

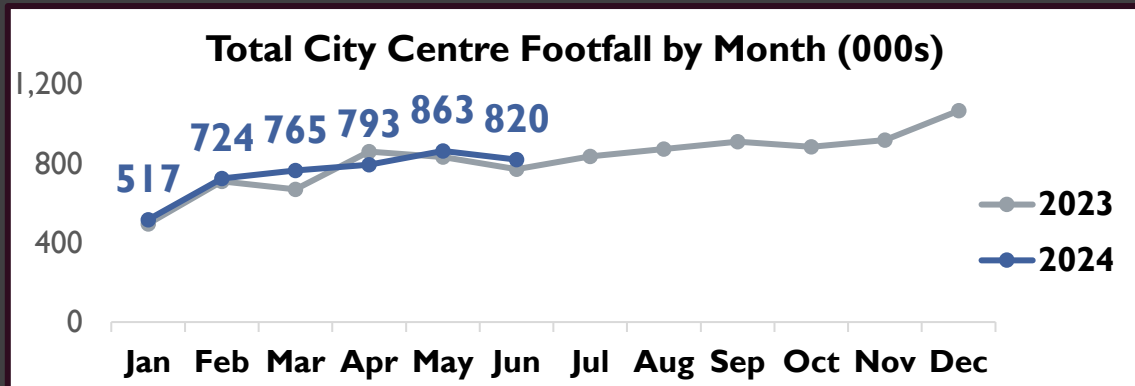
Visit York

QUARTERLY TOURISM DASHBOARD

RESULTS FOR:
Q2 2024 AND YTD (JANUARY TO
JUNE 2024)

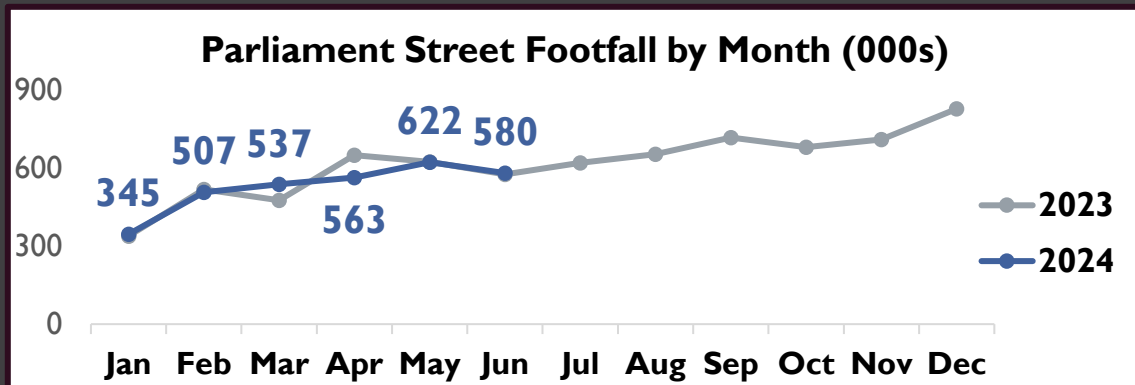
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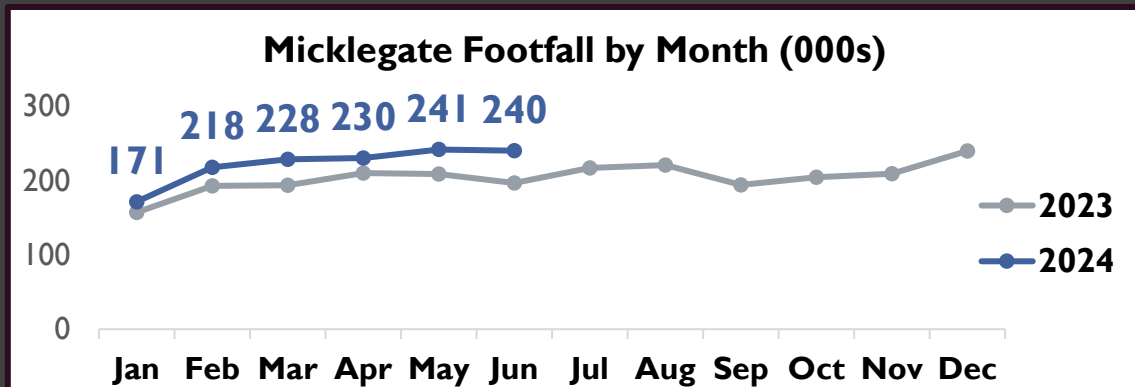
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2024	2.48m	4.48m
Change vs. 2023	+1% ↑	+3% ↑

