

# Tourism KPIs: Quarterly Results for April – June 2022

Indicator	Latest quarter: Apr– Jun 2022	vs. last quarter: Jan – Mar 2022	vs. last year: Apr – Jun 2021	vs. pre-Covid: Apr – Jun 2019	Summary
<b>Hotel Accommodation (STR data provided by HAY)</b>					<ul style="list-style-type: none"> <li>Although hotel occupancy rates have improved, they are still well below 2019 levels (85%).</li> <li>Average daily room rates have increased by an average of £17 compared to 2019 to counteract lower occupancy levels. However, rising staffing, food and energy costs mean that average revenue per available room has only increased by £7</li> </ul>
Occupancy	77%	↑	↑	↓	
Average Daily Rate	£102	↑	↑	↑	
Revenue Per Available Room	£79	↑	↑	↑	
<b>Air BnB Accommodation</b>					<ul style="list-style-type: none"> <li>Airbnb occupancy levels continue to increase, and are broadly in line with 2019 levels</li> <li>Average daily room rate has increased by £39 since 2019, while monthly revenue per available room has increased by £724</li> <li>There are 398 more listings on the Airbnb website this quarter compared to the same time in 2019. This increase is driven mainly by entire properties rather than single rooms</li> </ul>
Occupancy	63%	↑	↑	↔	
Average Daily Rate	£141	↑	↑	↑	
Monthly Revenue Per Available Room	£2,801	↑	↑	↑	
Active Listings	1,992	↑	↑	↑	
<b>Footfall</b>					<ul style="list-style-type: none"> <li>Footfall on Parliament Street continues to increase but there were still a quarter of a million fewer headcounts in the latest quarter compared to 2019, a decrease of 12%</li> <li>Similarly, visits to attractions have increased, but are still 11% down compared to 2019</li> <li>Visits to Visitor Information Centre and use of York Pass continue to recover, but are still well below 2019 levels</li> </ul>
Parliament Street Footfall	1,810,998	↑	↑	↓	
Visitor Information Centre Footfall	50,462	↑	↑	↓	
Attraction Visits ( <i>n = 16, 3 of which not open 2021</i> )	486,253	↑	↑	↓	
Visits to Attractions Using York Pass	13,454	↑	↑	↓	
<b>York Visitor Survey (Leisure Day/Overnight)</b>					<ul style="list-style-type: none"> <li>Visitor satisfaction slightly increased this quarter, but is still below the 4.85 reached in the same period in 2019. Top suggestions for improving the visitor experience are: more toilets, cheaper parking and more seating</li> <li>Likelihood to return is below 2019 levels, however the vast majority of visitors, 98%, are likely to recommend York to others</li> <li>Average spend per person per day is back at 2019 levels</li> <li>Average party size tends to remain steady around the 2.2-2.3 mark</li> <li>Average length of stay has stabilised at 2.7 nights, an increase from 2.1 in 2019</li> </ul>
Visitor Satisfaction (out of 5)	4.71	↑	↔	↓	
Very/quite likely to return to York in next 2 years	69%	↓	↓	↑	
Very/quite likely to recommend York	98%	↑	↑	↑	
Average spend per person per day (exc. accom)	£81	↑	↑	↔	
Average party size	2.3	↓	↑	↔	
Average length of stay (staying visitors only)	2.7	↔	↑	↑	