

VisitYork

QUARTERLY TOURISM DASHBOARD JANUARY TO MARCH 2024 RESULTS

PUBLISHED: MAY 2024



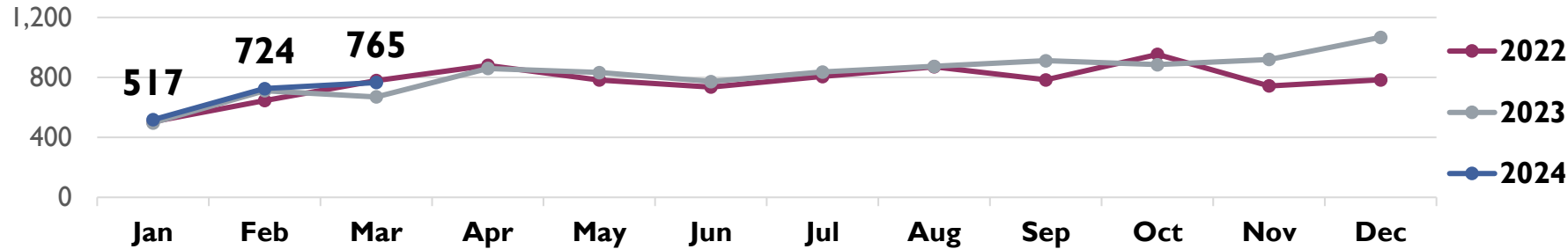
CITY CENTRE FOOTFALL

Source: MRI OnLocation Footfall Analytics (formerly Springboard)

YTD Footfall Data for 2024

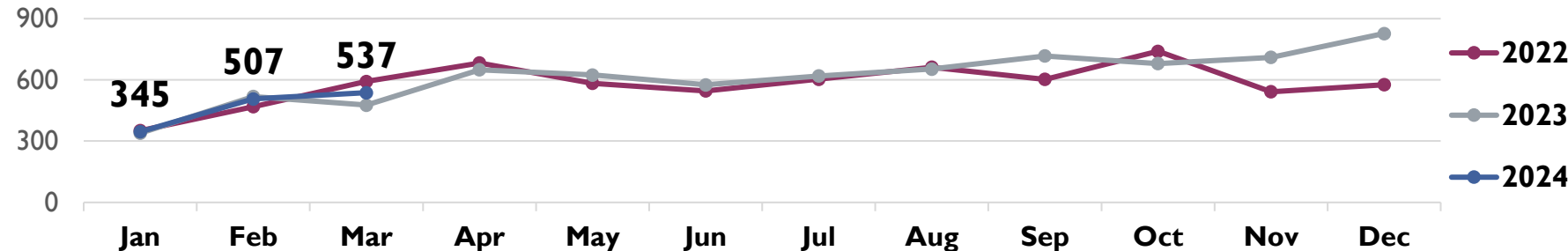
YTD vs. previous years

Total City Centre Footfall (000s)



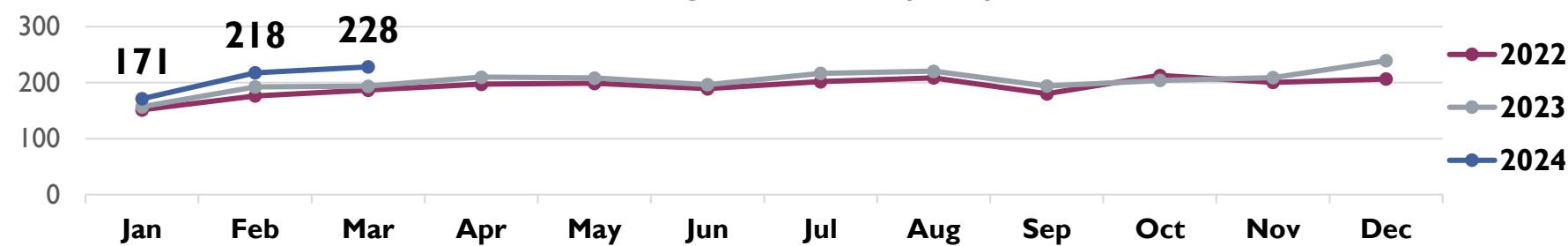
2024	2,006,367	
2023	1,875,462	+7% ↑
2022	1,926,308	+4% ↑

Parliament Street Footfall (000s)



2024	1,389,109	
2023	1,332,335	+4% ↑
2022	1,411,953	-2% ↓

Micklegate Footfall (000s)



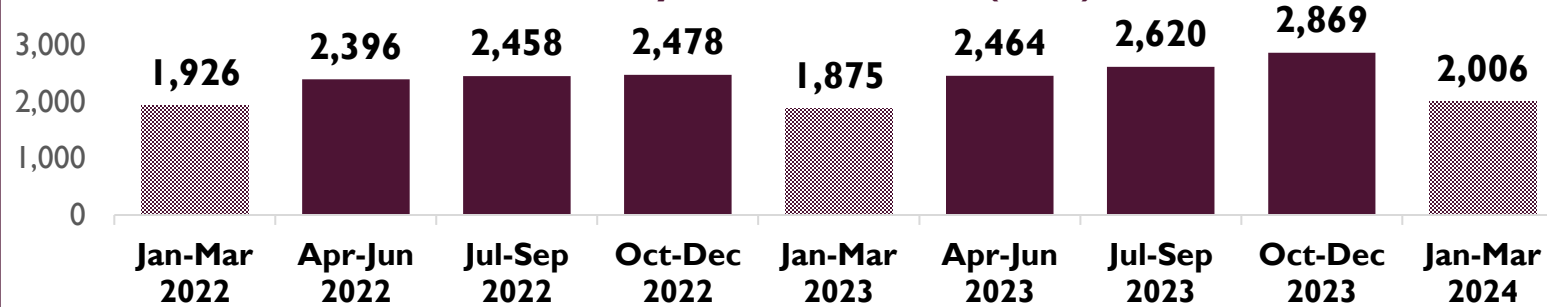
2024	617,258	
2023	543,127	+14% ↑
2022	514,325	+20% ↑

*Source: Springboard via York Open Data. Footfall data in this report is based on calendar months, not the British Retail Consortium Calendar, so varies slightly from the Footfall Reviews produced by MRI OnLocation

