Great Yarmouth Visitor Survey

October 2025

Prepared by:

destinationresearch
delivering results : measuring what matters

On behalf of:

Greater Yarmouth Tourism & Business Improvement Area

VISIT GREAT YARMOUTH

Contents

Introduction, Methodology & Approach

Destination Research was commissioned to conduct a consumer survey among visitors to the borough. The aim of the study was to produce a clear and robust understanding of the profile and characteristics of current visitors to the area, a measure of their levels of satisfaction and their marketing preferences to facilitate future targeted communications to both existing and new visitors to the area.

The overall approach involved conducting face-to-face interviews with visitors at key destinations within the borough, including Hemsby in the north, Great Yarmouth town and Gorleston-on-Sea in the southern end of the borough. The survey used a mix of closed (pre-determined response option) and open-ended questions, both providing prompts and seeking unprompted opinions. Whenever possible, data has been compared against the 2024 survey results.

Methodology

The seasonal variations were taken into account, and interviews were conducted at different periods to monitor changing visitor behaviour and characteristics throughout the surveying period, including both school and non-school periods, weekdays and weekends, with an even spread of days throughout the interviewing process.

The survey was undertaken over a three-month period starting from early July 2025 until mid-September 2025. The survey work was completed between the hours of 11am / 12pm and 6pm. The results are based on a total sample of 450 interviews.

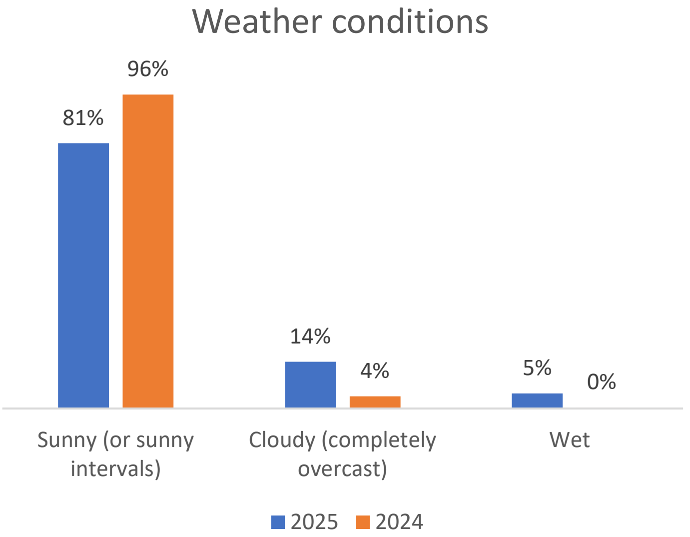
Research Outputs – About the respondents

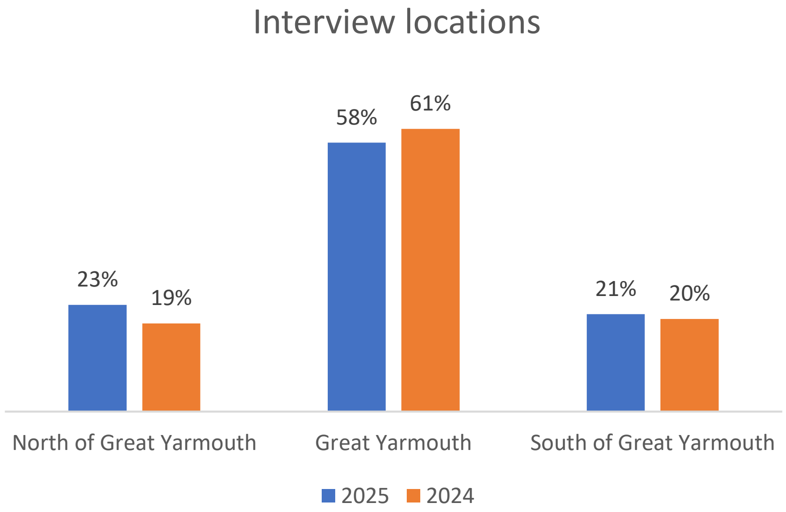
- Please indicate your age
- Please indicate your gender
- Please tell us your home location
- Occupation & employment status
- Visiting party & type of trip

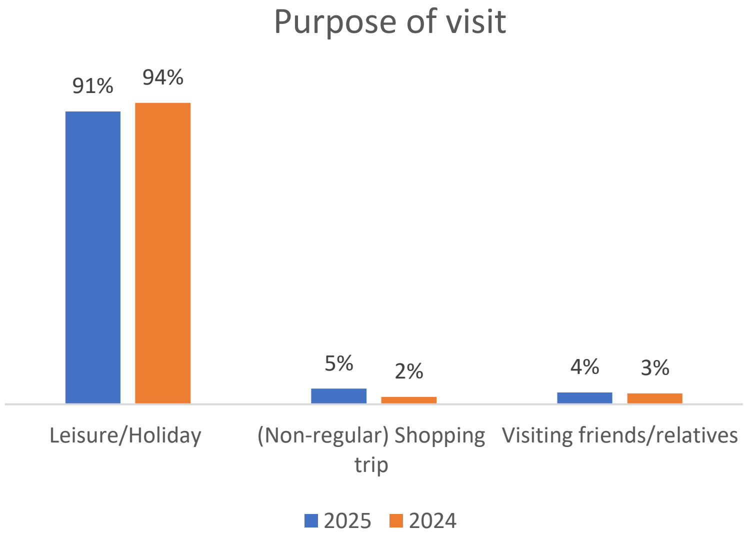
About the respondents – Setting the scene

The first section of this report sets the scene in terms of who was included in the survey, where interviews took place and a summary of weather conditions. It also provides an overview of their profile in terms of place of residence, gender, age group, socio-economic status and usual visiting party structure.

The majority of interviews (58%) were conducted in Great Yarmouth (Promenade between Pleasure Beach and Waterways, Regent Road), followed by 23% to the north of Great Yarmouth (Winterton-on-Sea -beach car park, Caister-on-Sea - car park area, Newport and Hemsby - beach road and beach car park) and 21% to the south of Great Yarmouth (Hopton and Gorleston-on-Sea - north end of the beach). Of the total sample of interviews, 91% were visiting for leisure/holiday purposes, 4% were visiting either friends or relatives and 5% were on a non-regular shopping trip.







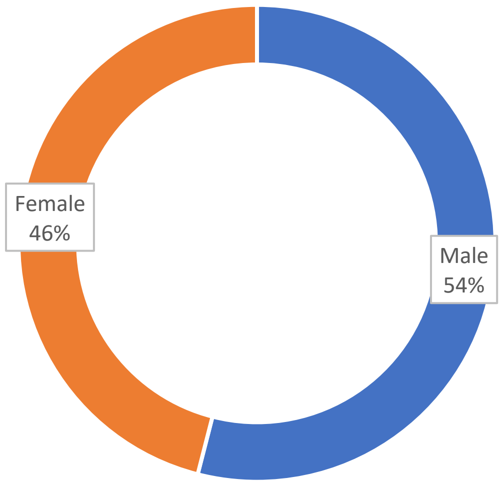
What is your main reason for visiting?

About the respondents

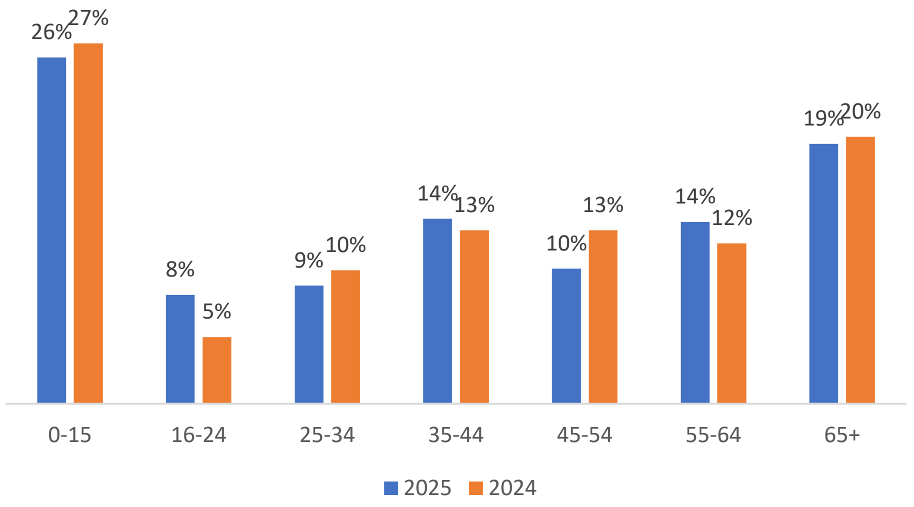
A higher proportion of men (54%) took part in the survey, (slightly higher compared to 2024 results). Children accounted for 26% of the sample and young adults for a further 8%. There was a fairly even split among all adult age groups, although those over 65 held the largest share at 19%.

Family units were the most usual visiting group (46%). When extended and intergenerational families were included, the total increased to 56%. Just over three in ten (34%) travelled as a couple and 4% visited alone. Finally, 5% of respondents were part of a group of friends.

