

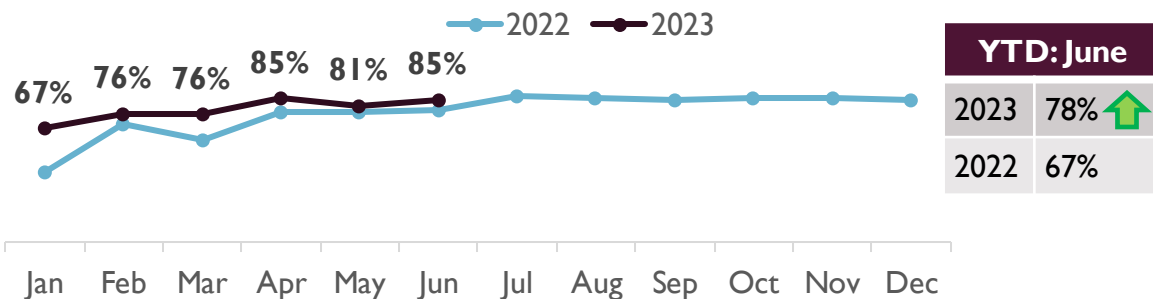
# York Tourism KPIs: Quarterly Results for April to June 2023

Indicator	This quarter: Apr-Jun 2023	vs. previous: Jan-Mar 2023	vs. last year: Apr-Jun 2022	vs. pre-Covid: Apr-Jun 2019	Summary
<b>Hotel Accommodation: STR data is provided by Hospitality Association York (HAY)</b>					
Average Occupancy	83.5%	↑	↑	↓	<ul style="list-style-type: none"> <li>Average hotel occupancy has shown a strong recovery for this quarter at <b>84%</b>, almost in line with 2019 levels (<b>85%</b>). Occupancy has increased from <b>73%</b> in Jan-Mar of this year, and from <b>77%</b> during Apr-Jun last year</li> <li>ADR has increased by <b>26%</b> since 2019, while REVPAR has increased by <b>23%</b></li> </ul>
Average Daily Rate (ADR)	£106.43	↑	↑	↑	
Average Revenue Per Available Room	£88.89	↑	↑	↑	
<b>Airbnb Accommodation (AirDNA uploaded to T-Stats)</b>					
Average Occupancy	68%	↑	↑	↑	<ul style="list-style-type: none"> <li>Looking back over the past 5 years, average Airbnb occupancy, listings and monthly RevPAR have reached their highest levels for the Apr-Jun period, climbing past the pre-pandemic high.</li> <li>Compared to 2019, occupancy levels are up <b>6%</b>, active listings are up <b>33%</b> and monthly RevPAR is up <b>66%</b></li> </ul>
Average Daily Rate (ADR)	£140	↑	↓	↑	
Monthly Revenue Per Available Room	£3,440	↑	↑	↑	
Average Active Listings	2116	↑	↑	↑	
<b>Footfall: City centre (provided by Springboard*) and VIC footfall</b>					
Total Footfall (Parliament Street & Micklegate)	2,463,535	↑	↑	↓	<ul style="list-style-type: none"> <li>Total footfall for Apr-Jun 2023 is up <b>3%</b> vs. 2022 but still down <b>11%</b> vs. 2019</li> <li>The quarterly footfall increase vs. Apr-Jun last year is higher for Micklegate (<b>5%</b>) than Parliament Street (<b>2%</b>), though Micklegate is still <b>12%</b> below 2019 levels, compared to <b>10%</b> for Parliament Street</li> </ul>
Total Parliament Street Footfall	1,848,762	↑	↑	↓	
Total Micklegate Footfall	614,773	↑	↑	↓	
<b>Visits to Attractions in the Visit York Attractions Monitor (12 big, 11 small, 23 in total)</b>					
Total Visits to Big Attractions	728,118	↑	↓	↓	<ul style="list-style-type: none"> <li>Visits to big attractions are slightly down (<b>-2%</b>) compared to the same period last year, with the majority seeing lower footfall in June. On a more positive note, visits to small attractions are up <b>14%</b> on last year</li> <li>Overall, visits to the <b>23</b> attractions in the York Attractions Monitor are <b>1%</b> down on the same period last year, but still <b>11%</b> below 2019 levels</li> </ul>
Total Visits to Small Attractions	59,710	↑	↑	↓	
Total Visits to York Attractions	787,828	↑	↓	↓	
<b>Visit York data</b>					
VIC Footfall	35,205	↑	↓	↓	<ul style="list-style-type: none"> <li>VIC visits have almost doubled compared to the first quarter of 2023, but are <b>30%</b> down on the same quarter last year and <b>62%</b> down vs. 2019</li> </ul>
Visits using a York Pass	14,145	↑	↑	↓	<ul style="list-style-type: none"> <li>Visits using a York Pass in Apr-Jun 2023 are <b>1%</b> higher than in 2022, but <b>42%</b> below visits made using a York Pass in 2019</li> </ul>