Quarterly Footfall Data

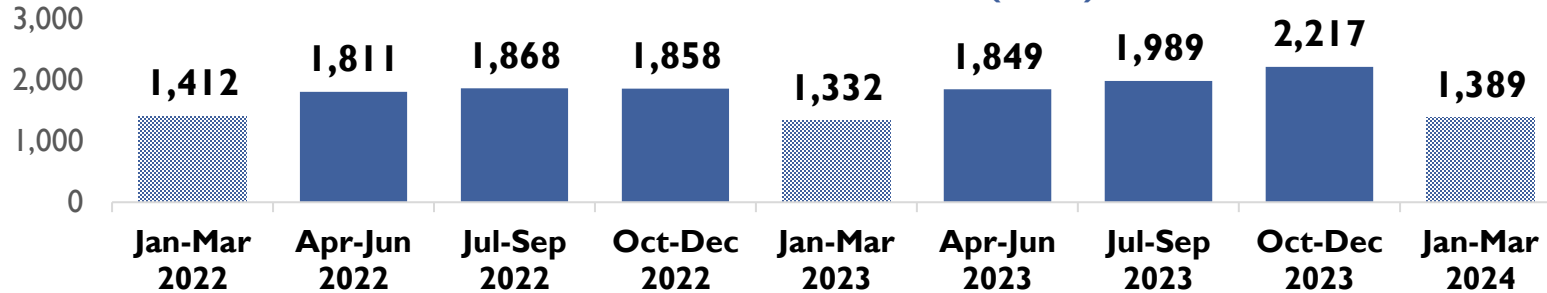
Commentary

Total City Centre Footfall (000s)



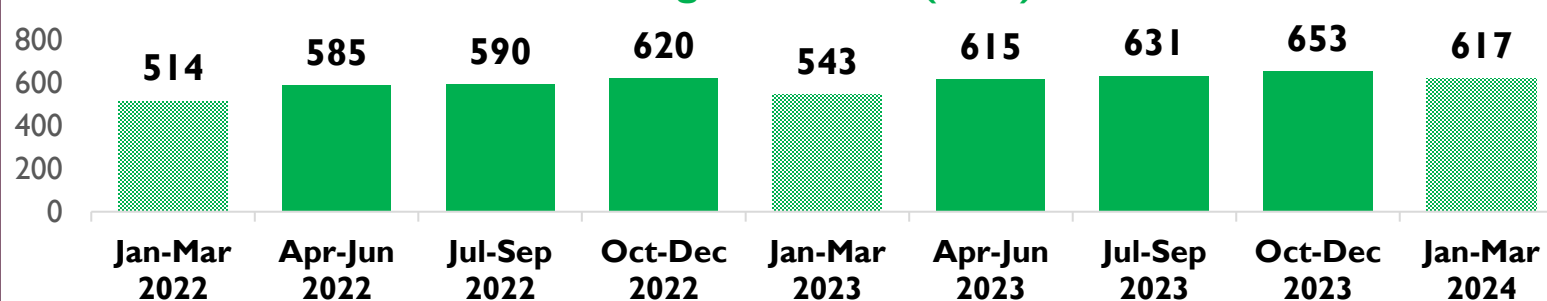
- Total city centre footfall reached over 2 million visits in the first quarter of 2024, the highest level since 2019.
- An early Easter and the Snooks Trail likely boosted first quarter footfall. Easter Saturday (30th March) was the busiest day in March.
- Footfall is still 13% below 2019 levels, when there were 2.3 million counts in Q1.

Parliament Street Footfall (000s)



- Visits to Parliament Street increased by 4% in the first quarter of 2024 compared to 2023 but was 2% below the Q1 2022 level.
- More than 9% of retail space in York was empty in March 2024, as retail chain stores and banking services have exited the high street and moved online, making post-pandemic recovery difficult.

Micklegate Footfall (000s)



- Unlike Parliament Street, Micklegate footfall has increased 14% compared to Q1 2023 and 20% vs. 2022
- With a higher focus on restaurants and pubs, rather than retail, footfall on Micklegate shows greater post-pandemic recovery, reaching 98% of the 2019 level for January to March.

*Source: Springboard via York Open Data. Footfall data in this report is not based on the British Retail Consortium Calendar, so varies slightly from the Footfall Reviews produced by Springboard

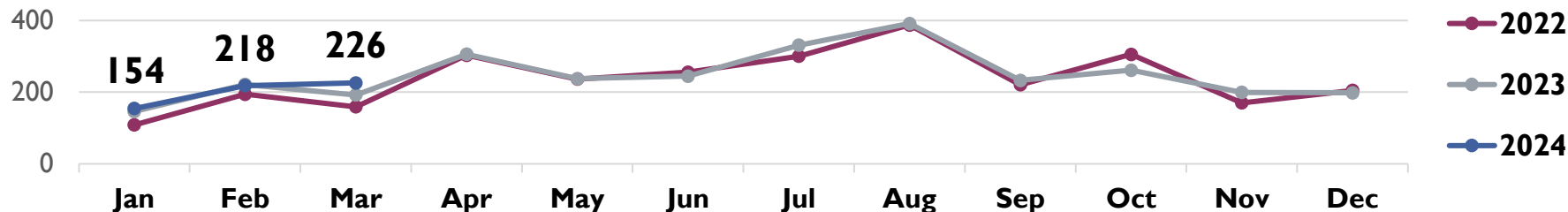
VISITS TO VISITOR ATTRACTIONS

Source: 23 York attractions

YTD Attractions Monitor Data for 2024

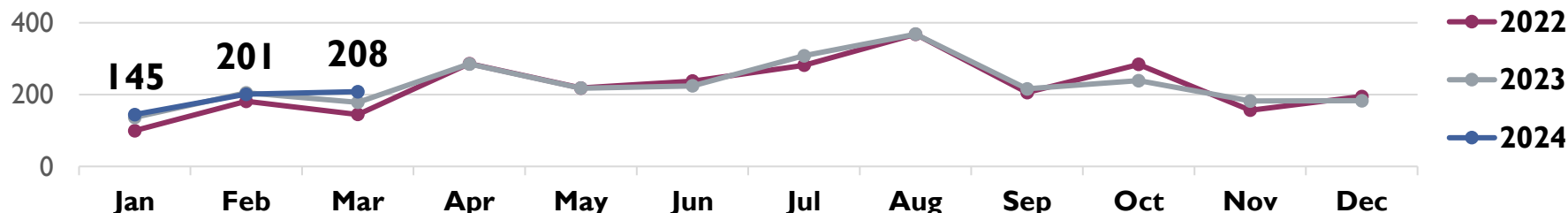
YTD vs. previous years

Visits to All 23 York Attractions (000s)