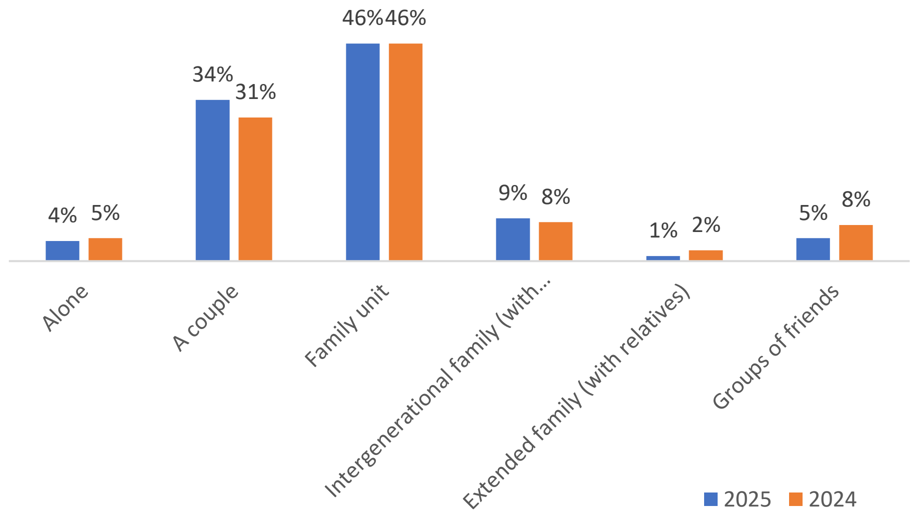
Gender



Age group



Visiting group

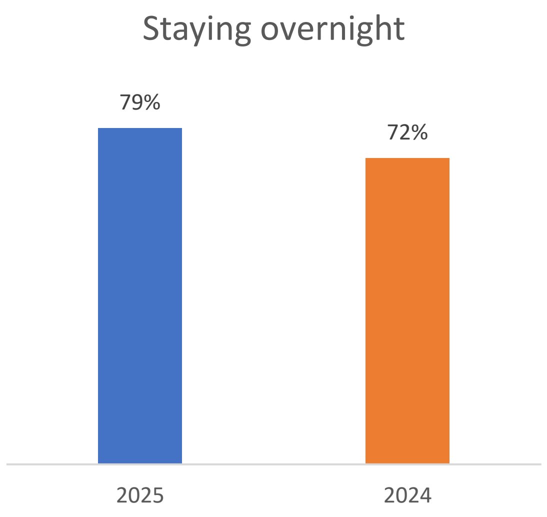


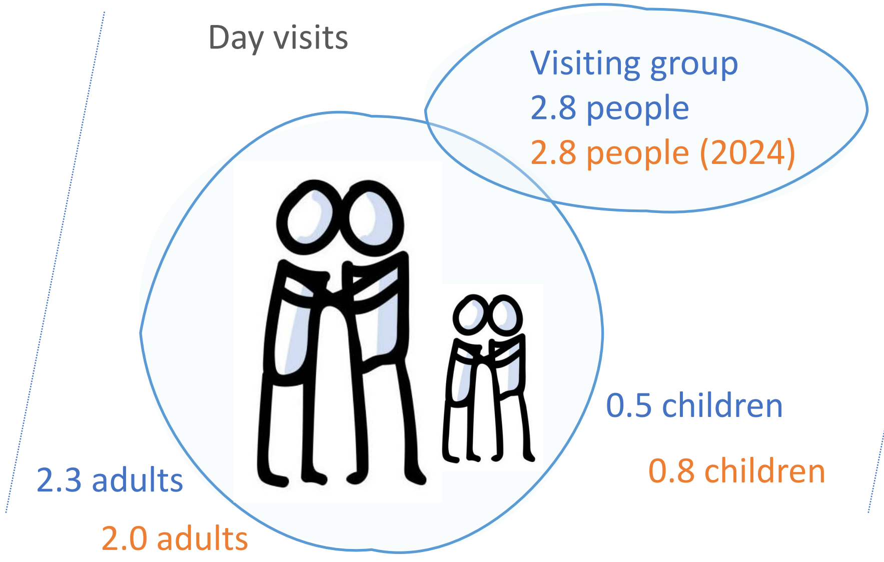
How many people in your immediate family are male and female and which age categories do they fall into?
How would you describe your visiting party?

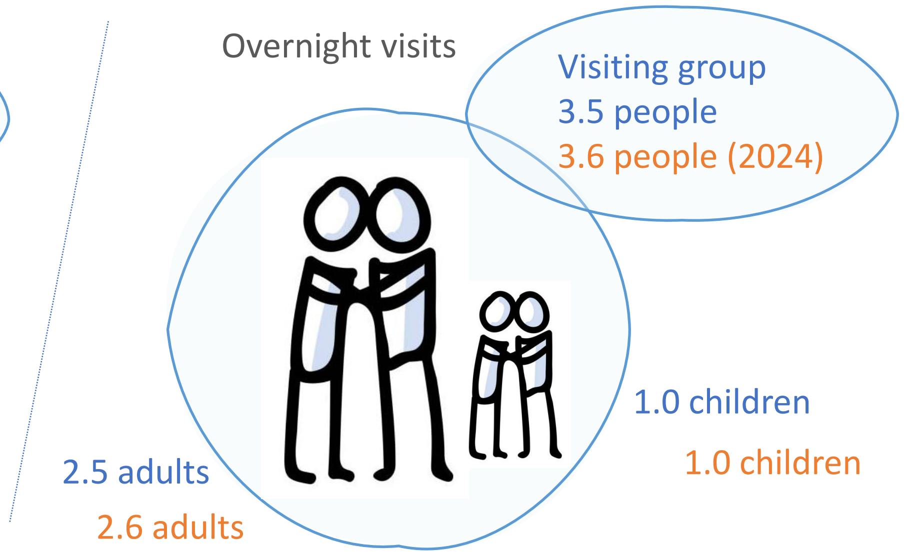
About the respondents

The sample included a larger proportion of visitors staying overnight in the area (79%). This is slightly higher than 2024, where 72% were on an overnight visit. On average, visitors staying overnight visited in groups of 3.5 people (2.5 adults and 1.0 children per group).

The remaining 21% of respondents were in the area as part of a day trip. Their usual visiting group was smaller at 2.8 people per visiting group (2.3 adults and 0.5 children per group).

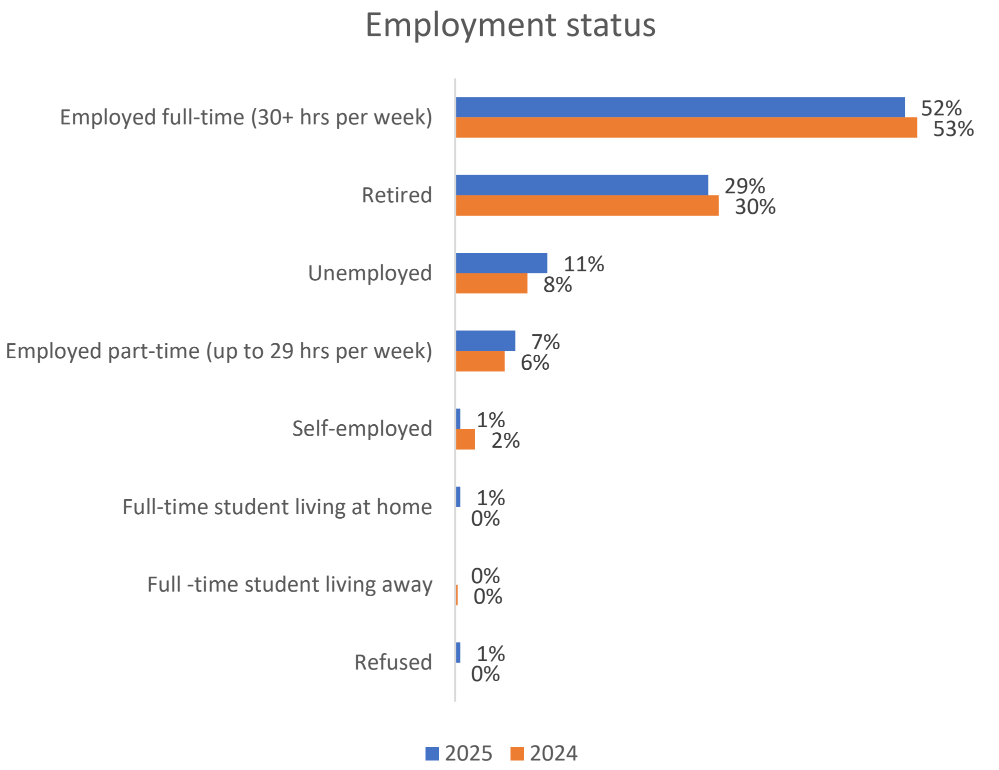


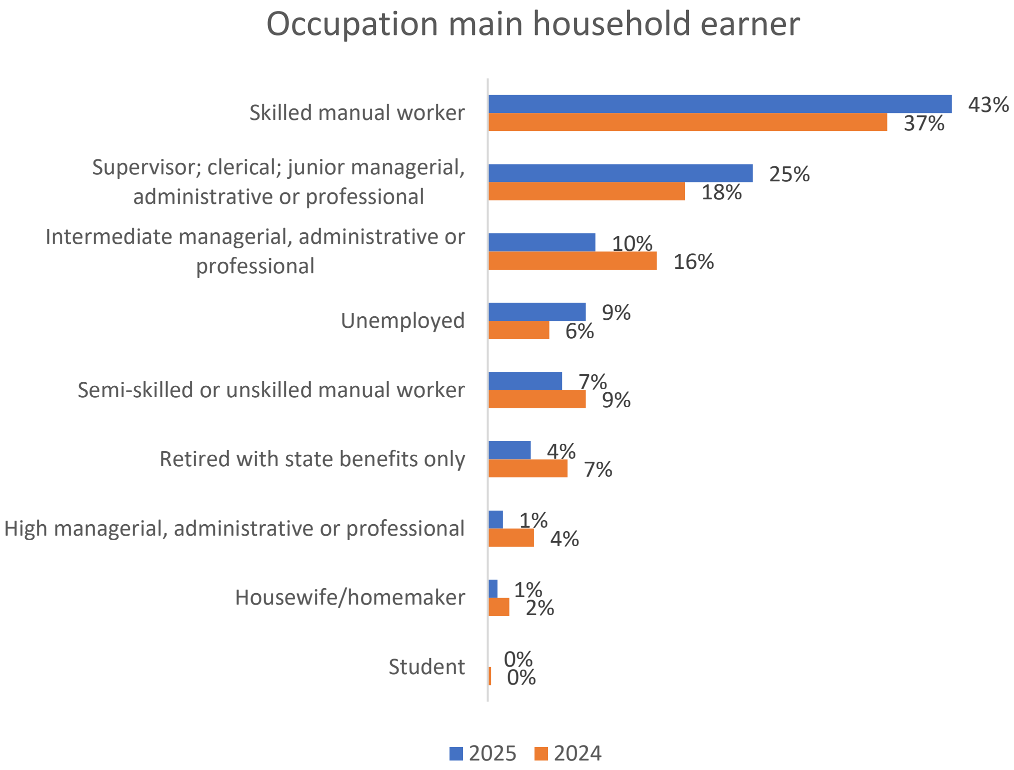




About the respondents

Slightly more than half (52%) were in full-time employment (slightly down from 53% in 2024) and a further 29% were retired (slightly down from 30% in 2024). In terms of key occupations, skilled manual workers (43%) up from 37% in 2024, junior managerial (25%), up from 18% in 2024, and intermediate managerial jobs (10%), down from 16% in 2024, account for every seven out of ten jobs - a figure that has stayed constant to previous years.