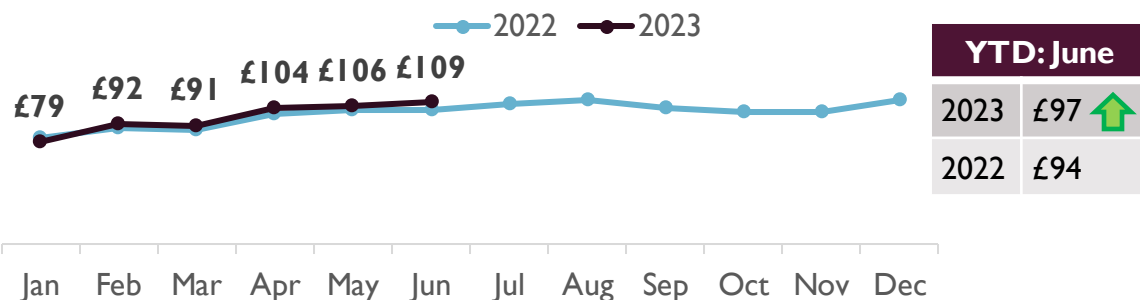
\* City centre footfall data is not based on the British Retail Consortium Calendar, so varies slightly from the Footfall Reviews produced by Springboard

## Hotel accommodation (STR data provided by HAY)

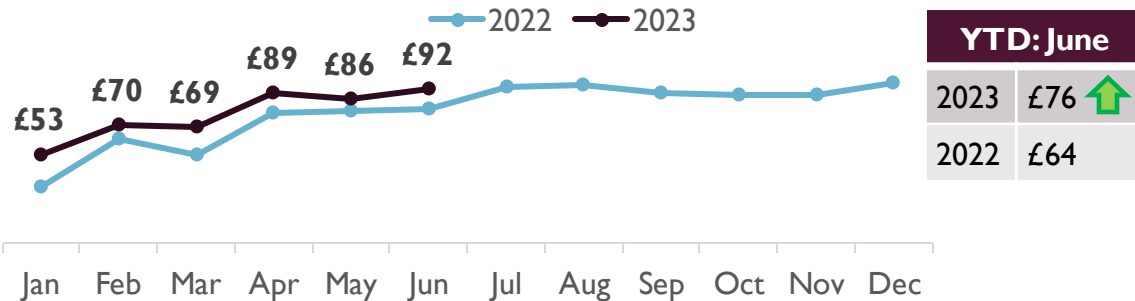
### Average hotel room occupancy



### Average hotel daily rate per room (ADR)

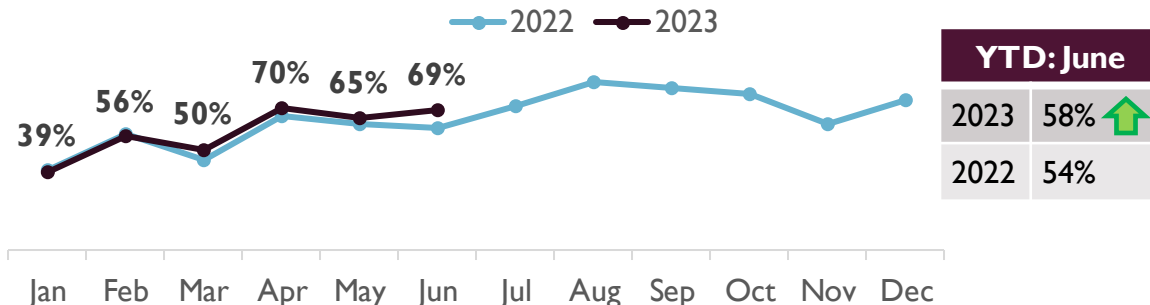