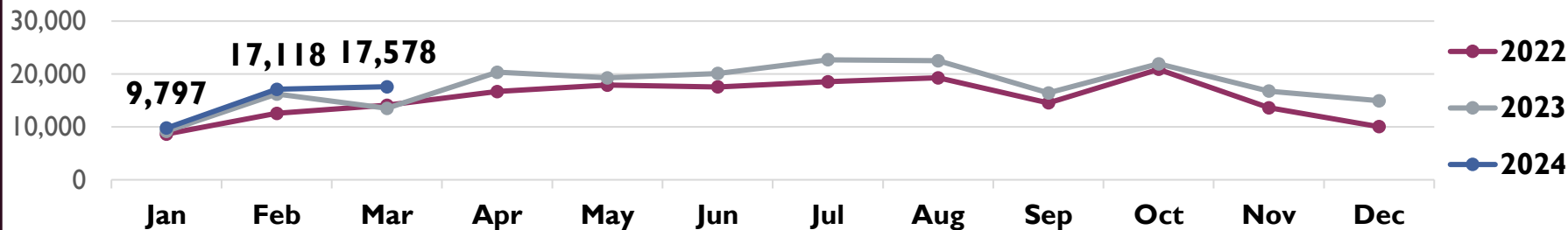
2024	598,226	
2023	559,151	+7% ↑
2022	461,310	+23% ↑

Visits to 12 York Big Attractions (000s)



2024	553,733	
2023	520,235	+6% ↑
2022	426,011	+23% ↑

Visits to 11 York Small Attractions*

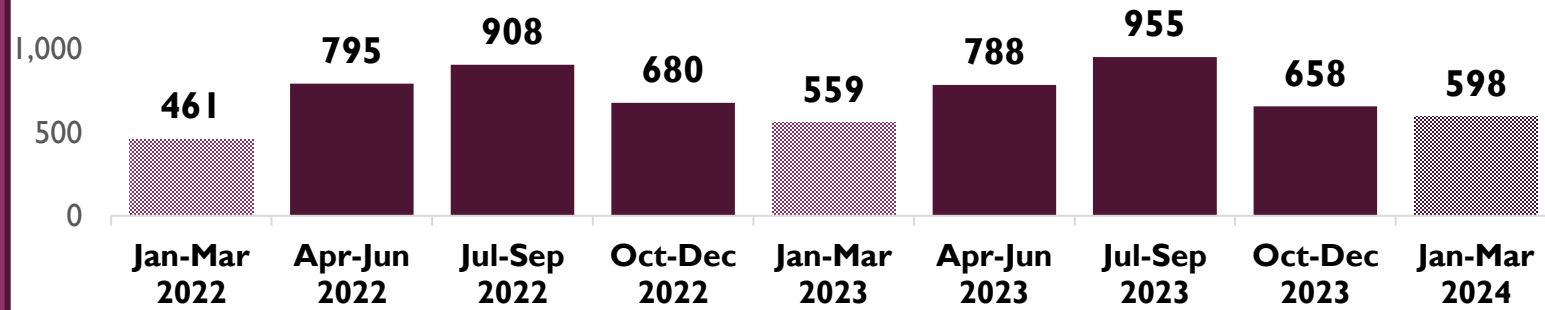


2024	44,493	
2023	38,916	+14% ↑
2022	35,299	+21% ↑

Quarterly Attractions Monitor Data

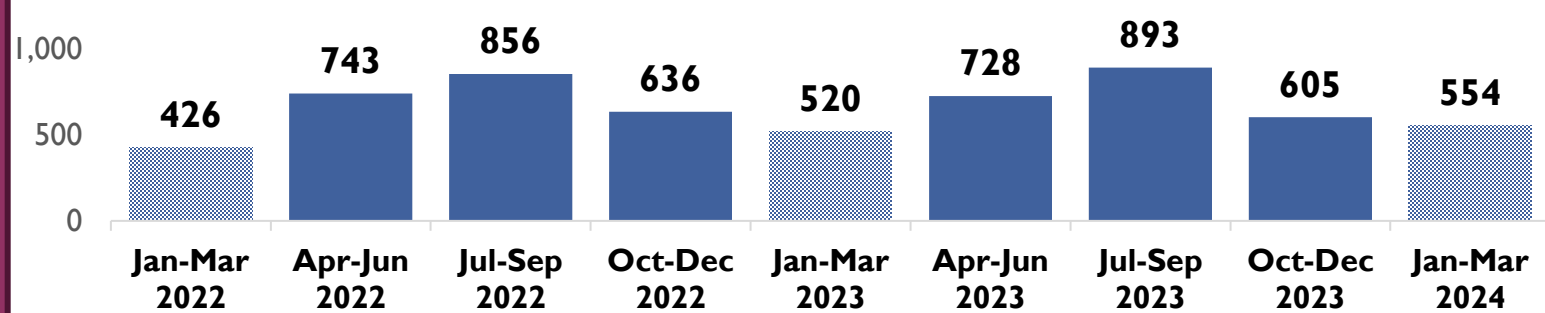
Commentary

Visits to All 23 Attractions (000s)



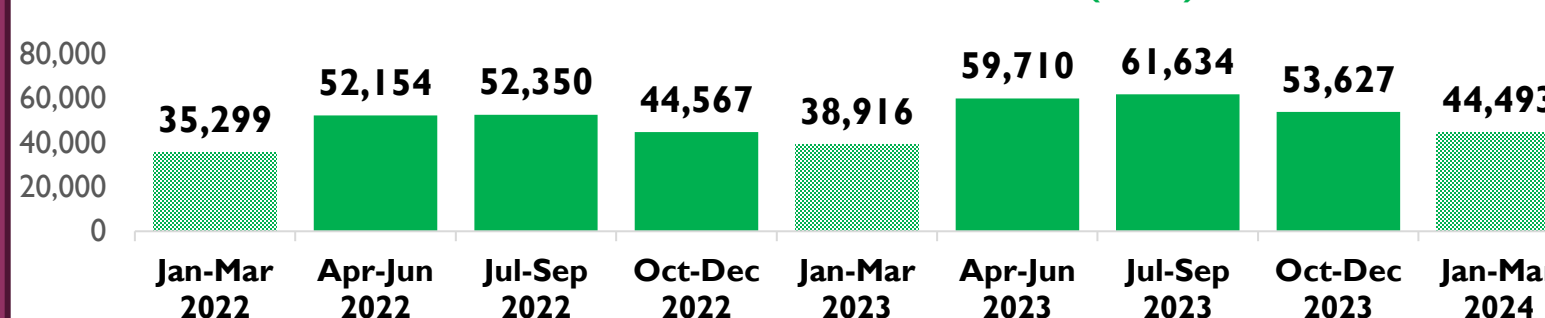
- The number of visits to visitor attractions in the first quarter of the year continues to grow, up 7% vs. Q1 2023 and 23% compared to the Q1 2022 reaching a level only 6% below Q1 2019.
- An early Easter in 2024 saw visitor numbers increase by 17% in March compared to 2023.