Which of the following categories applies to the chief income earner in your household?
What is the occupation of the household's main income earner? What is the first part of your postcode?

About the respondents

East of England, East Midlands and South East regions account for 79% of all visitors. The proportion of visitors originating from London has decreased compared to 2024 results (3% vs. 7%), whilst the proportion of visitors from the East of England saw an increase compared to 2024 (53% vs. 49%).

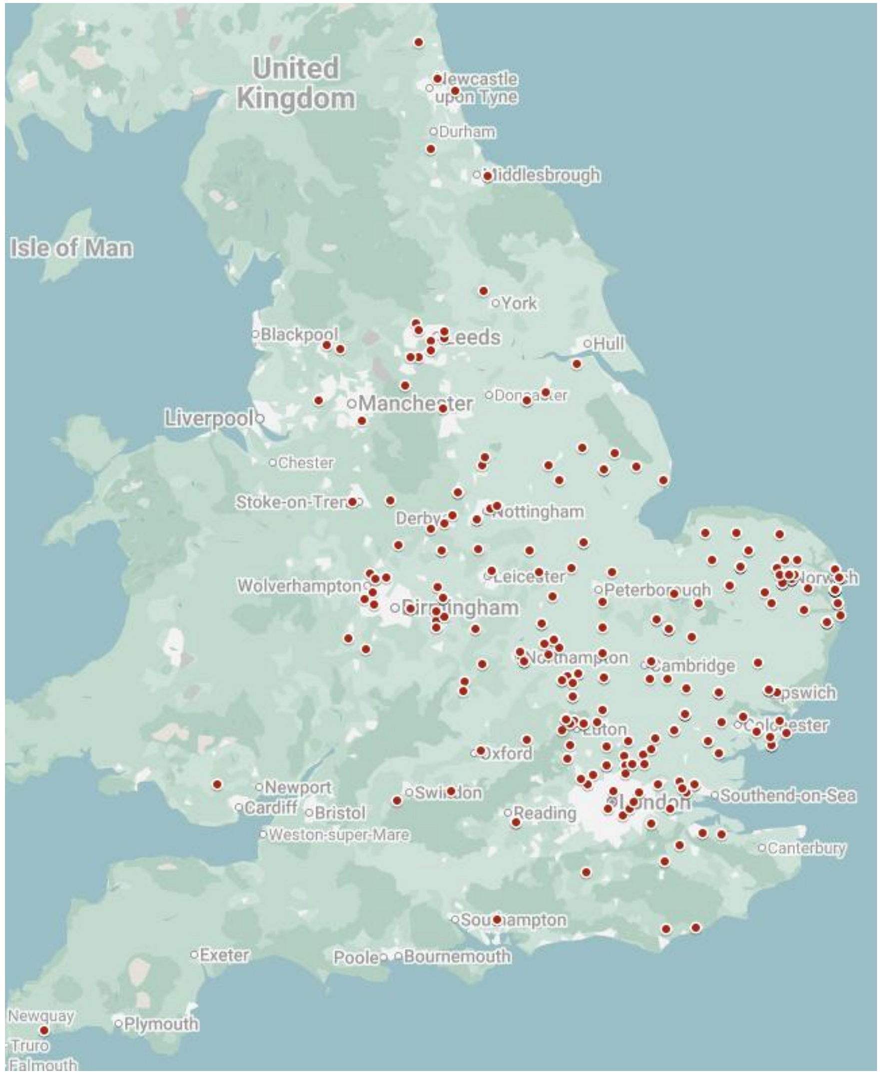
Day visitors were mainly from the East of England (92%). Overnight visitors originate primarily from within the East of England, East Midlands and the South East. Key areas within these regions include Essex, Bedfordshire, Suffolk, Northamptonshire, Cambridgeshire, Hertfordshire, Lincolnshire and South and West Yorkshire. Overall, results highlight key target markets for the destination, with potential opportunities to increase visitation from other areas including London, West Midlands and Yorkshire and Humber.

2025

	ALL	Overnight Visitors	Day Visitors
East of England	53%	43%	92%
East Midlands	15%	18%	3%
South East	11%	12%	3%
West Midlands	7%	9%	0%
Yorkshire and Humber	6%	8%	0%
London	3%	4%	2%
North West	2%	3%	0%
North East	1%	1%	0%
South West	1%	1%	0%
Northern Ireland	1%	1%	0%
Scotland	0%	0%	0%
Wales	0%	0%	0%

2024

	ALL	Overnight Visitors	Day Visitors
East of England	49%	36%	91%
East Midlands	14%	18%	1%
South East	10%	14%	0%
West Midlands	8%	10%	0%
Yorkshire and Humber	7%	9%	1%
London	7%	7%	7%
North West	4%	5%	0%
North East	1%	1%	0%
South West	0%	0%	0%
Northern Ireland	0%	0%	0%
Scotland	0%	0%	0%
Wales	0%	0%	0%



Which of the following categories applies to the chief income earner in your household?
What is the occupation of the household's main income earner? What is the first part of your postcode?

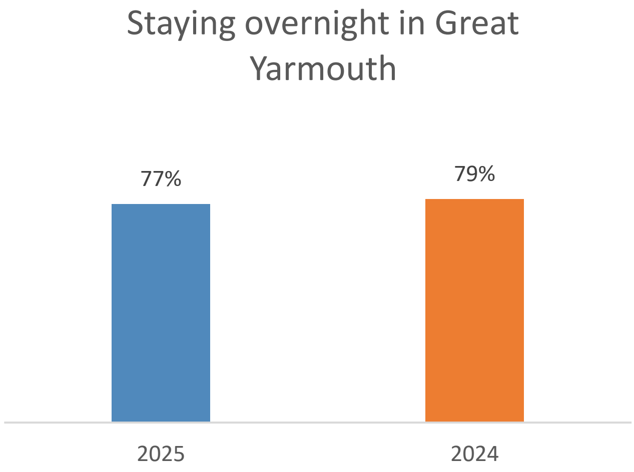
Research Outputs – About day & overnight trips

- Accommodation (locations, expenditure, satisfaction ratings, & booking)
- Length of stay (number of hours/number of nights)
- Levels of expenditure during the trip

About the respondents - About day and overnight trips

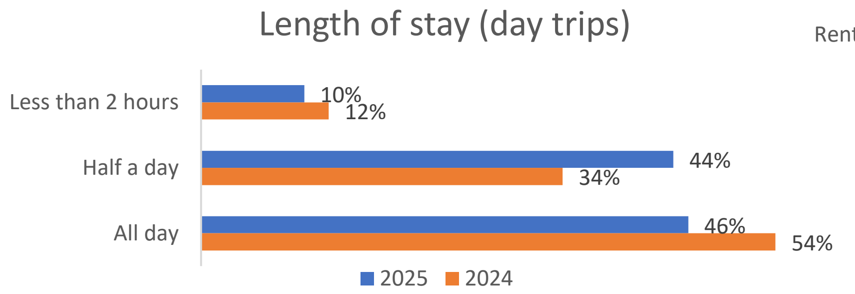
The majority of overnight visitors (77%) stayed in Great Yarmouth itself. As well as Great Yarmouth town, other popular choices included Hemsby, Gorleston-on-Sea, Lowestoft, Scratby and Norwich. On average, overnight visitors spent 6.3 nights away from home – an increase from 2024. The number who stay all day in Great Yarmouth as fallen from 54% in 2024 to 46% in 2025, with those staying for half a day up from 34% in 2024 to 44% this year – and those staying for less than two hours seeing a slight decline compared to 2024 results.