### Average hotel daily RevPAR

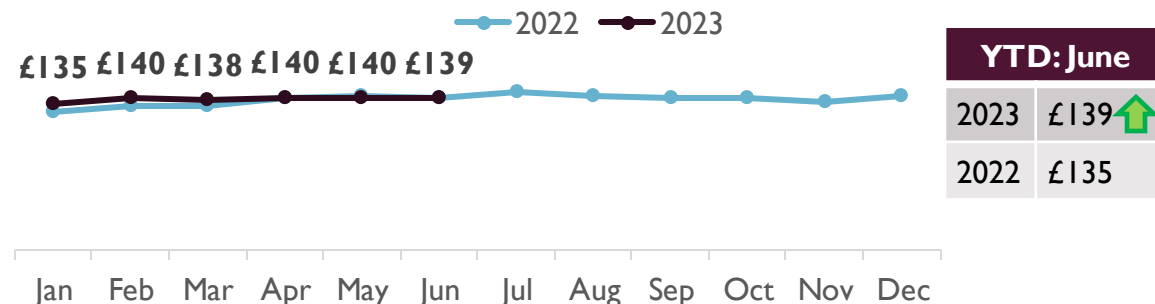


## Airbnb accommodation (AirDNA)

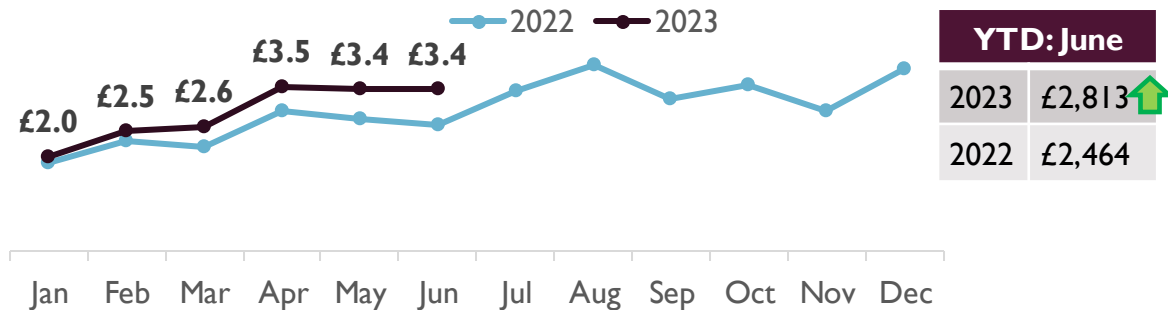
### Average Airbnb occupancy



### Average Airbnb daily rate (ADR)



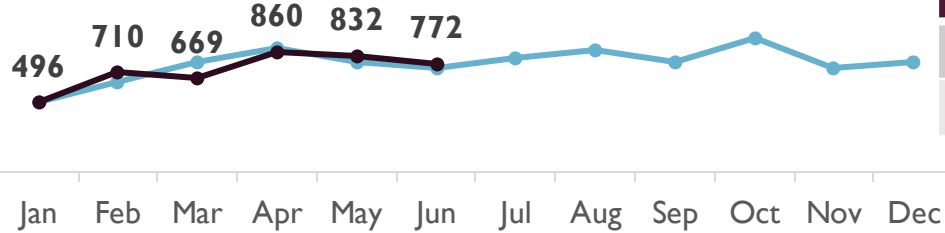
### Average Airbnb monthly RevPAR (thousands)