Visits to 12 Big Attractions (000s)



- Visits to big attractions had increased by 6% compared to the first quarter of 2023, and by 23% compared to the same period in 2022.
- Visitor numbers reached 95% of the level seen in Q1 2019.

Visits to 11 Small Attractions (000s)



- Visits to small attractions had increased by 14% compared to the first quarter of 2023, and by 21% compared to 2022. While still lower than 2019, much of this is to do with a change in visitor flow around some smaller properties.

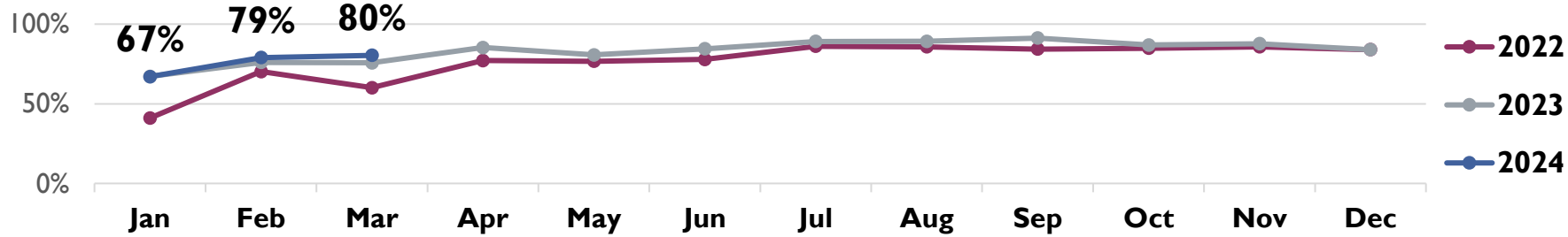
SERVICED ACCOMMODATION DATA

Source: Forward STAR (STR Benchmarking)

YTD Serviced Accommodation Data for 2024

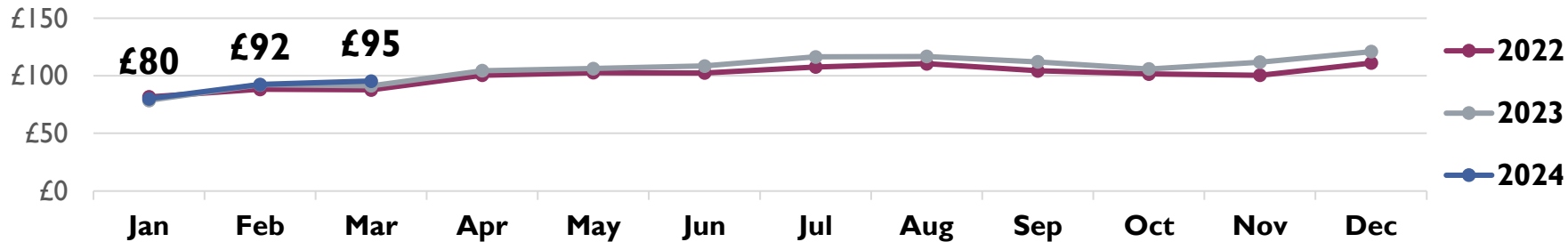
YTD vs. previous years

Occupancy (%)



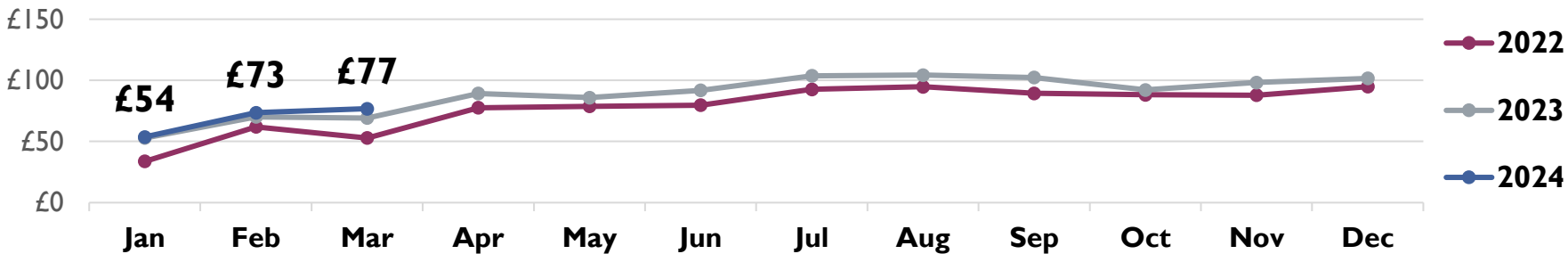
2024	75%	
2023	73%	+3% ↑
2022	57%	+32% ↑

Average Daily Rate (£)



2024	£89	
2023	£87	+2% ↑
2022	£86	+4% ↑

Average RevPAR (£)

