF ATTRACTIONS AND BEING WELCOMING AND FRIENDLY.

Base: York n=168, Cities =4115 total n=12179  
Question name: C90 Destination attributes

Significant differences will be indicated by a black ↑/orange ↓ arrow against city destinations and a blue ↑/red ↓ against GB

# Destination attribute perception - among GB holiday makers

These questions ask how destinations are perceived generally, not how each was rated on a recent trip. The question is asked of visitors and non-visitors.



AMONG GB HOLIDAY MAKERS IN GENERAL, YORK IS SEEN AS A DESTINATION WITH LOTS TO SEE AND DO, A DISTINCT IDENTITY, BUT ALSO A ROMANTIC CITY. IT IS SEEN AS ESPECIALLY FOR THE YOUNG AND FAMILY VISITORS.

Base: York n=292, Total n=12179  
Question name: C90 Destination attributes

\* Averages taken manually from summing each destination, not via nett.

# The theme boards

## Image boards (E30/35)

Shopping



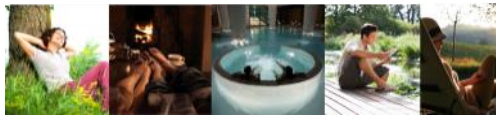
Seaside



Rural



Relax



Nature



Historic



Adventure



Friends



Food & drink



Festivals



Family



Coastal



Arts



Sports



## Word associations (E40/45)

- Beautiful
- Breath-taking
- Distinct culture
- Traditional
- Authentic
- Relaxing
- Quality accommodation
- Fun
- Friendly
- Romantic
- Surprising
- Exciting
- Out of the ordinary
- Value for money
- For all seasons
- Stylish
- More for the old
- Easy to get to
- Upmarket
- More for the young



# Summary: York

- In GB, more than three-in-five domestic holiday makers have visited York. The demographic profile of York's visitors is in line with other cities among 35+ year olds. However, significantly fewer 18-24 year olds visit York while proportionally more 25-34 year olds visit
- York has a lower rate of visitors choosing a hotel in comparison to other cities. Hotels are still the most frequently selected option.
- Visitors to York generally enjoy their stay, satisfaction scores for the destination are notably higher than the national average and intent to revisit outperforms the GB average.
- York's high satisfaction score is built on a foundation of higher than average endorsement across destination attributes. Perceived strengths of York include, but are not limited to: being welcoming, having quality of food and drink, a good range of activities and most notably the history and heritage of the destination.
- Among GB holiday makers more generally, York is also perceived very positively, receiving positive endorsement more frequently than the national average across the majority of statements.
  - Exceptions to this include breath taking and for the young.