

Vypr.

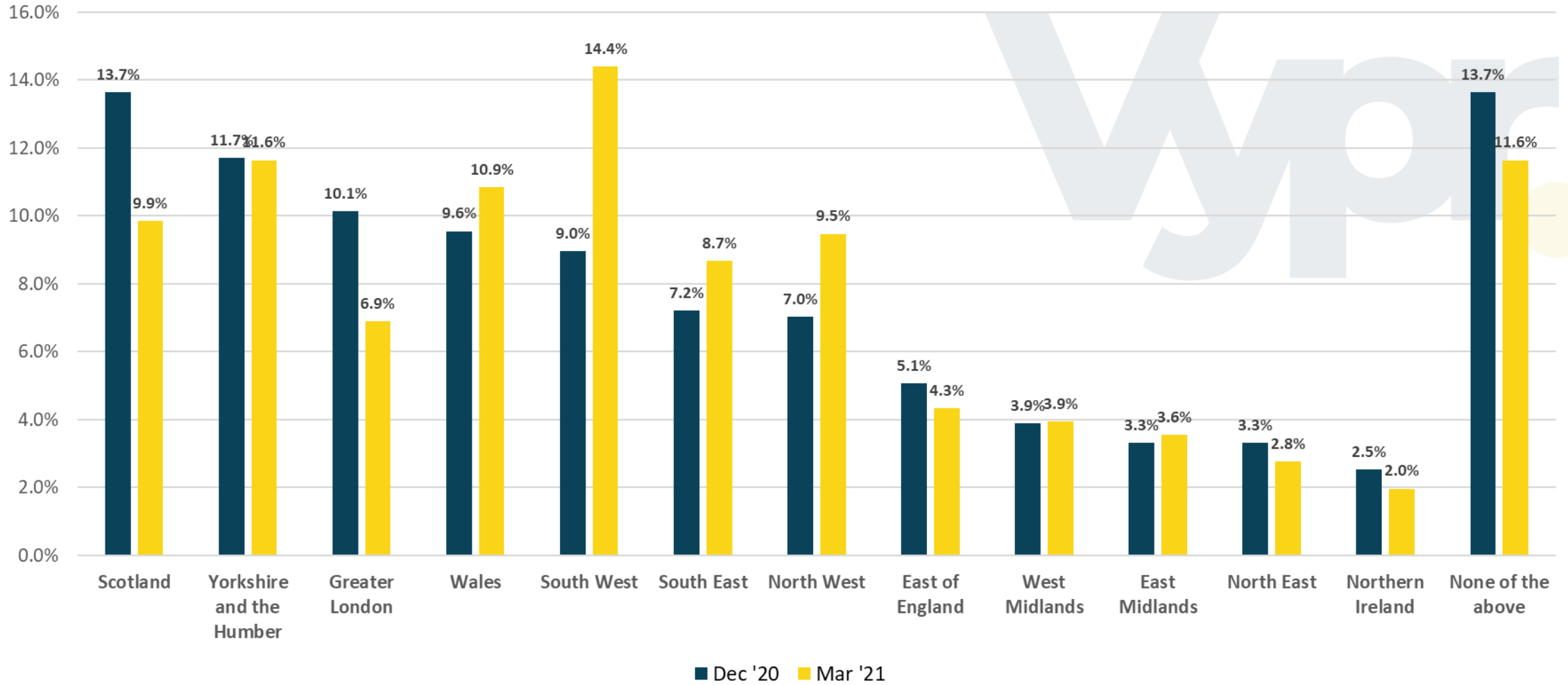


Welcome to Yorkshire

March 2021

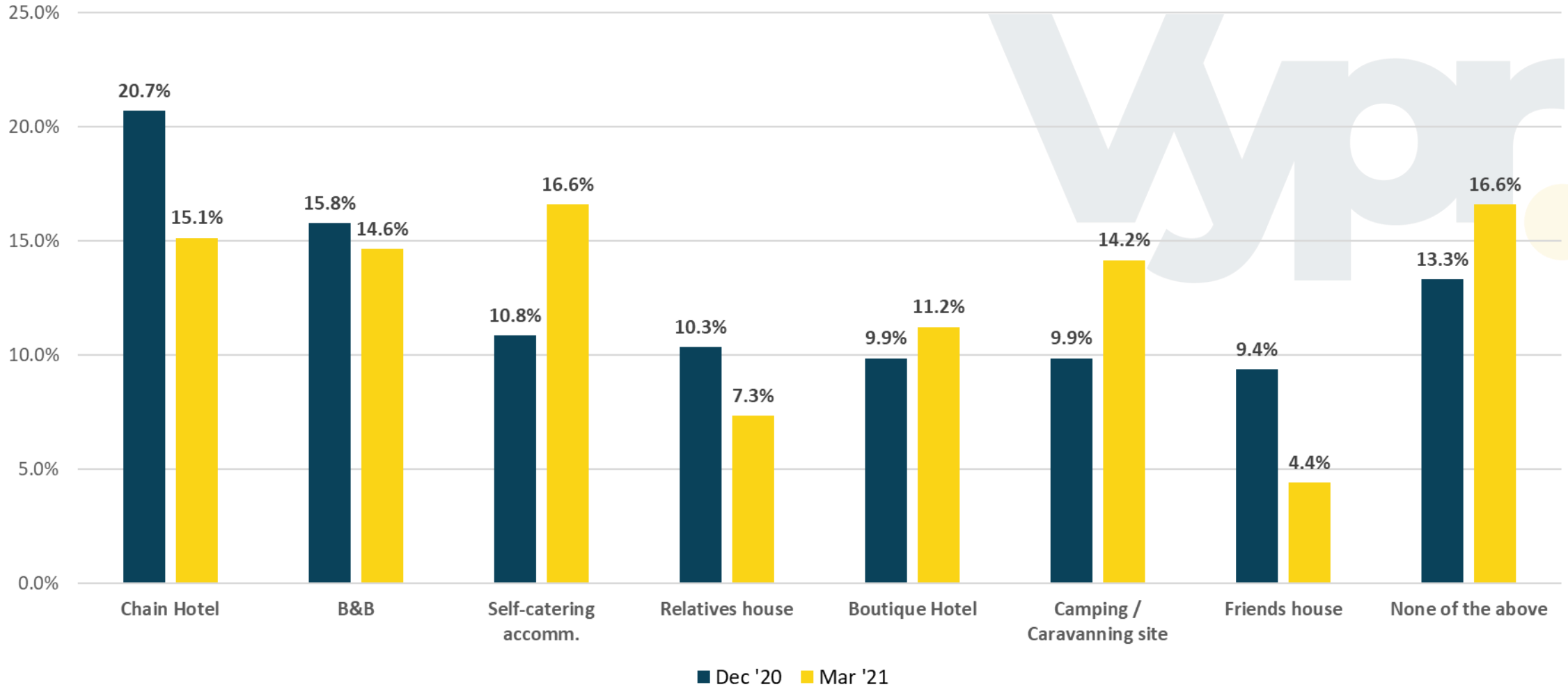
[vyprclients.com](http://vyprclients.com)