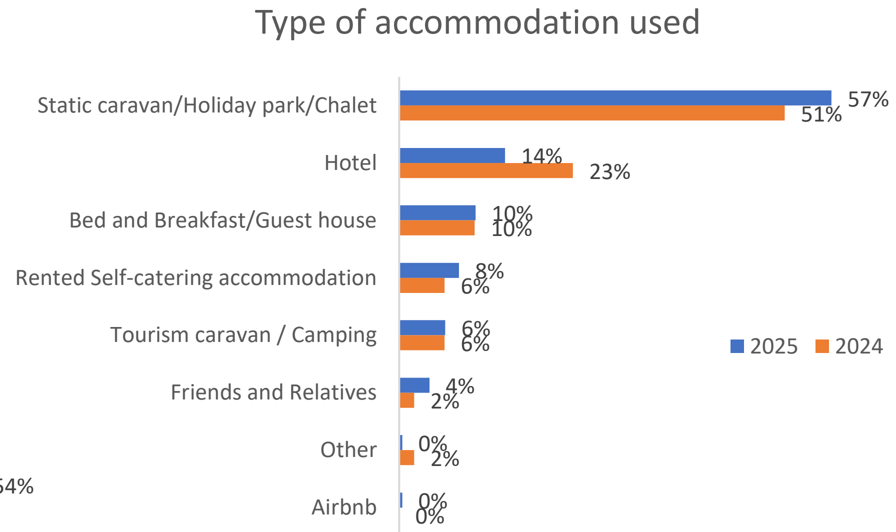
Self-catering accommodation made up 71% of all stays in paid accommodation. Static caravans, holiday parks and chalets accounted for 57% of all accommodation used, an increase of 6% compared to 2024. Just under a quarter (24%) of visitors stayed in serviced accommodation, including hotels (14%) and B&B's/guesthouses (10%) – with the proportion of those staying in hotels seeing a decrease of 9% compared to 2024. Overall, results demonstrate the strength and appeal of Great Yarmouth as an overnight destination, with an increasing average length of stay and prominence of self-catering accommodation in the area. Findings also highlight the destination's appeal for a day trip – with an opportunity to increase dwell time.



Average length of stay (nights)

2025 – 6.3 nights per trip
2024 – 6.1 nights per trip





Are you staying overnight in Great Yarmouth? Where are you staying? What type of accommodation are you staying in? How many nights are you spending away from home? How long are you planning to spend here today?

About the respondents - Trip expenditure

The average overall expenditure among staying visitors to Great Yarmouth on accommodation, eating out, shopping, entertainment and travel and transport was £58.91 per person, per 24 hours (up from £44.39 in 2024). Accommodation and food and drink accounted for the highest proportion of expenditure. The average overnight visit lasted 6.3 nights, meaning that the average expenditure per person and per overnight trip was £365.27 (up from £270.78 in 2024).

Day visitors from home spent an average of £27.97 per person per day, down on the 2024 figure of £29.42 per person per day in the area, with eating out accounting for the highest proportion of expenditure.

Expenditure 2025	Overnight Trip	Day Trip
Accommodation	£24.49	N/A
Food and drink	£15.62	£13.14
Shopping	£6.82	£6.41
Entertainment	£10.06	£5.09
Transport	£1.92	£3.33
Spend per person x day / 24 hours	**£58.91**	**£27.97**
Nights x trip	6.3 nights	N/A
Spend per person x trip	**£365.27**	**£27.97**
Visiting group	3.5 people	2.8 people
Total spend per visiting party	**£1,278.44**	**£78.31**

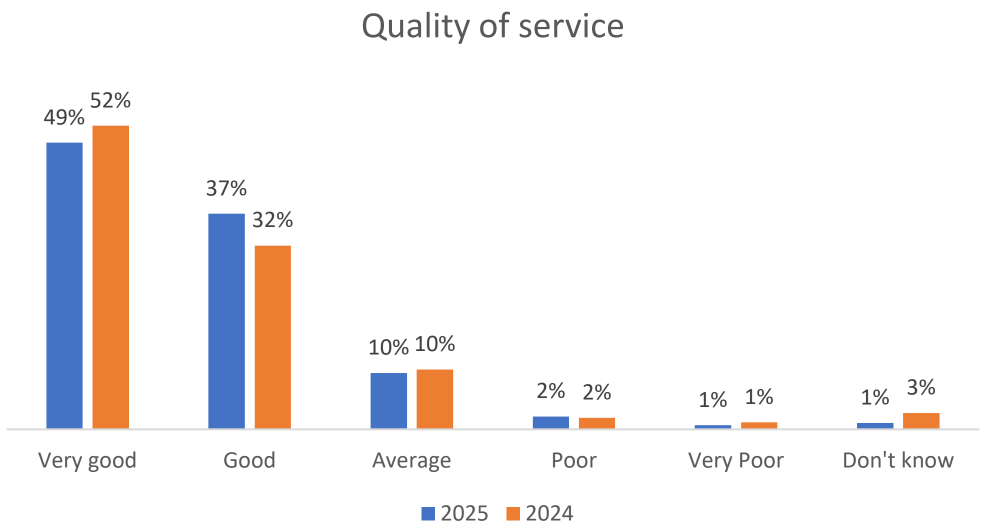
Expenditure 2024	Overnight Trip	Day Trip
Accommodation	£25.72	N/A
Food and drink	£6.69	£12.35
Shopping	£5.22	£6.09
Entertainment	£3.49	£7.20
Transport	£3.27	£3.78
Spend per person x day / 24 hours	**£44.39**	**£29.42**
Nights x trip	6.1 nights	N/A
Spend per person x trip	**£270.78**	**£29.42**
Visiting group	3.6 people	2.8 people
Total spend per visiting party	**£974.82**	**£82.38**

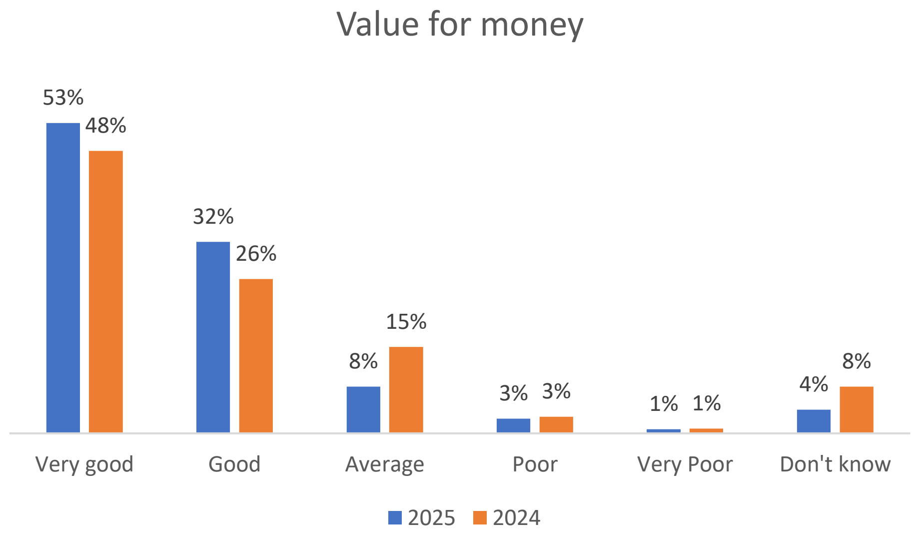
Thinking about today as a whole, how much do you expect that you AND your immediate party will have spent today and this evening in total in Great Yarmouth on the following (food and drink, shopping, entertainment, transport). How much has/will you and your party be spending on your accommodation for the duration of your stay?

About the respondents - About day and overnight trips

Overall, visitors rated their accommodation highly, with those rating the quality of the service received as 'good' or 'very good' staying at a similar level to last year (up to 86% from 84% in 2024). Those that believed that their accommodation offered 'good' or 'very good' value for increased to 85% from 74% in 2024.

Accommodation Rating

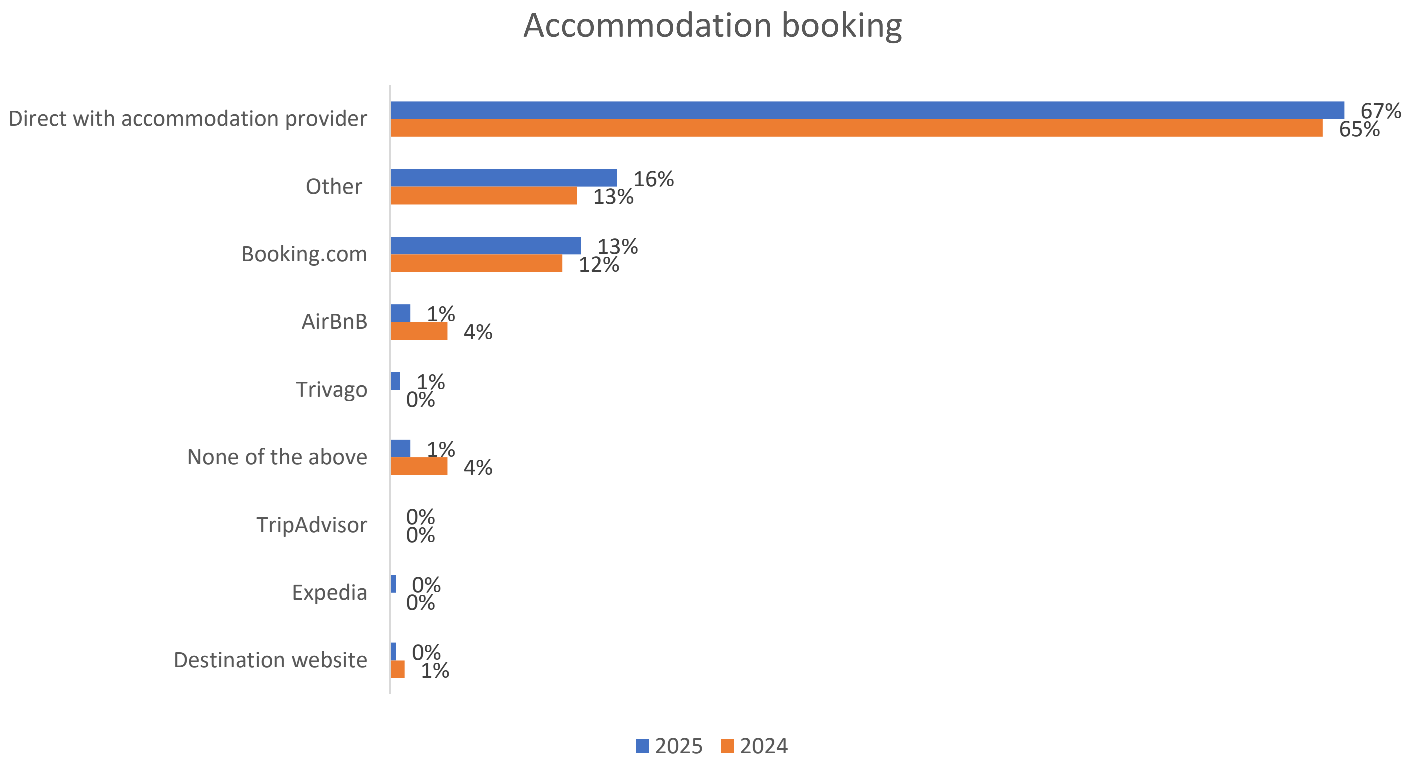




How would you rate the quality of service provided by your accommodation establishment?
How would you rate your accommodation in terms of value for money?