- Total footfall reached 2.5 million in Q2 2024, a marginal increase vs. Q2 2023 despite Easter falling in Q1 this year.
- Footfall fell by 8% in April vs. 2023 but recovered in subsequent months.
- Overall, YTD footfall is 3% higher than the first half of 2023.



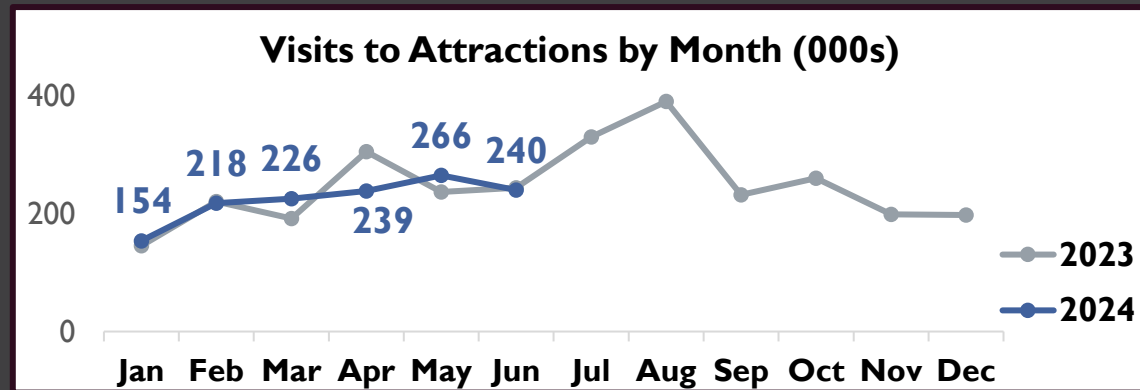
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2024	1.77m	3.15m
Change vs. 2023	-4% ↓	-1% ↓

- After a relatively strong first quarter, a disappointing April left total Q2 2024 Parliament Street footfall 4% below Q2 2023 and 15% below Q2 2019.
- Highest recorded footfall in the first half of the year was in May. Overall, YTD footfall on Parliament Street is 1% lower than the first half of 2023.



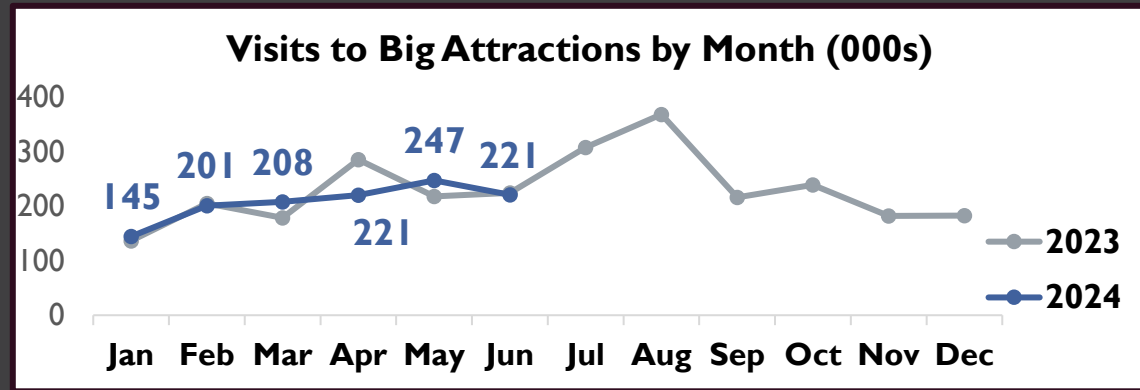
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2024	710,951	1.33m
Change vs. 2023	+16% ↑	+15% ↑

- In contrast to Parliament Street, Micklegate has seen a 16% rise in footfall compared to Q2 2023. The demolition of Queen Street Bridge likely saw increased footfall as pedestrians took alternative routes, but new businesses and increased community events (e.g. the Micklegate Art Trail) have also contributed to higher footfall.