# Once COVID-19 lockdown restrictions are lifted, which region of the UK would you want to visit first?



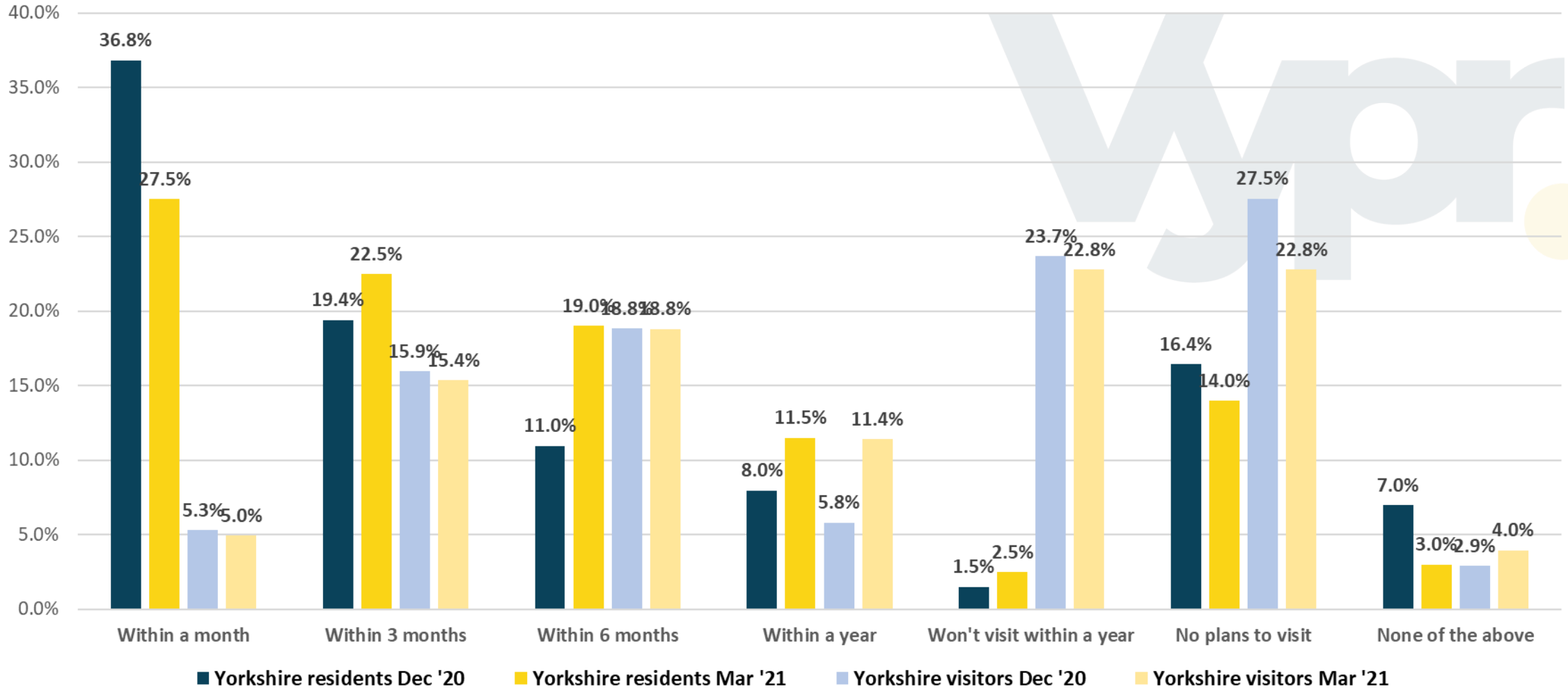


# When you visit Yorkshire where do you usually stay?

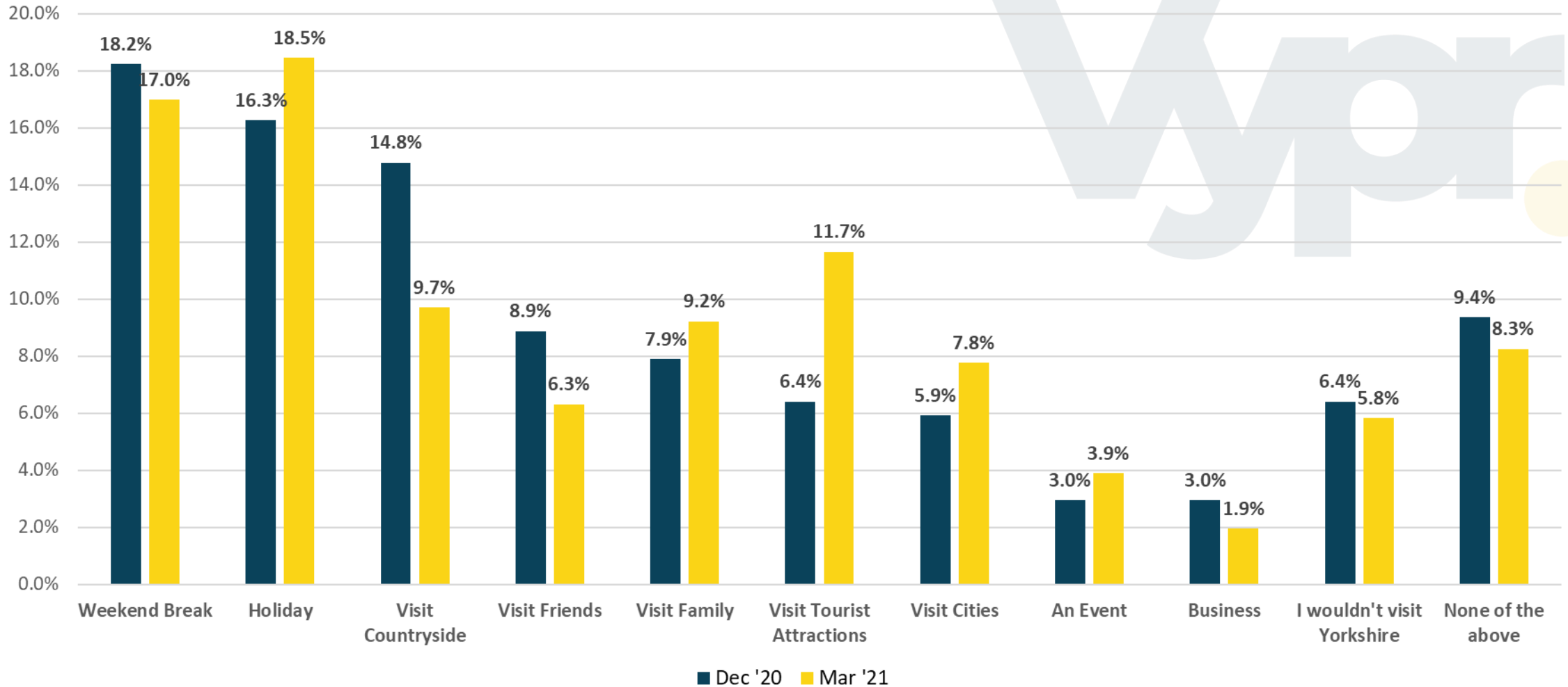