About the respondents - About day and overnight trips

Over two thirds (67%) booked their accommodation directly with the accommodation provider (up slightly from 65% in 2024). The percentage that used an online travel agent (OTA) such as Booking.com, increased slightly from 12% in 2024 to 13%, with a further 16% using other methods, including other OTAs and travel agents, coach companies, and those staying with friends or relatives or in second homes.



Other methods:

Coach company
Friends & relatives
Own property
Travel agent

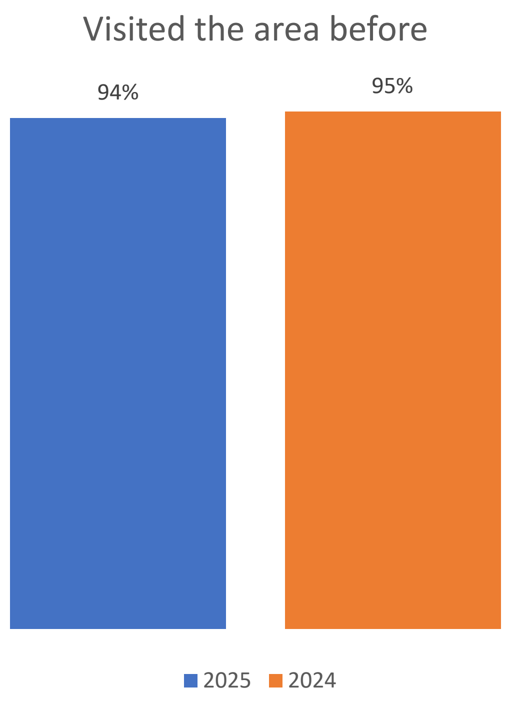
How did you book your accommodation?

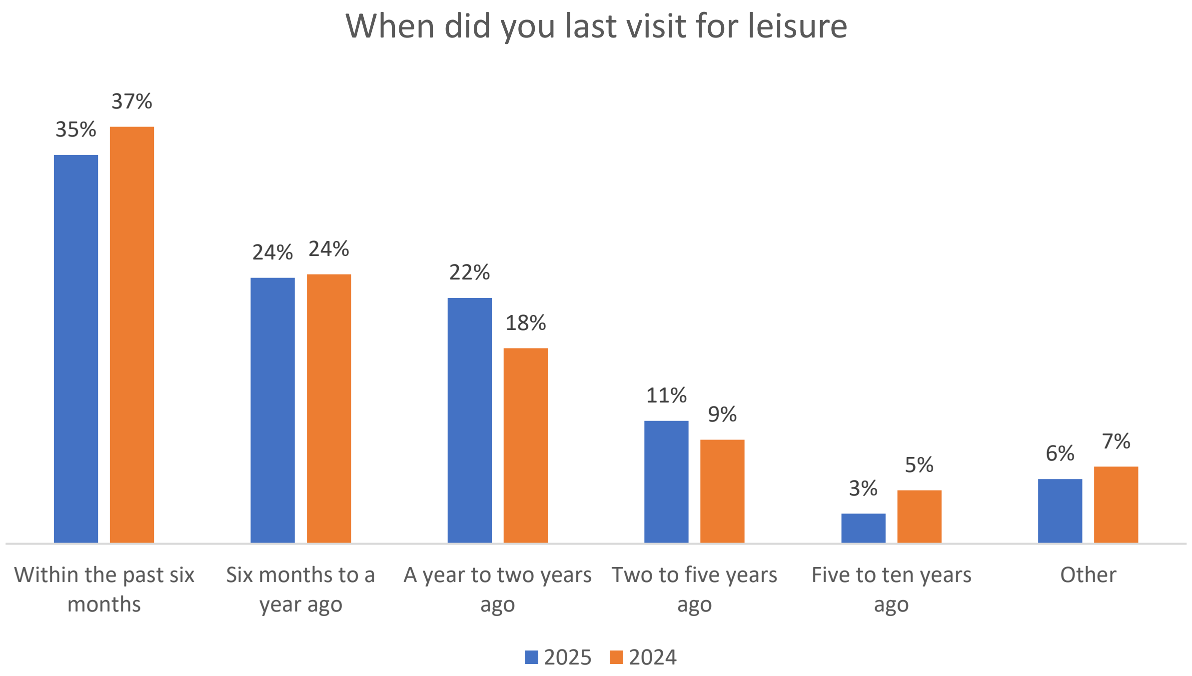
Research Outputs – About recent visits

- Transport & mobility
- Activities undertaken
- Sources of information

Recent visit to Great Yarmouth – Previous visits

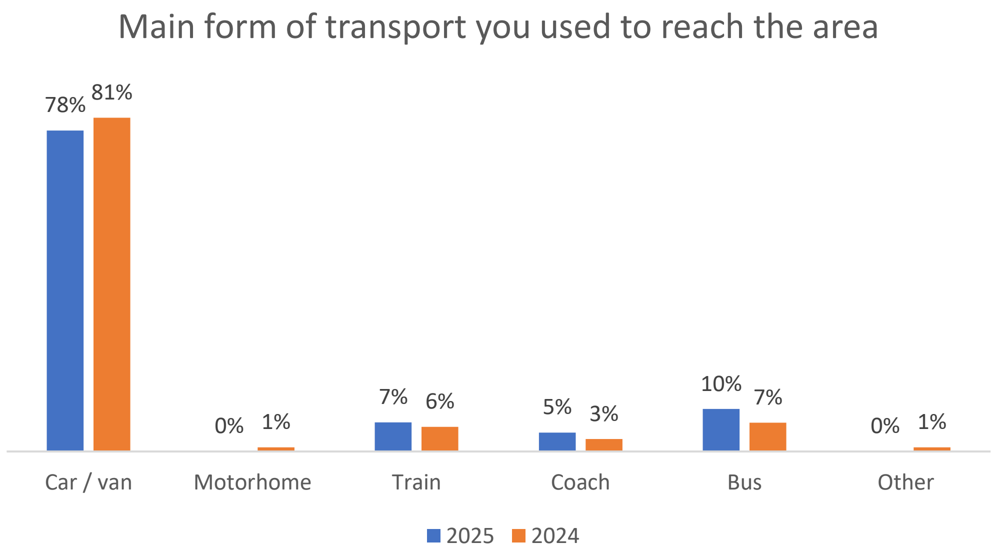
The vast majority of respondents had visited Great Yarmouth previously, with this being fairly on par with 2024 results. The number that had visited in the past year (past six months and six months to a year) saw a slight decrease compared to 2024 (59% vs. 61%), while those that had visited a year to two years ago saw an increase of 4% in 2025 compared to 2024.





Recent visit to Great Yarmouth - Transport

In 2025, the proportion of visitors arriving by car/van saw a decrease of 3% compared to 2024. This decrease contrasts with the increase reported in 2024 and may indicate a continuation of a downward trend previously observed, whereby car travel has fallen steadily from 87% in 2021 to the lowest point recorded in 2023 (77%). Consequently, findings also show an increase in the proportion of visitors using public transport compared to 2024, including train, bus and coach.

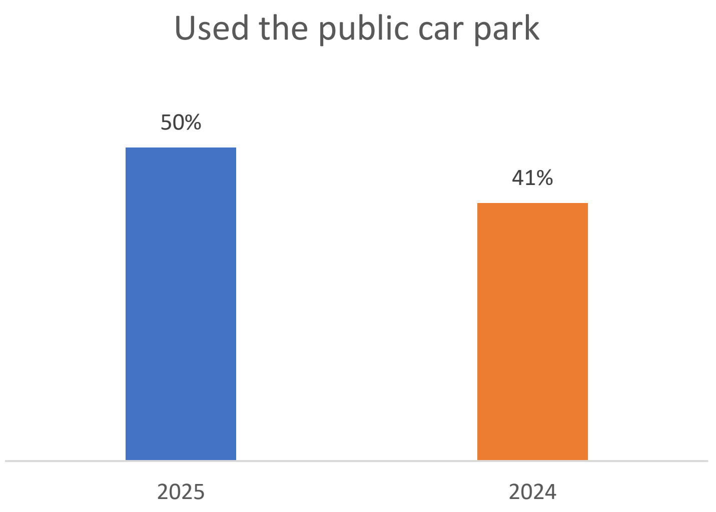


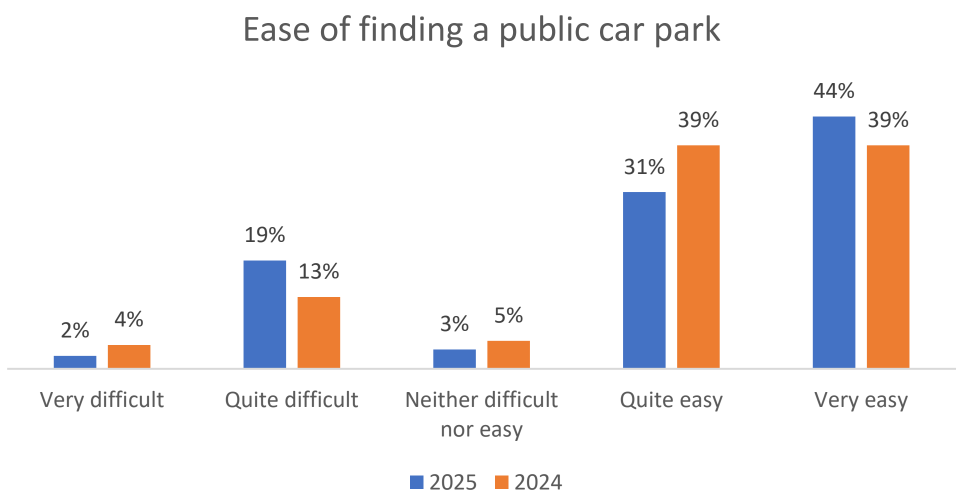
Recent visit to Great Yarmouth – Car parking