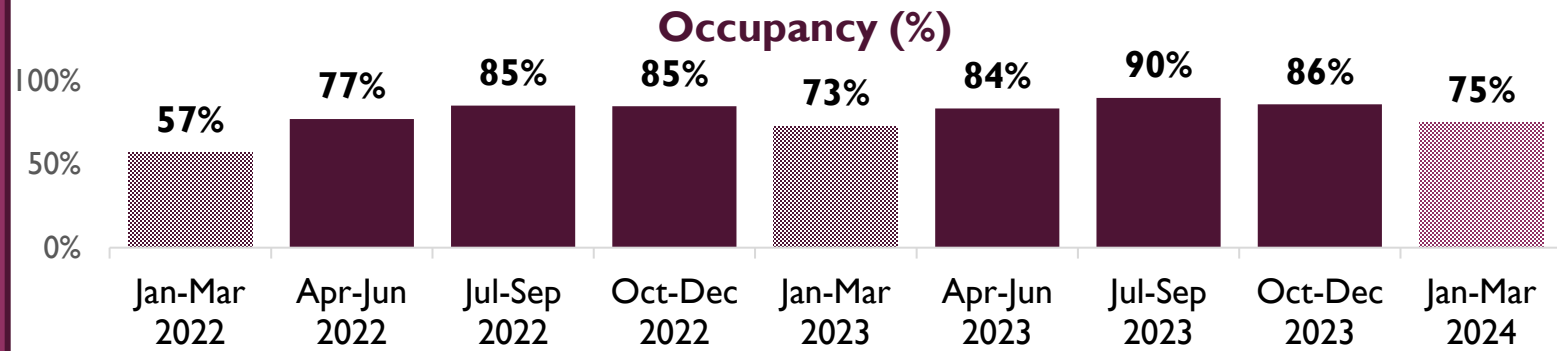


2024	£68	
2023	£64	+6% ↑
2022	£49	+37% ↑

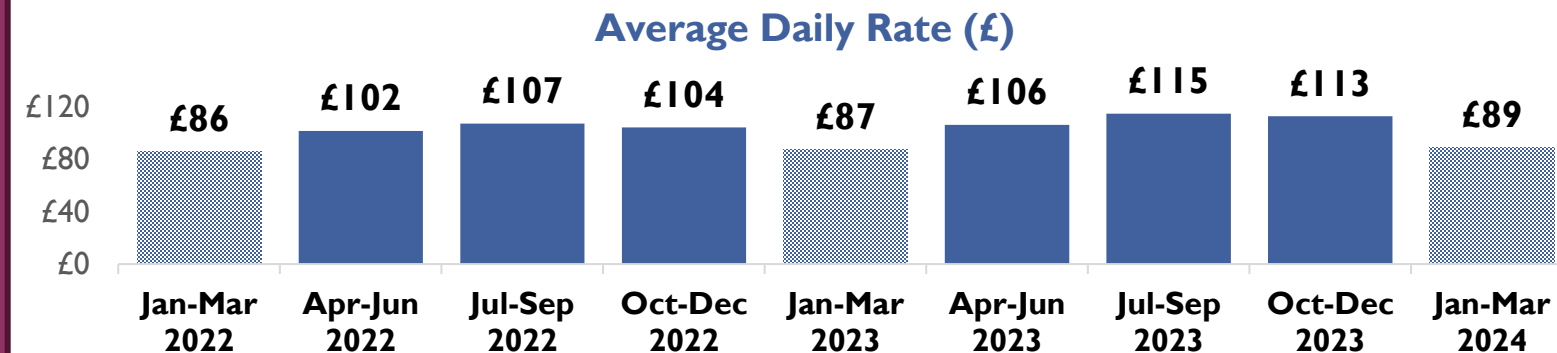
*Source: STAR data via Hospitality Association York. Data has only been supplied up to February 2024 so a quarterly update is not available at this time.

Quarterly Serviced Accommodation Data

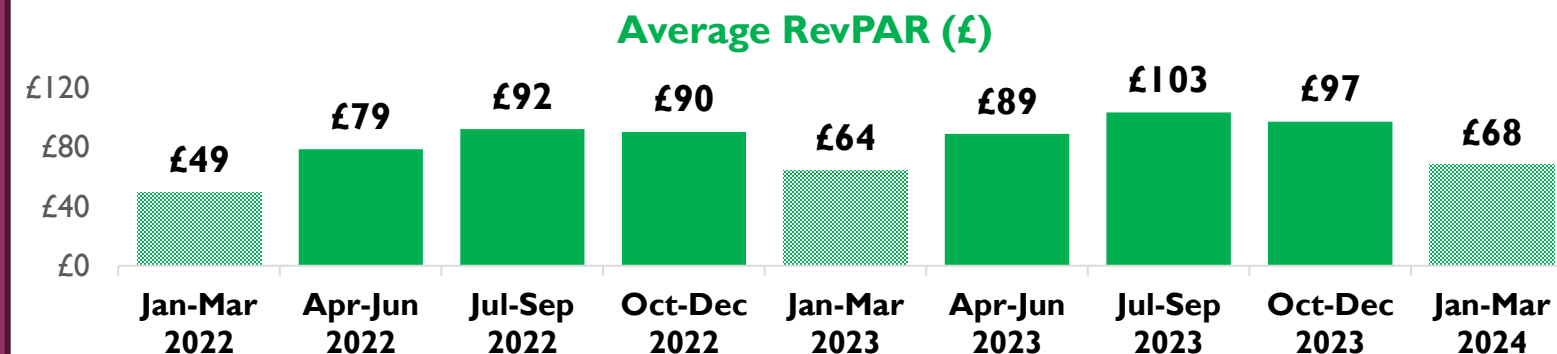
Commentary



- When comparing Q1 2024 results with Q1 2023, room occupancy was up 2%pts to 75%, higher than the England average of 71%, which was on par with the year before.
- An early Easter meant occupancy reached 80% in March 2024, higher than in previous years.



- ADR (Average Daily Rate) increased by 2% to £89 for January to March 2024 compared with the previous year.
- ADR was £80 in March 2024, a 6% increase vs. March 2023, while the England average remained unchanged.



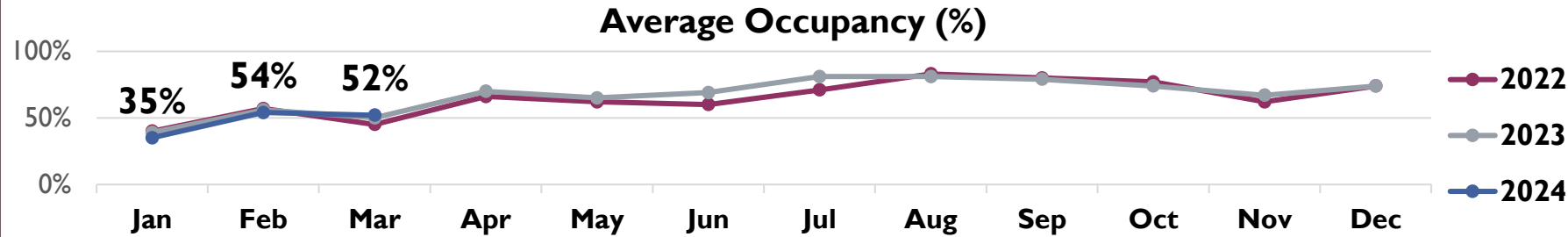
- RevPAR, which is the total room revenue divided by the total number of available rooms, increased by 6% to £68 in the first quarter of 2024, when compared to the same period in 2023, sitting above the UK annual inflation rate of 3.2% in March 2024.