Source: Single Answer steer asked to 203 Yorkshire visitors on the 26<sup>th</sup> December 2020 and 205 Yorkshire visitors on the 3<sup>rd</sup> March 2021

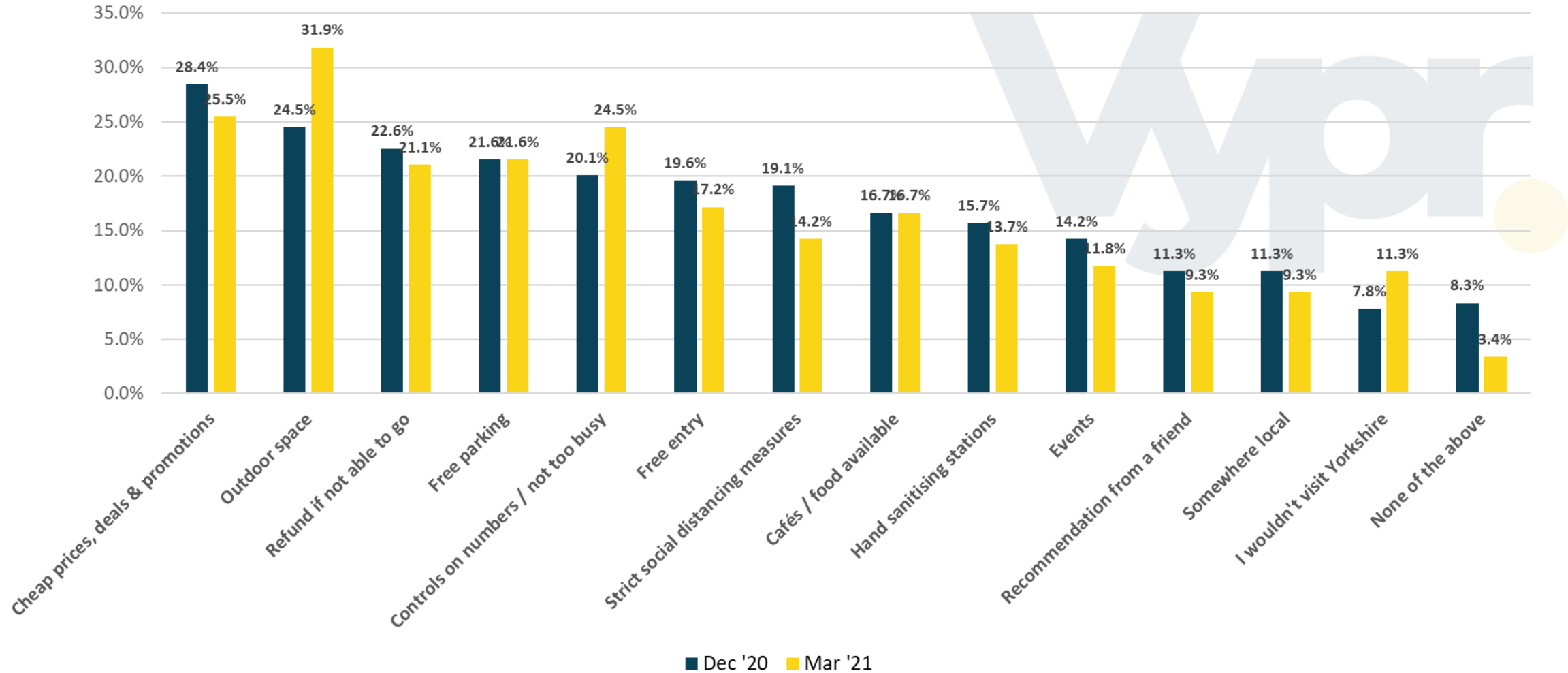
# Once COVID-19 lockdown restrictions are lifted, when will you visit a tourist attraction in Yorkshire?