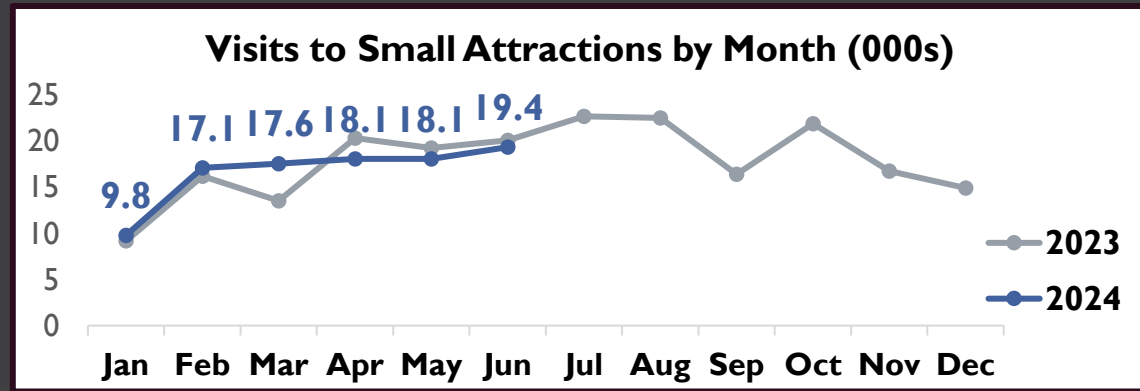
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2024	744,828	1.34m
Change vs. 2023	-6% ↓	0% ↔

- Almost three quarter of a million visits were made to York’s attractions in Q2 2024
- This was a decrease of 6% compared to the previous year, primarily due to Easter falling in March
- With total visits reaching 1.34 million in the first half of the year, this is in line with 2023.



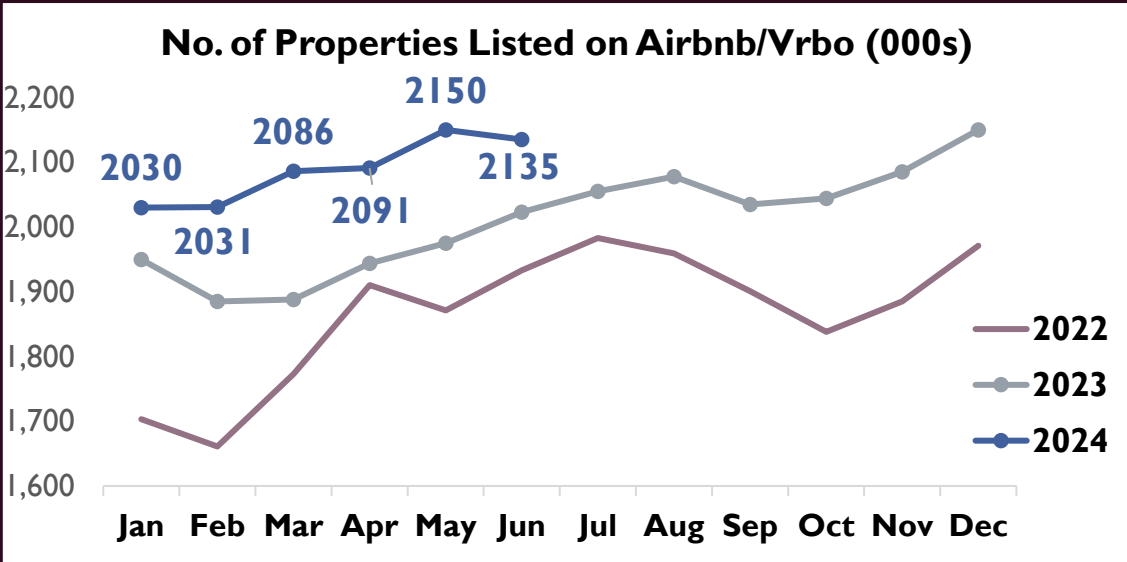
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2024	689,338	1.24m
Change vs. 2023	-5% ↓	0% ↔

- Nearly 690,000 visits were made to York’s big attractions in Q2, 5% below the same time the previous year.
- Total visits reached 1.24 million by the end of June, in line with 2023.