AIRBNB ACCOMMODATION DATA

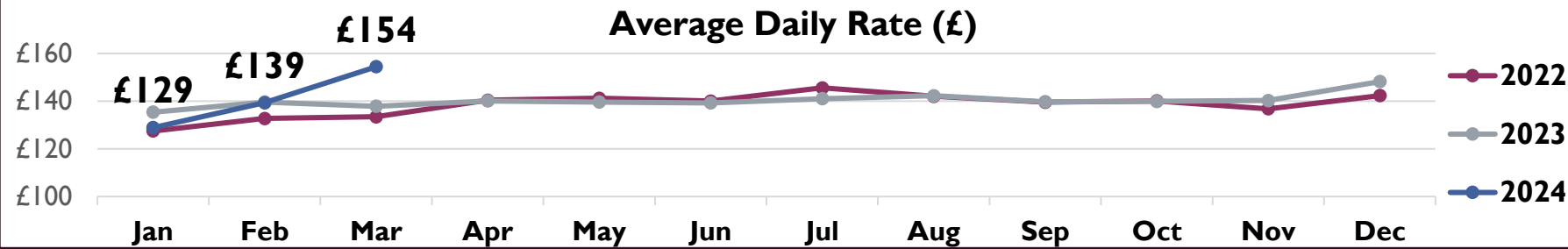
Source: Air DNA

YTD Airbnb Data for 2024

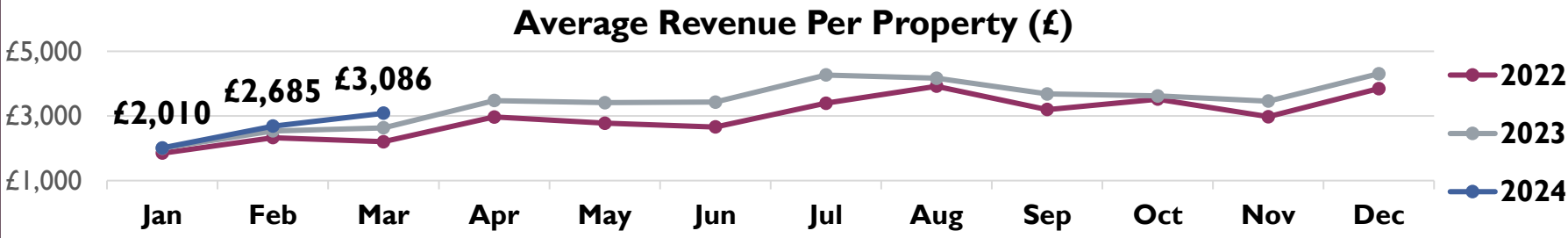
YTD vs. previous years



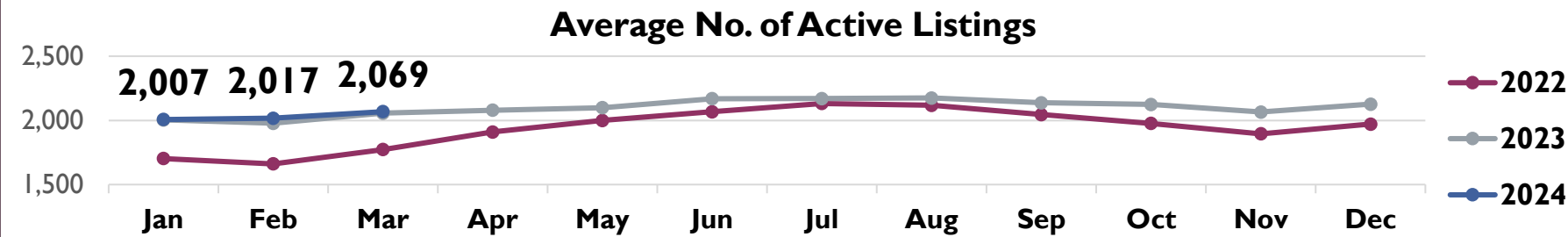
2024	47%	
2023	48%	-3% ↓
2022	47%	-1% ↓



2024	£141	
2023	£138	+2% ↑
2022	£131	+7% ↑



2024	£2,594	
2023	£2,390	9% ↑
2022	£2,126	22% ↑

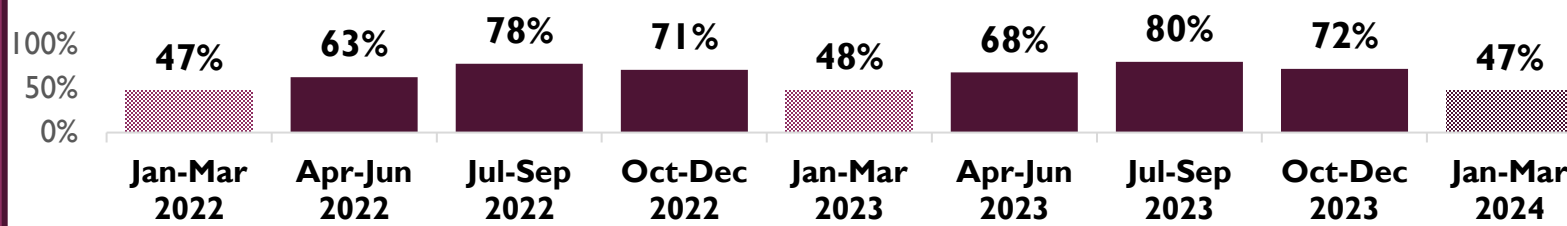


2024	2,031	
2023	2,013	1% ↑
2022	1,712	19% ↑

Quarterly Airbnb Data

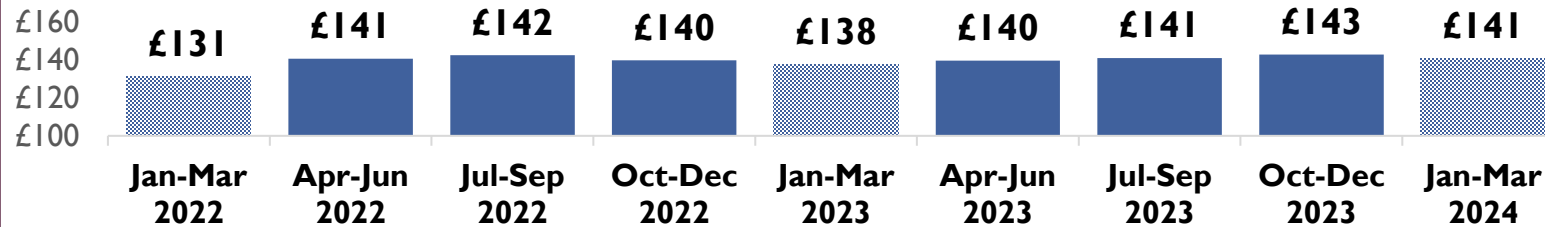
Commentary

Average Occupancy (%)