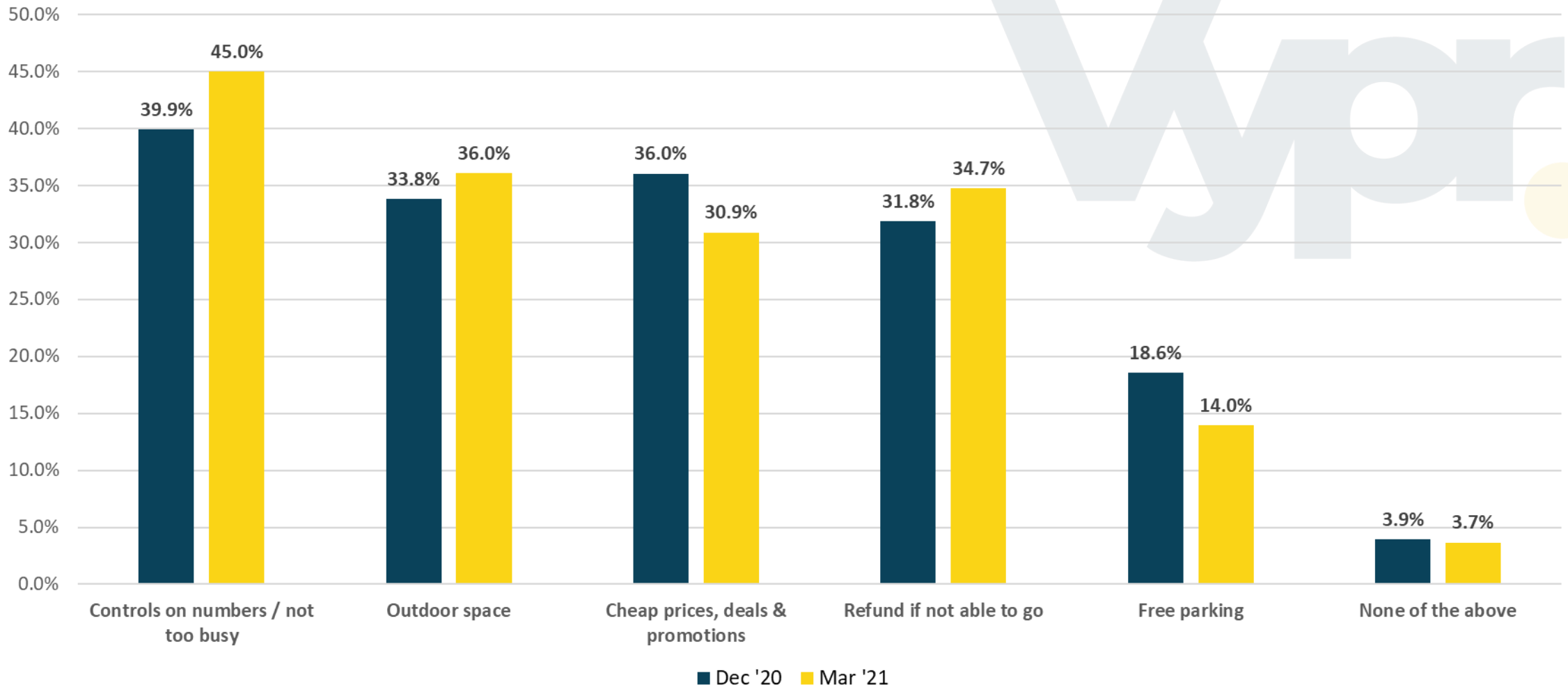
# What would be the MAIN reason you would visit Yorkshire after COVID-19 lockdown restrictions are lifted?