## City Centre Footfall (Data: Springboard via CYC)

Total city centre footfall in thousands

— 2022 — 2023



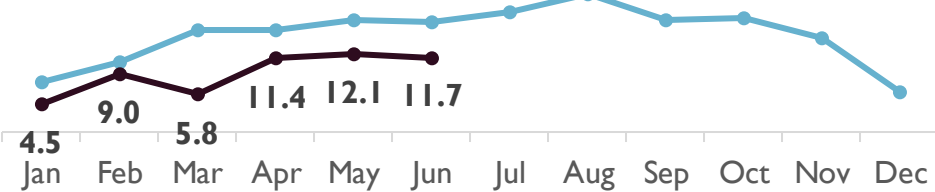
**YTD: June**

2023	4.34mn	↑
2022	4.32mn	

## VIC Footfall and Attractions

Total VIC footfall in thousands

— 2022 — 2023

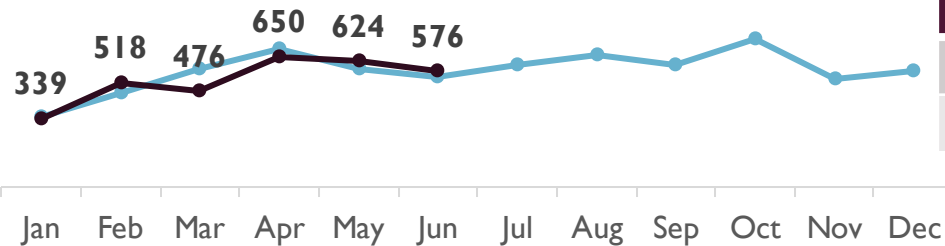


**YTD: June**

2023	54,497	↓
2022	85,147	

Total Parliament St. footfall in thousands

— 2022 — 2023

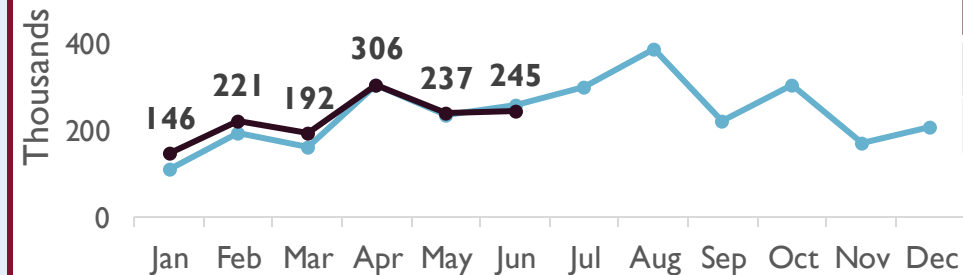


**YTD: June**

2023	3.18mn	↓
2022	3.22mn	

Visits to York attractions in thousands (All 23 attractions)