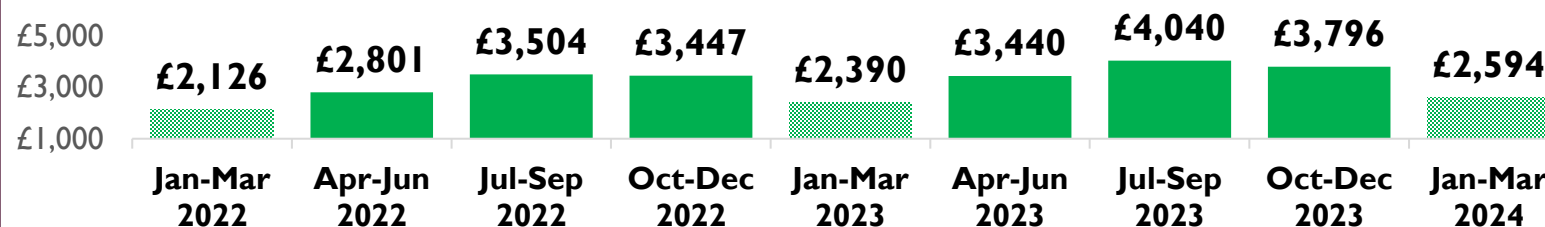
- Average occupancy rates for the first quarter of the year have shown little variance in recent years, with the latest quarterly average of 47% in line with 2022.

Average Daily Rate (£)



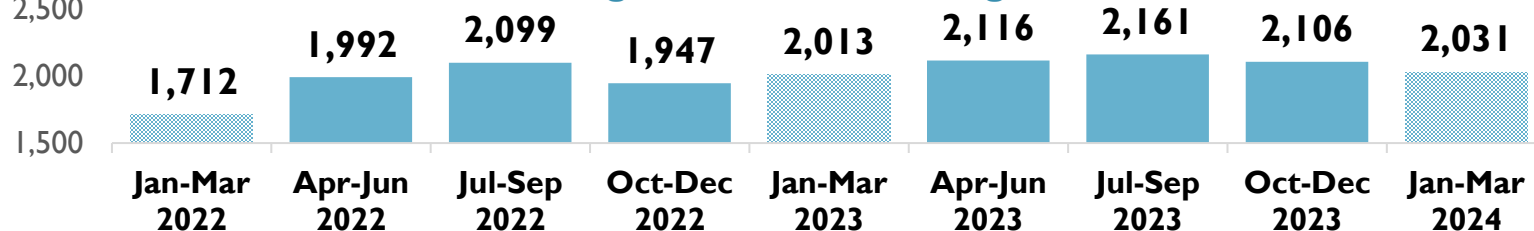
- ADR has seen a slight increase this quarter compared to 2023, largely due to a notable uplift to £154 in March following dips in January and February.

Average Monthly Revenue Per Property (£)



- Average revenue per property in the first quarter of 2024 was £2,594, an above inflation increase of 9% vs. 2023.

Average No. of Active Listings



- Active Airbnb listings were at a similar level to the first quarter of 2023, having only risen by 1%. This is a stark contrast from the previous year when listings had increased 19% compared to 2022.

Note: Average daily rate (ADR) is the average nightly price when the property is booked (exc. fees & discounts). Average revenue per property = the sum of all booked nights in a month