# What would encourage you to visit a tourist attraction in Yorkshire after COVID-19 lockdown restrictions are lifted?

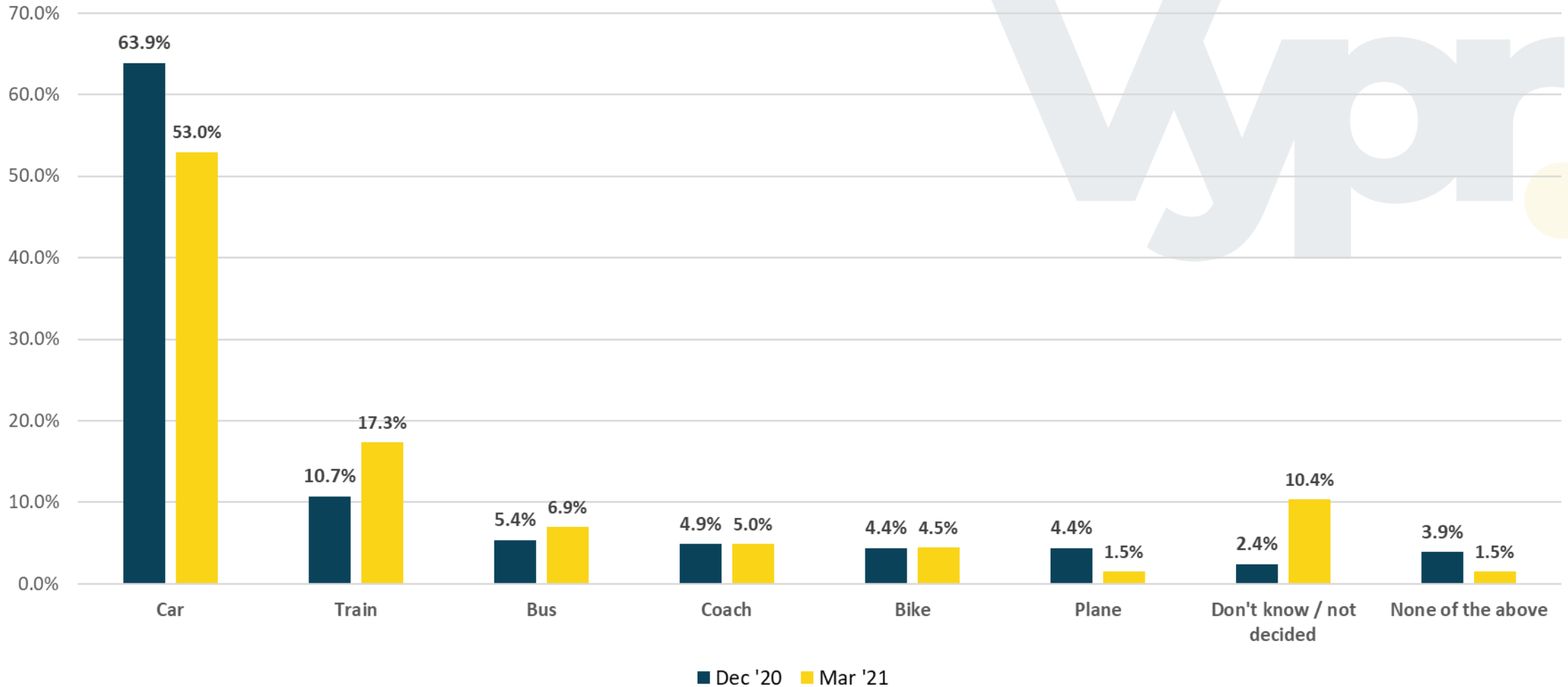


# What would MOST encourage you to visit a tourist attraction in Yorkshire after COVID-19 restrictions are lifted?