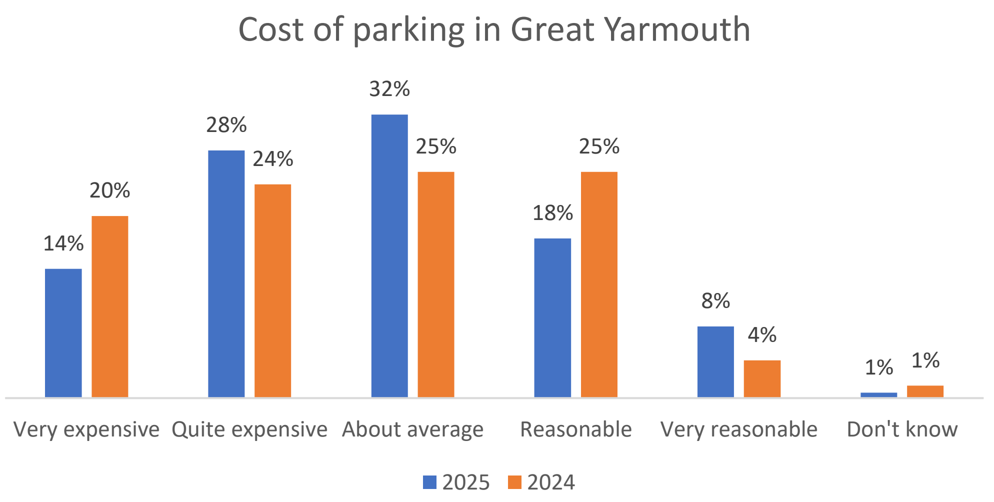
In 2025, public car park usage continued to rise, increasing from 41% in 2024 to 50%, reflecting a similar trend observed in 2024, when compared with 2023 results.

Three quarters said that finding public car parks was either ‘quite easy’ (31% down from 39% in 2024) or ‘very easy’ (up to 44% from 39% in 2024), however this did see a slight decline compared to 2024 results (75% vs. 78%). Findings also show an increase of 6% in the proportion that found it ‘quite difficult’ (19% from 13% in 2024).

In terms of parking costs, 42% of visitors considered the cost of parking to be ‘quite’ (28%) or ‘very’ (14%) expensive, a marginal decline from 44% observed in 2024. However, 32% (up from 25% in 2024) thought it was ‘about average’. A further 18% (down from 25% in 2024) said it was ‘reasonable’ and 8% (up from 4%) found it ‘very reasonable’.







Have you used any of the public car parks during your stay? How easy did you find it to park?
How would you rate the cost of parking in Great Yarmouth?

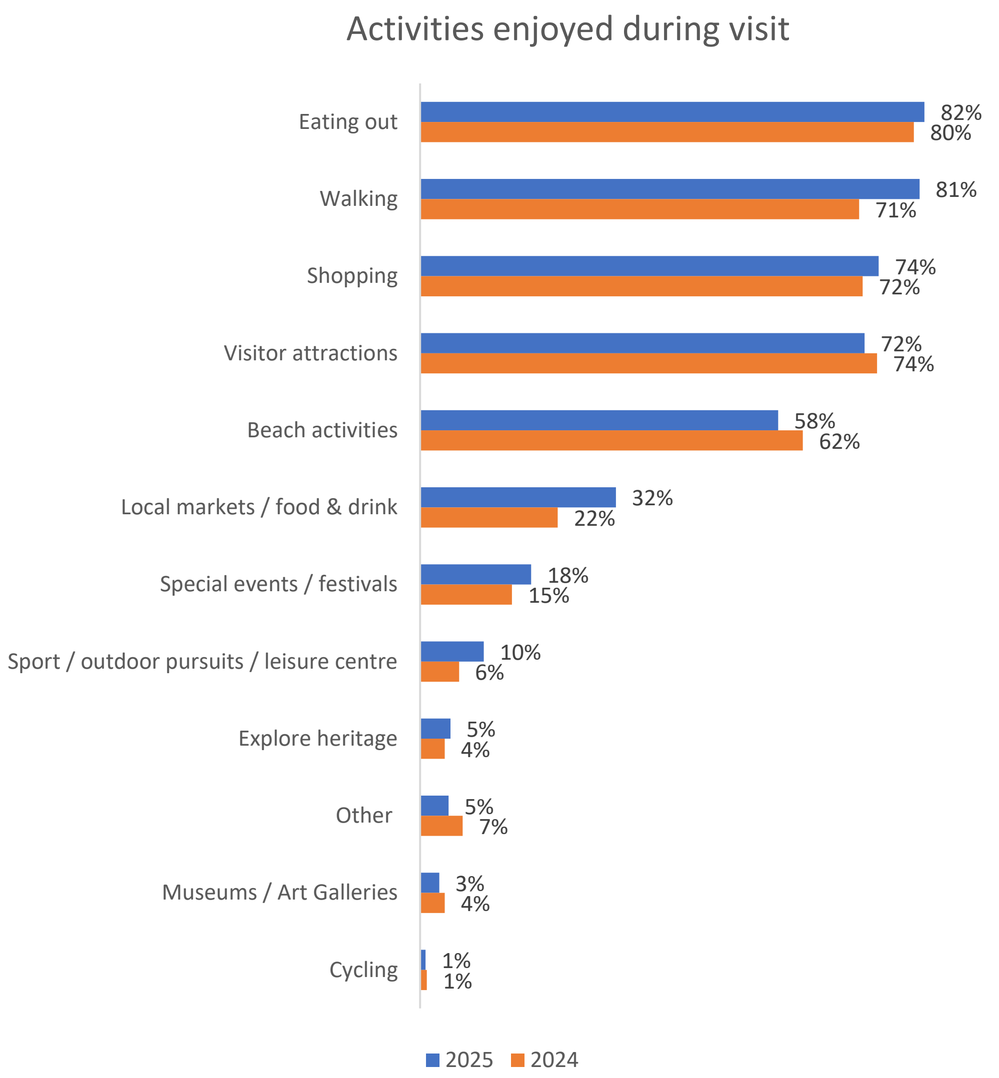
Recent visit to Great Yarmouth – Key activities undertaken

Eating out, walking and shopping were the top three activities that respondents engaged in during their visits to the area – with those engaging in walking as part of their visit increasing by 10% compared to 2024.

Beach activities fell marginally in popularity, with 58% saying they had taken part in this activity, from 62% in 2024, whilst the proportion of those eating out and shopping remained relatively unchanged compared to 2024 results.

Findings also show that the proportion of respondents that visited local markets/food & drink increased (32% up from 22% in 2024), in addition to sport/outdoor pursuits/leisure centres (10% up from 6% in 2024).

ENGAGEMENT IN LOCAL MARKETS/FOOD & DRINK, AS WELL AS WALKING AND SPORT/OUTDOOR PURSUITS, ROSE COMPARED TO 2024



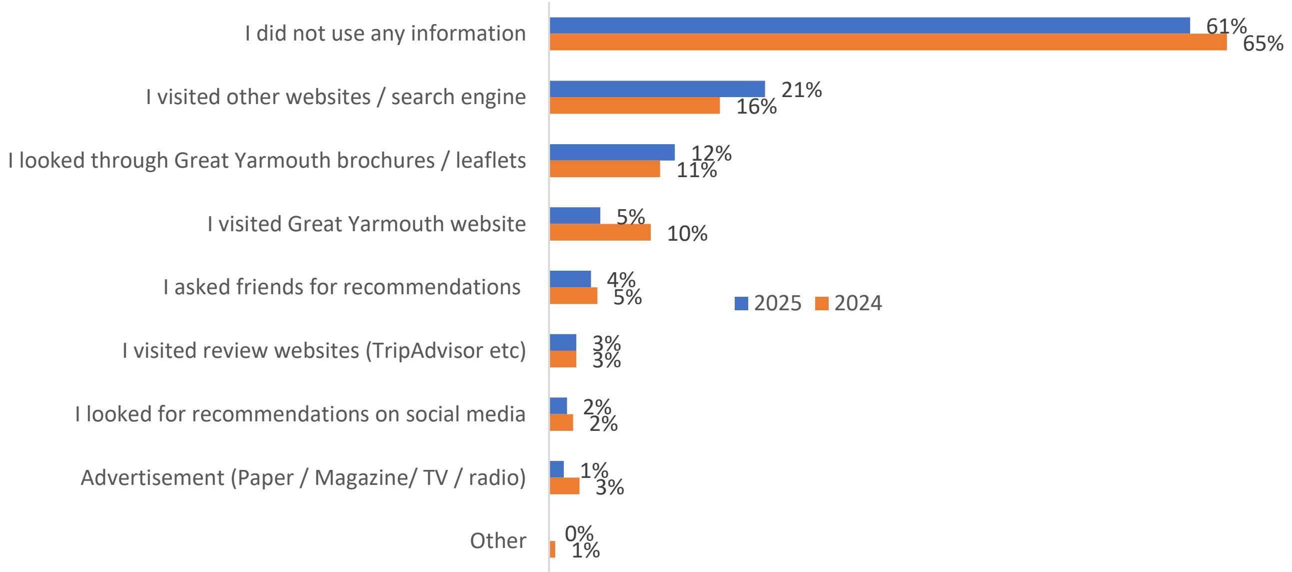
Which of the following activities do you hope to enjoy during your trip? (multiple answers allowed)

Recent visit to Great Yarmouth – Information

Respondents were asked if they had used any information sources to find out about Great Yarmouth whilst planning their trip and if so, which types. The percentage that did not use any information was marginally down from 65% in 2024 to 61% this year.