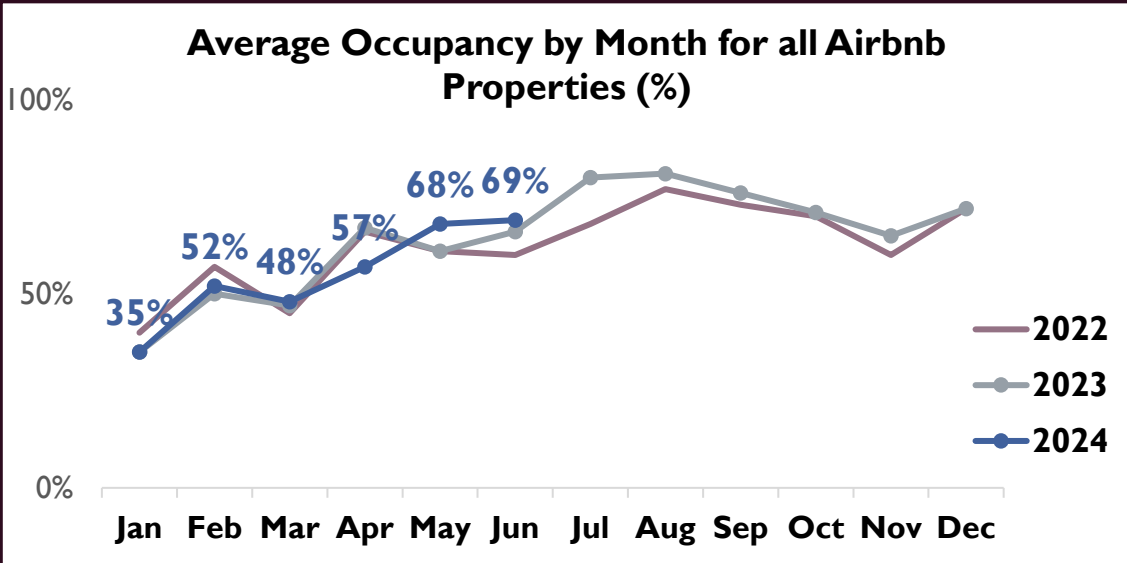
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2024	55,490	99,983
Change vs. 2023	-7% ↓	1% ↑

- Over 55,000 visits were made to York’s small attractions in Q2, a 7% fall compared to the same time the previous year.
- Almost 100,000 visits have been made this year to date, marginally above 2023 levels.



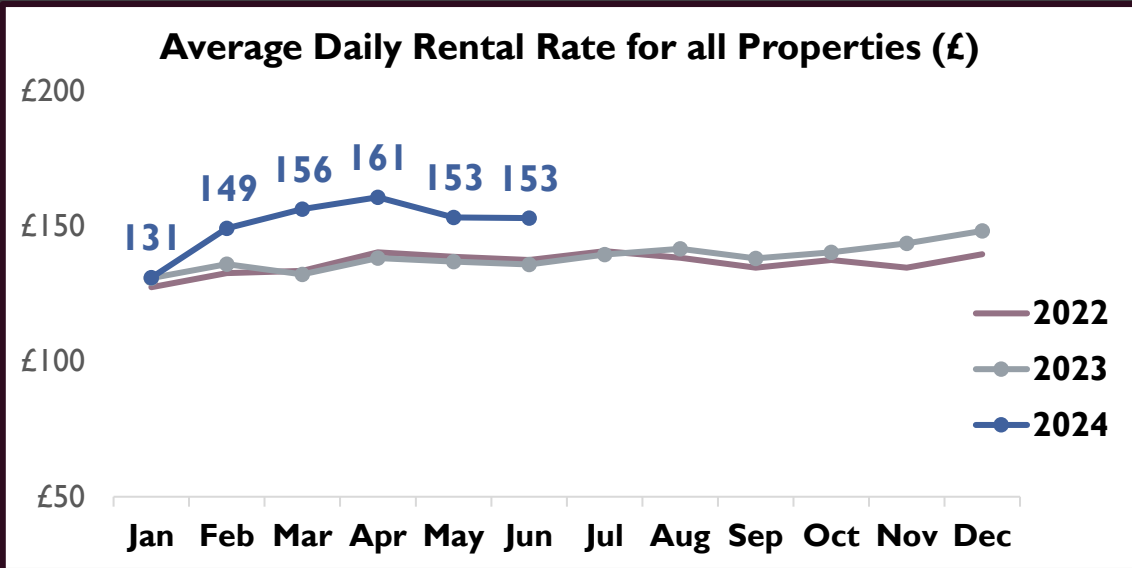
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2024	2,125	2,087
Change vs. 2023	+7% ↑	+7% ↑