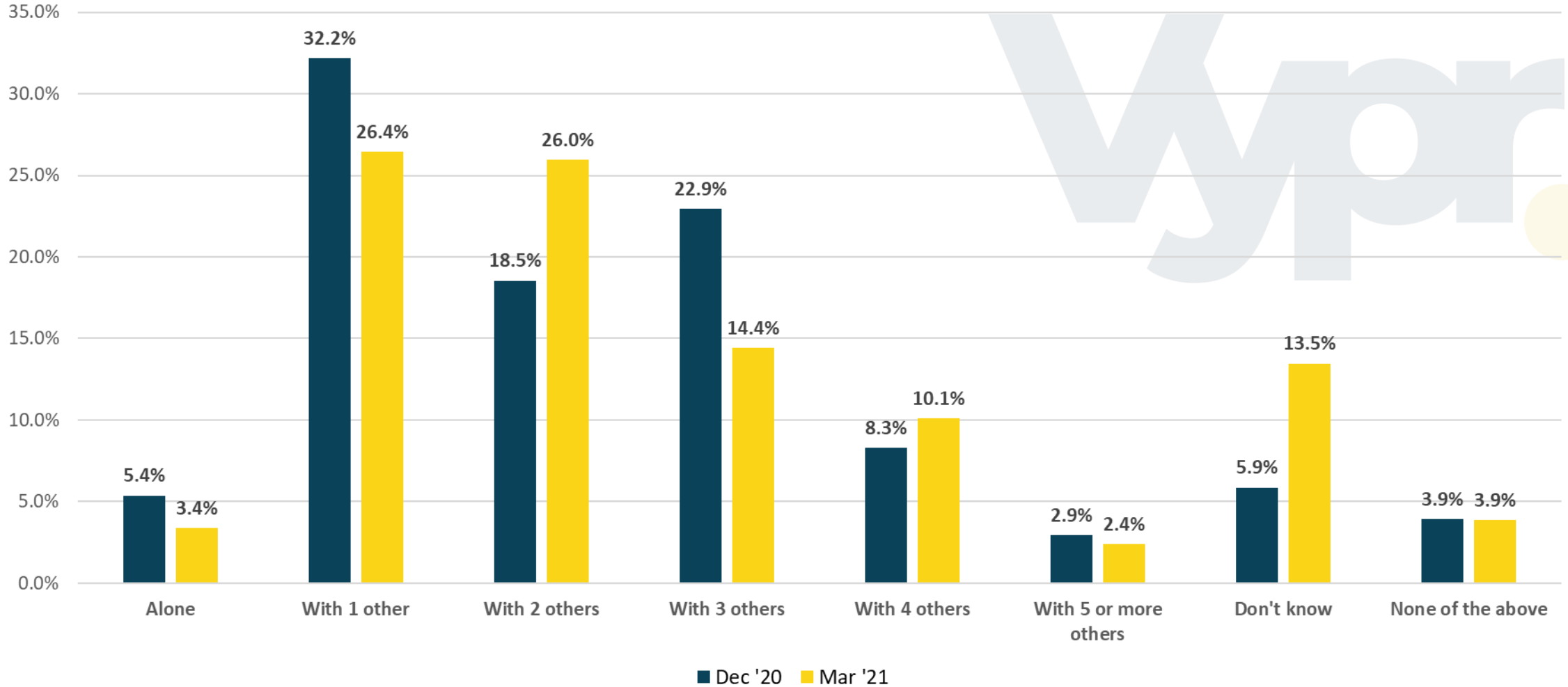
Source: Preference steer asked to 211 Yorkshire residents and visitors on the 26<sup>th</sup> December 2020 and 203 Yorkshire residents and visitors on the 3<sup>rd</sup> March 2021. Chart above is for All Preferences.