Findings also show a slight decrease in the proportion of visitors who stated they visited the Great Yarmouth website or looked through Great Yarmouth brochures/leaflets to plan their visit, compared to 2024 (17% down from 21%). However, in contrast, results show an increase of 5% in visitors engaging with other websites/search engines (21% up from 16% in 2024).

Information used to plan the visit



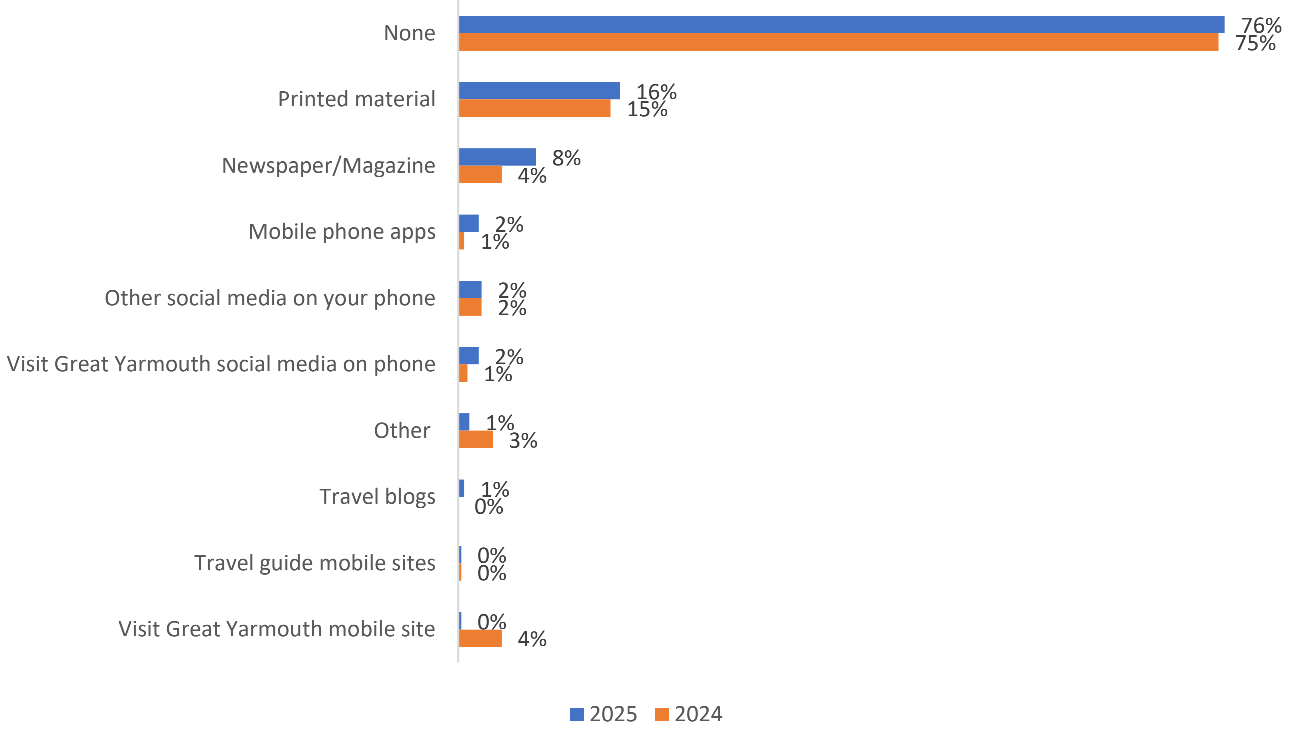
1. Did not use any information **(61%)**
2. Visited other websites/search engine **(21%)**
3. Great Yarmouth brochures/leaflets **(12%)**
4. Visited the Great Yarmouth website **(5%)**
5. Recommendations from friends **(4%)**

Thinking about how you planned this trip, which of the following applies to you? (multiple answers allowed)

Recent visit to Great Yarmouth – Information

Respondents were also asked to specify the main sources of information they used during their stay. Whilst the majority (76%) didn't make use of any information during their visit, of those who did, key sources of information included printed material and newspaper and magazines.

Information used during the visit



Did you use any other type of information during your visit? (multiple answers allowed)

Research Outputs – About satisfaction & destination development

- Satisfaction – various aspects of visit
- Overall enjoyment
- Likelihood to recommend
- Best & worst things about the area

Satisfaction – Key attributes

Respondents were asked to express their satisfaction levels with a wide range of factors/indicators that together comprises the 'visitor experience'. Each factor or indicator was rated in terms of the level of visit satisfaction by using a scale of one to five, where 1='very poor' (or the most negative response), 2='poor', 3='average', 4= 'good' and 5='very good' (or the most positive response), allowing an average opinion 'score' (out of a maximum of five) to be calculated for each aspect measured. The comparative results from 2024 can be seen in the chart overleaf.

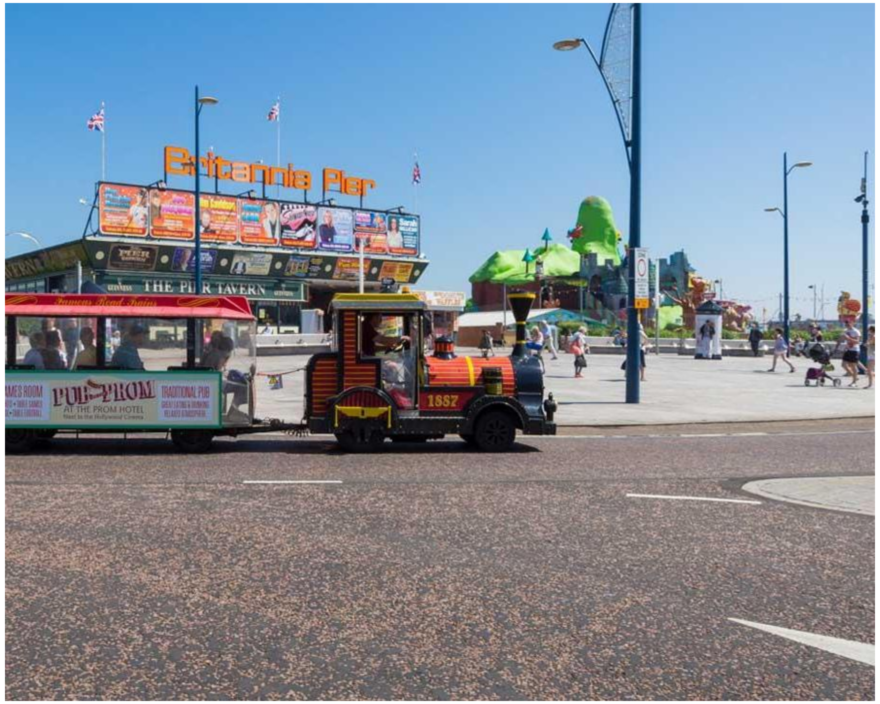
The highest satisfaction score was 'ease of finding your way around' (4.70). Other attributes that scored highly included 'beach/coastline cleanliness' (4.66) and 'quality of beach experience' (4.61).

Findings also show that other strong attributes in terms of satisfaction related to overall impressions in terms of feeling welcome and a positive general atmosphere within the destination.

Public toilets in terms of both cleanliness (2.95) and availability (3.22) were the lowest scoring, followed by 'shops' (3.97).

When assessing scores compared to 2024, the attributes that rose the most included 'maps and information boards', 'arts/culture' (both up 0.30) and traffic levels/congestion (up 0.24).

And together with healthy increases in satisfaction with 'pedestrian signposting' (up 0.21) and 'disabled accessibility' (up 0.20), results demonstrate an overall improvement in satisfaction with wayfinding, signposting and accessibility – which is key in terms of destination appeal and the visitor experience.