- Airbnb listings reached their highest average quarterly level in Q2 2024 at 2,125, a 7% increase on the same time the previous year and a 33% increase vs. 2019. However, B&Bs are increasingly using the platform in order to reach a wider audience, which partially explains the increase.
- In the last two years, the number of listings has remained consistent throughout the year, even during the quieter Q1 months.



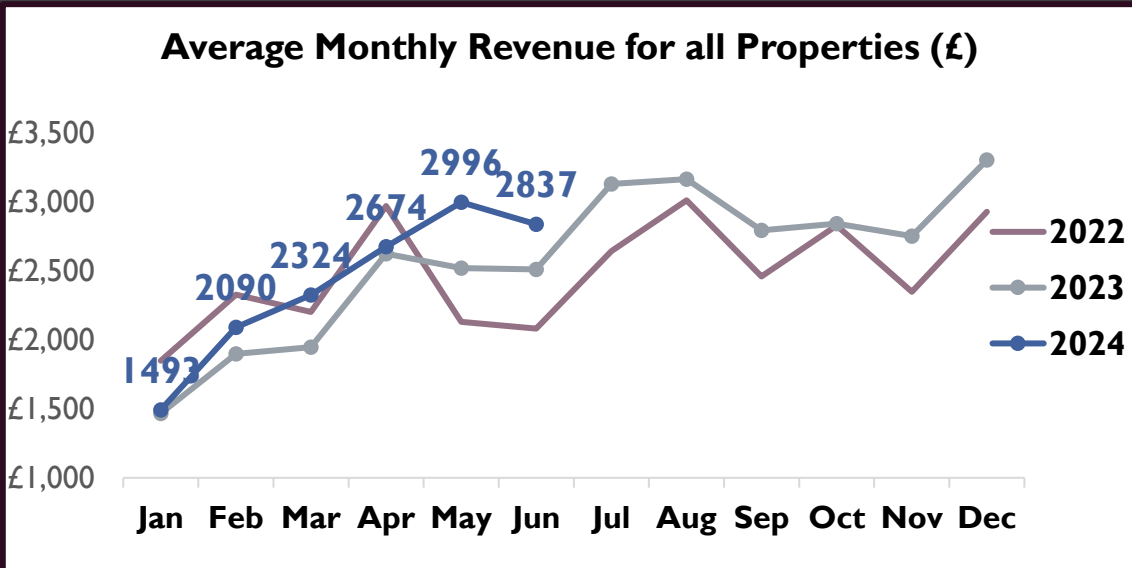
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2024	65%	55%
Change vs. 2023	0% ↔	+2% ↑

- The average occupancy was 65% for Q2, a 44% increase compared to Q1, but no change on the same period in the previous year.
- Overall, average YTD occupancy rates are similar both to last year and to those seen before the pandemic, despite a huge increase in listings.



	Q2 (Apr-Jun)	YTD (Jan-Jun)
2024	£156	£151
Change vs. 2023	+14% ↑	+12% ↑

- Average daily rental (ADR) per Airbnb reached a high of £161 in April but have been falling since, albeit at a lower rate than the increase in occupancy levels.
- ADR for Q2 2024 was £156, 14% higher than 2023.
- Overall this year, to date ADR is 53% higher than in 2019 when the average daily rental was £99, an above inflationary increase.



	Q2 (Apr-Jun)	YTD (Jan-Jun)
2024	£2,836	£2,402
Change vs. 2023	+11% ↑	+11% ↑

- Average monthly revenue was £2,836 in Q2 2024. Both Q2 and YTD revenue results are 11% higher than in 2023.
- Average monthly revenue per property varies across the year as occupancy and daily rates change, from around £1,500 in January to over £3,000 in July.