# When you next travel to Yorkshire, what mode of transport will you use?

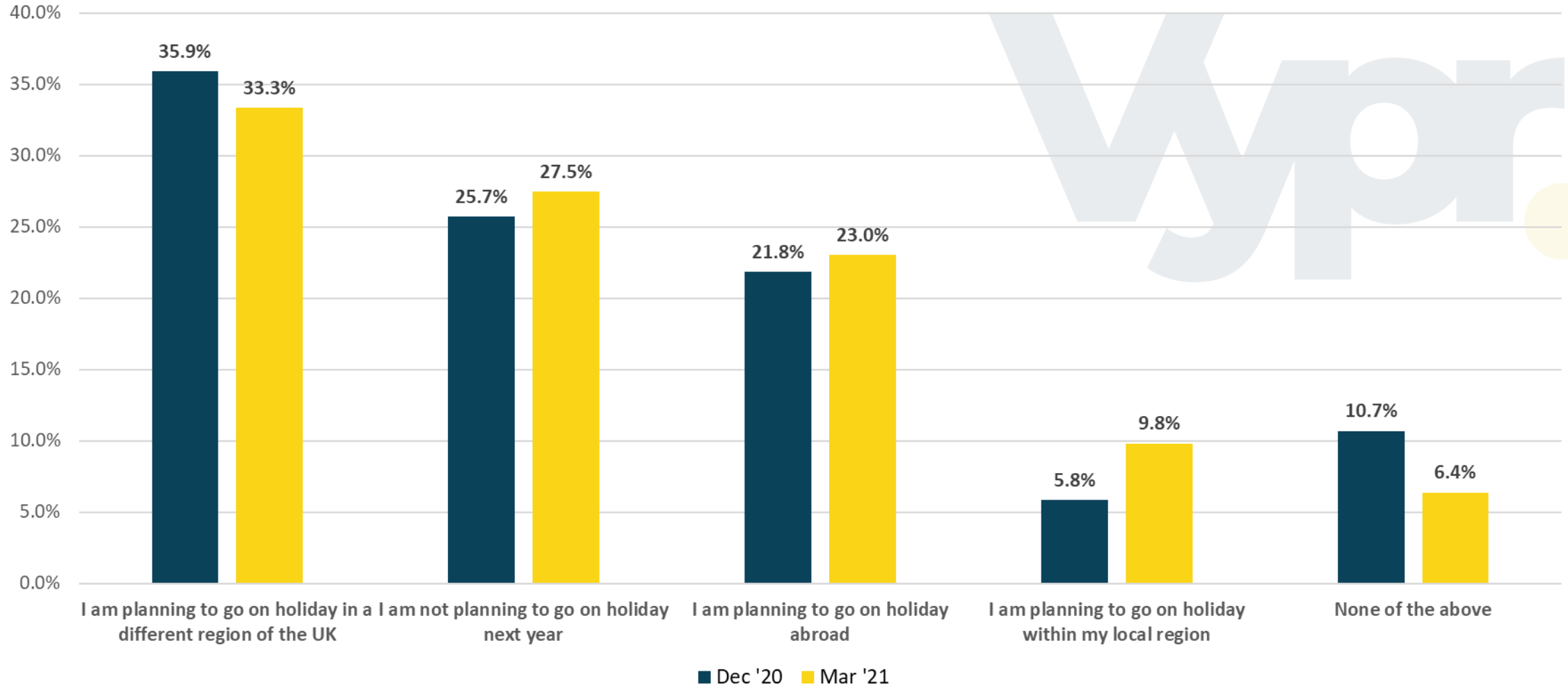




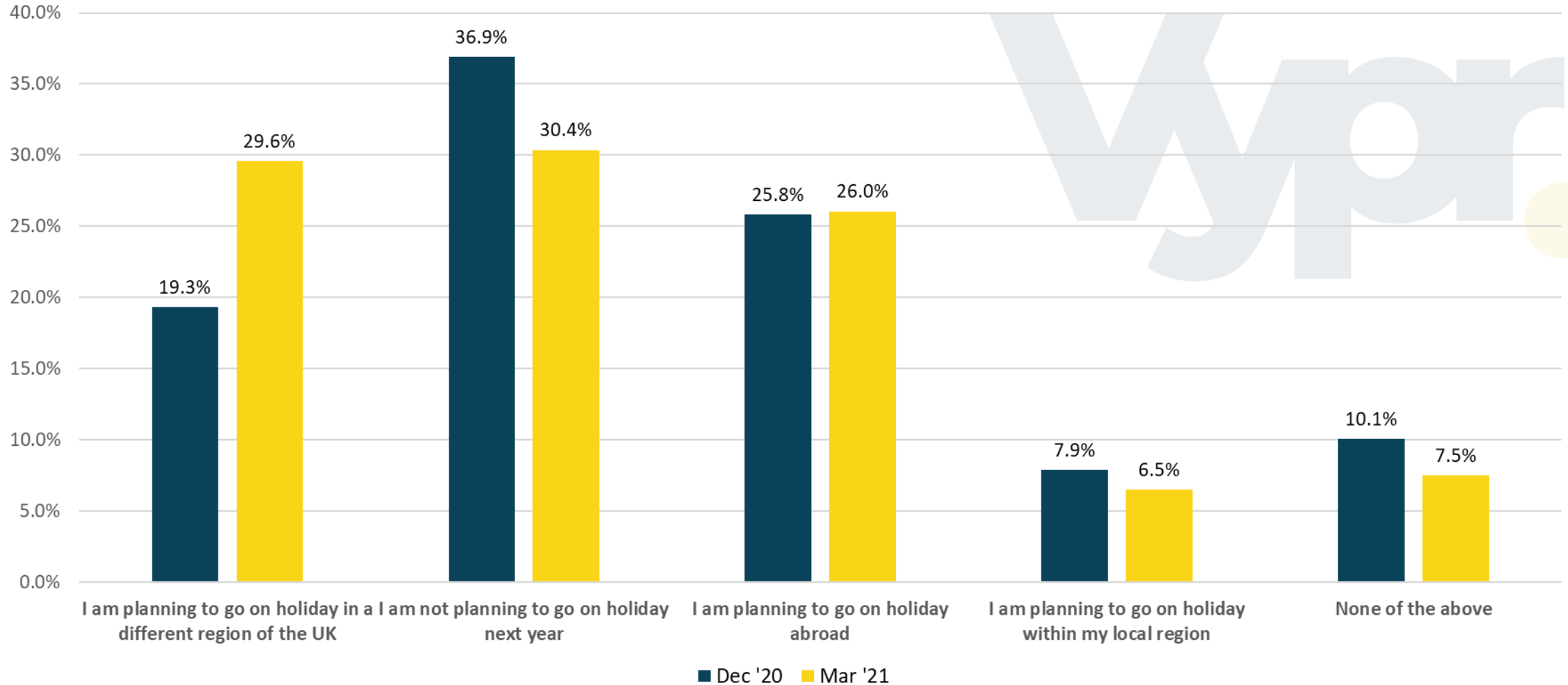
# When you next travel to Yorkshire for a specific event / attraction, how many people will you travel with?



# How has COVID-19 impacted your holiday plans for next year? (Yorkshire residents)



# How has COVID-19 impacted your holiday plans for next year? (Nat Rep)





# Thank you!