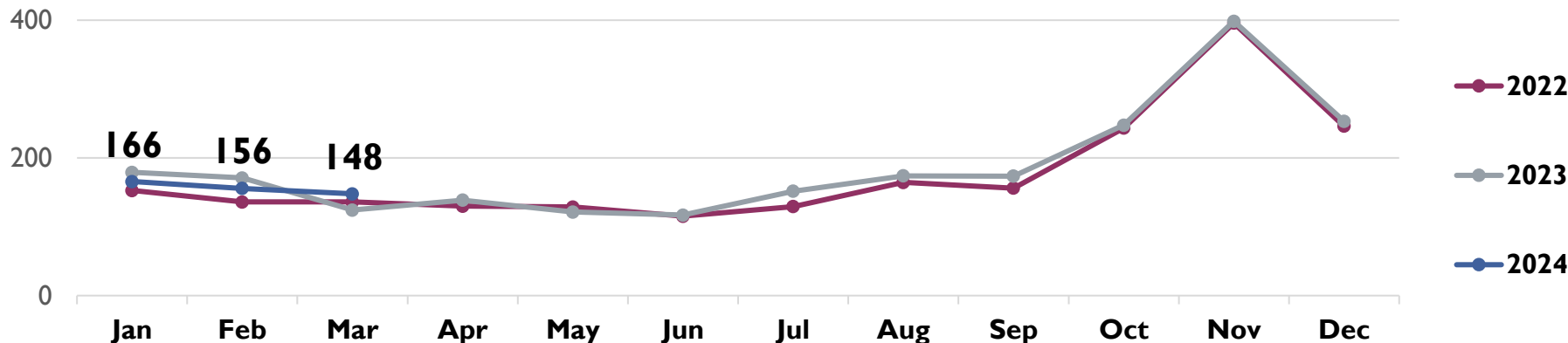
VISIT YORK

Source: Visit York

YTD Visit York Data for 2024

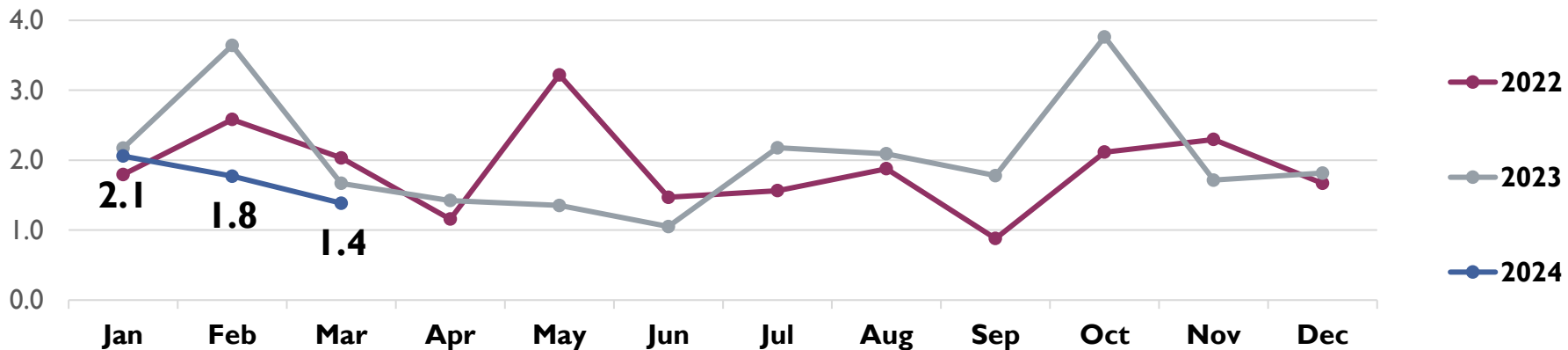
YTD vs. previous years

Visit York Website Visits (000s)



2024	469,489	
2023	474,445	-1% ↓
2022	424,922	+10% ↑

Visit York Social Media Impressions (Millions)

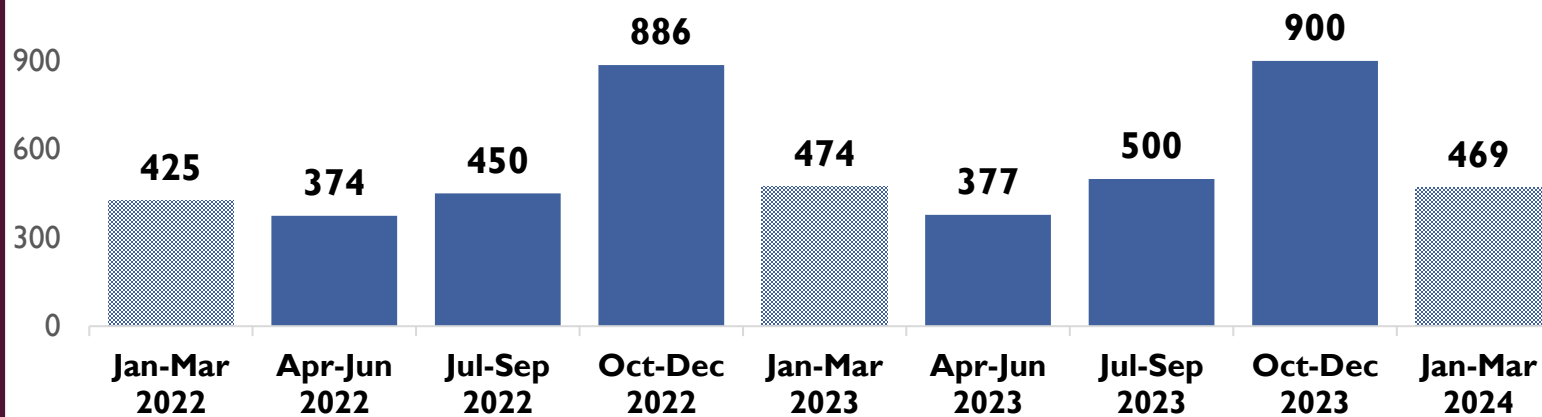


2024	5,214,234	
2023	7,483,132	-30% ↓
2022	6,409,955	-19% ↓

Quarterly Visit York Data

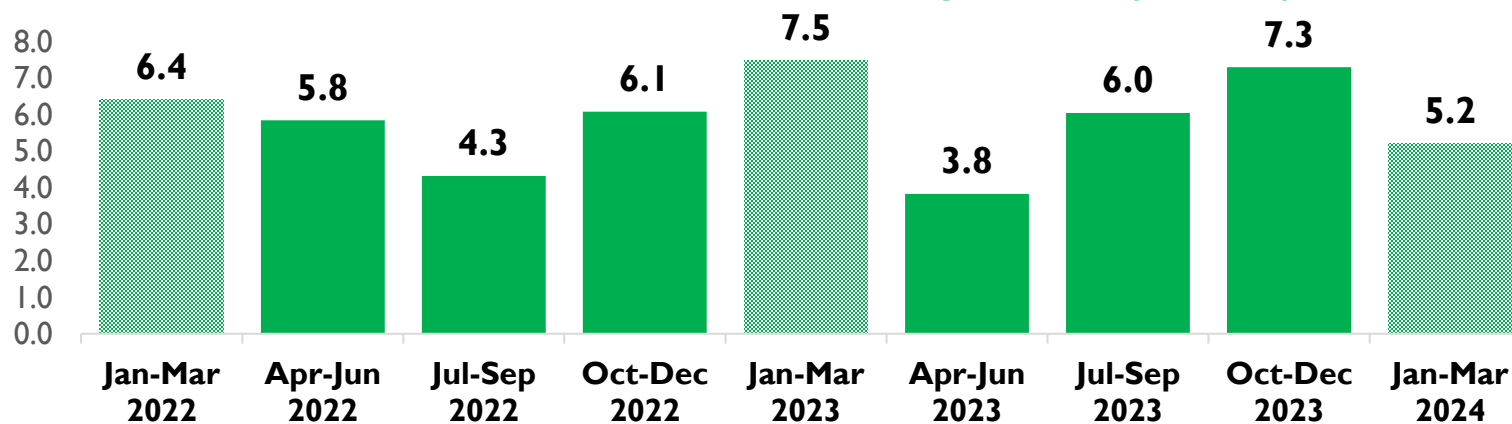
Commentary

Visit York Website Sessions (Thousands)



- Overall, Visit York web sessions during the first quarter of 2024 were slightly lower than the previous year.
- Sessions during January and February were lower than in 2023, while March sessions were 19% higher, helped by the early Easter and the Snooks Trail.
- The Snooks Trail was the most viewed web page in March.

Total Visit York Social Media Impressions (Millions)



- Although total social media impressions are down in the first quarter of 2024 compared to previous years, this is largely due to a decrease in paid impressions, rather than organic impressions, due to lower advertising spend.