Satisfaction – Key attributes

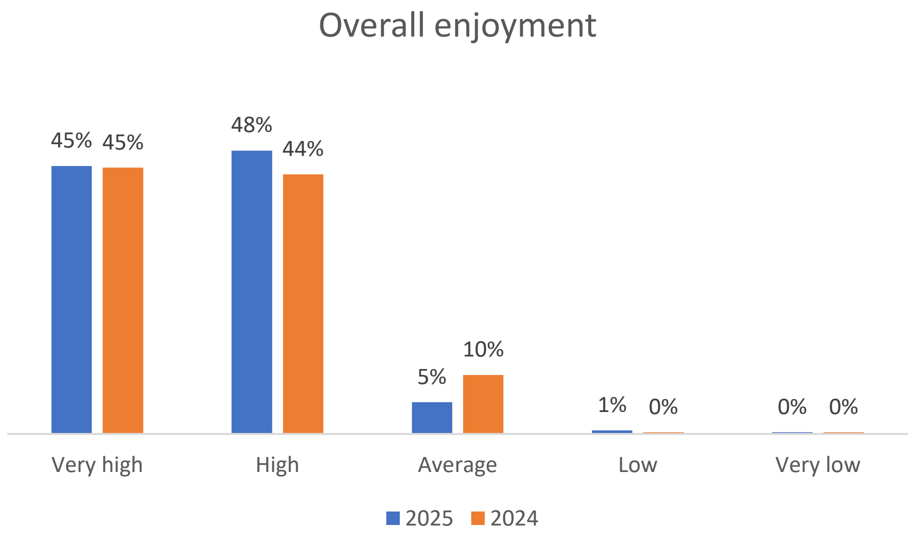
	Very poor	Poor	Average	Good	Very good	Average 2025	Average 2024	Variation
Ease of finding your way around	0%	0%	3%	24%	73%	4.70	4.71	-0.01
Beach/Coastline Cleanliness	0%	0%	3%	28%	69%	4.66	4.58	0.08
Quality of beach experience	0%	0%	5%	29%	66%	4.61	4.59	0.02
Overall impression terms of feeling of welcome	0%	1%	4%	35%	59%	4.53	4.49	0.04
Overall impression in terms of general atmosphere	0%	1%	4%	39%	55%	4.49	4.45	0.04
Maps and Information Boards	0%	2%	8%	28%	62%	4.49	4.19	0.30
Watersports/outdoor recreation (e.g. cycling)	1%	2%	6%	33%	58%	4.46	4.3	0.16
Pedestrian signposting	0%	0%	7%	50%	43%	4.35	4.14	0.21
Prams/buggies access	1%	1%	13%	36%	48%	4.29	4.17	0.12
History & Heritage	0%	2%	15%	36%	47%	4.29	4.12	0.17
Traffic levels/congestion	0%	1%	7%	53%	38%	4.29	4.05	0.24
Attractions	1%	1%	12%	43%	44%	4.28	4.35	-0.07
Disabled accessibility	1%	1%	14%	37%	47%	4.28	4.08	0.20
Places to eat and drink	1%	1%	9%	48%	41%	4.27	4.29	-0.02
Arts/Culture	1%	0%	15%	40%	44%	4.27	3.97	0.30
Shops	1%	4%	20%	45%	30%	3.97	3.88	0.09
Public toilets in terms of availability	12%	19%	24%	29%	17%	3.22	3.24	-0.02
Public toilets in terms of cleanliness	14%	19%	32%	26%	8%	2.95	2.91	0.04

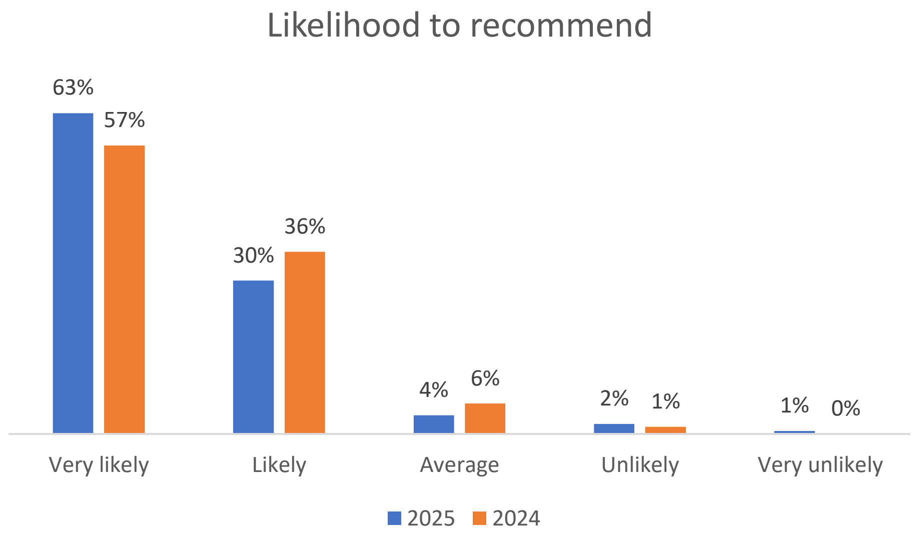
Please rate your satisfaction level on the following aspects of your visit. - 1 is very poor and 5 is very good

Satisfaction – Overall enjoyment and recommendations

Satisfaction scores were very positive with most visitors rating their overall enjoyment highly. Almost half (45%) said their levels of enjoyment were 'very high'), on par with 2024 results. Over nine in ten (93%) said their overall enjoyment was 'high' or 'very high' (up from 89% in 2024).

Consequently, a significant proportion (93%) said they were 'likely' (30%) or 'very likely' (63%) to recommend Great Yarmouth to friends and relatives as a tourist destination. Overall, this remains unchanged compared to 2024, however, the proportion who were 'very likely' to recommend was higher in 2025 (63% up from 57% in 2024).





How would you rate the overall enjoyment of your visit to Great Yarmouth?
How likely are you to recommend Great Yarmouth to someone else?

Great Yarmouth area - Best things about the area

The survey also looked to explore the best aspects about Great Yarmouth as a destination. Below, results have been grouped by key themes.

1 The Beach & Seafront

The most frequently cited responses focused on Great Yarmouth's coastal assets, in terms of appeal, quality, cleanliness & accessibility – demonstrating the strength of the coast in terms of the destination's identity and role in driving visitation.

Quality of the beach, seafront, coast & promenade

Clean beaches

Sandy beaches, family-friendly

Great for walking, accessible & flat

Relaxing & opportunity to enjoy the fresh air

2 Family-Friendly Activities & Lots to do

Responses also highlighted Great Yarmouth's appeal in terms having a variety of activities on offer, appealing to families and other generations and offering value for money.

Lots to do for children

Family holiday

Entertainment, variety of activities

Pleasure beach, pier, fireworks

Theme parks, arcades & free events

3 Atmosphere, Friendliness & Relaxation

Other common responses indicate visitors value the destinations' welcoming and relaxing atmosphere, offering a sense of nostalgia, familiarity, comfort and escape.

Great atmosphere

Welcoming

Relaxing

Safe & peaceful

Friendly locals

4 Accessibility & Mobility

Accessibility and ease of mobility were frequently highlighted by visitors, emphasizing its inclusivity and convenience as key strengths.

Accessible

Easy to get around

Easy for walking

Disabled friendly

What would you say is the BEST thing about Great Yarmouth?

Great Yarmouth area - Worst things about the area

The worst things about Great Yarmouth have also been grouped by key themes below.

1

Cleanliness, & Street Conditions

The most dominant negative theme centred on destination cleanliness, with frequent mentions of litter and a visible decline of certain areas, including the town centre.

Rubbish & Litter

Town centre looks run-down

Homelessness

General lack of upkeep in certain areas

2

Facilities - Toilets & Parking

Responses also highlight challenges around certain facilities and practical infrastructure such as public toilets and parking. This in turn may negatively impact visitor experience and demonstrates the need to continue to improve functional facilities.

Lack of toilets

Cleanliness of toilets

Cost of parking

3

Town Centre & Shops Closing

Another key theme focused specifically on the decline of the town centre, with frequent mentions of empty and closed shops, limiting shopping options and impacting overall perceptions.

Empty shops

Run-down town centre

Lack of shops

Closed shops

4

Cost, Safety, & Overcrowding

Finally, responses also reflect a sentiment among some visitors that the destination can be costly, with mentions of the cost of parking, in addition to overcrowding and concerns around evening safety.

Expensive

Cost of parking

Overcrowded

Anti-social behaviour

What would you say is the WORST thing about Great Yarmouth?

Research Outputs – Key take outs

Key take outs

About the respondents

- All interviews were conducted in Great Yarmouth area with 58% in Great Yarmouth (Promenade between Pleasure Beach and Waterways, Regent Road.
- Most respondents (91%) were visiting for leisure or holidays.
- Family groups were the most usual visiting parties (46%).
- The over 65's were well represented, alongside those visiting with children aged 0-15 years of age.
- 79% of visitors were visiting as part of an overnight stay, with the remaining 21% visiting as part of a day trip.
- East of England, Midlands and South East regions account for 79% of all visitors.

About day and overnight trips

- The majority of overnight visitors (77%) stayed in Great Yarmouth.
- On average, overnight visitors spent 6.3 nights away from home.
- Staying visitors spent an average of £58.91 per 24 hours and £365.27 per overnight trip. Day visitors spent an average of £27.97 per person per trip.
- Static caravan/holiday park/chalet made up over half (57%) of all stays in paid accommodation, with 14% staying in a hotel.
- Just under half of day visitors (46%) spent all day in the area, closely followed by 44% visiting for half a day.
- 86% of visitors rated the accommodation as 'good' (37%) or 'very good' (49%). And 85% said it offered 'good' (32%) or 'very good' (53%) value for money.
- Just over two thirds (67%) book their accommodation directly with the accommodation provider.

About recent visits

- The vast majority of respondents (94%) had visited Great Yarmouth previously, with 59% having visited within the last year.
- The majority of visitors travelled by car (78%).
- Half of car users made use of public car parks, 44% finding them 'very easy' to find and 14% found them to be 'very expensive'.
- Eating out, walking and shopping were the top three activities that respondents engaged in during their visit to the area.
- The majority of those that sought information before travelling used other websites/search engines or Great Yarmouth brochures/leaflets.

About satisfaction and destination development

- The highest satisfaction score was ‘ease of finding your way round’, followed by beach/coastline cleanliness and the quality of beach experience.
- The lowest scoring indicators related to the public toilets in terms of both cleanliness and availability.
- Over nine in ten (93%) said their overall enjoyment was ‘high’ or ‘very high’. As a result, an impressive 93% said they were ‘likely’ (30%) or ‘very likely’ (63%) to recommend Great Yarmouth to friends and relatives as a tourist destination.
- The best things about Great Yarmouth were grouped by key themes and included the quality of the beach and seafront, having a diverse offering that’s family-friendly, a positive and welcoming and atmosphere, alongside being accessible.
- The worst things about Great Yarmouth related to cleanliness, toilet/parking facilities, a run-down town centre and being perceived by some as expensive and overcrowded.

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