— 2022 — 2023

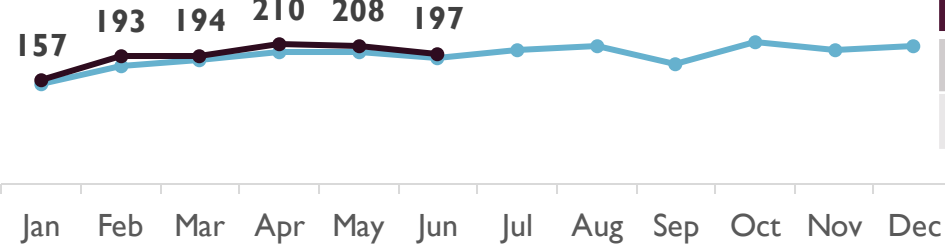


**YTD: June**

2023	1.35mn	↑
2022	1.26mn	

Total Micklegate footfall in thousands

— 2022 — 2023

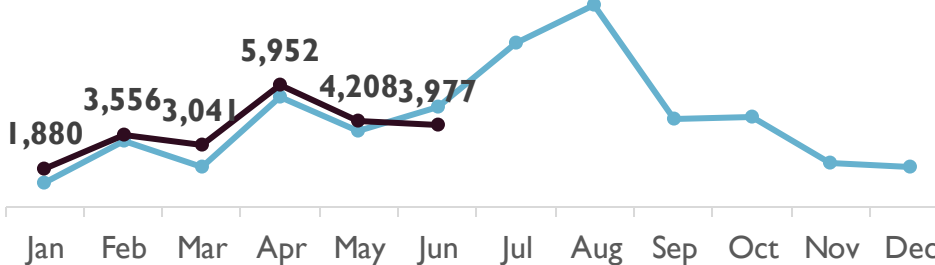


**YTD: June**

2023	1.16mn	↑
2022	1.10mn	

Total visits to attractions using a York Passt

— 2022 — 2023

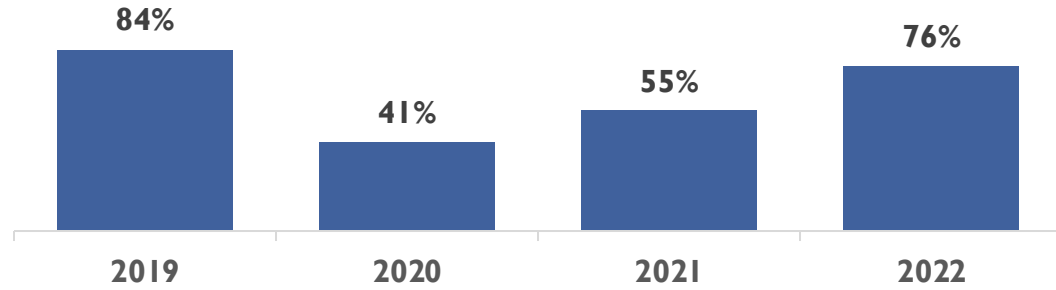


**YTD: June**

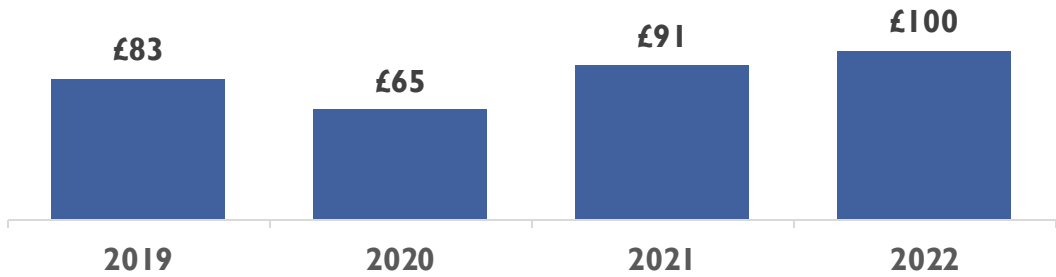
2023	22,614	↑
2022	20,405	

## Hotels (STR data provided by HAY - no data for 2018)

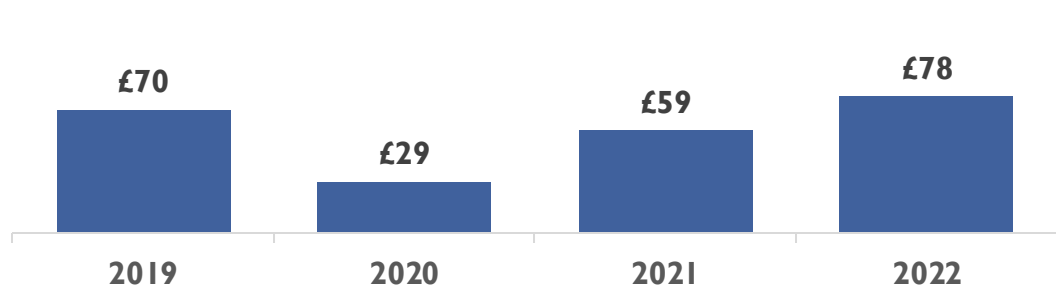
### Average hotel room occupancy



### Average hotel daily rate per room (ADR)

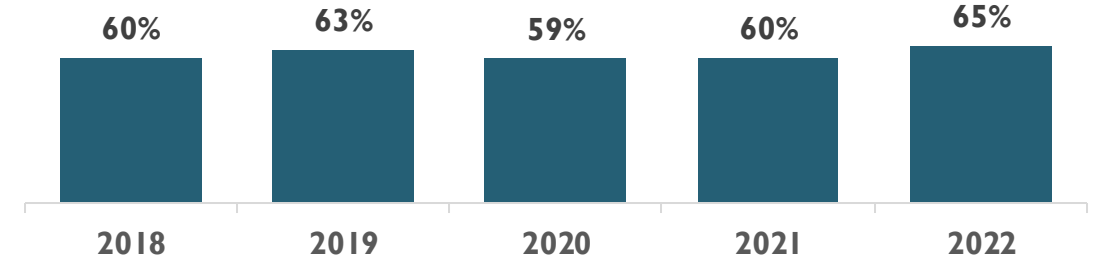


### Average daily RevPAR

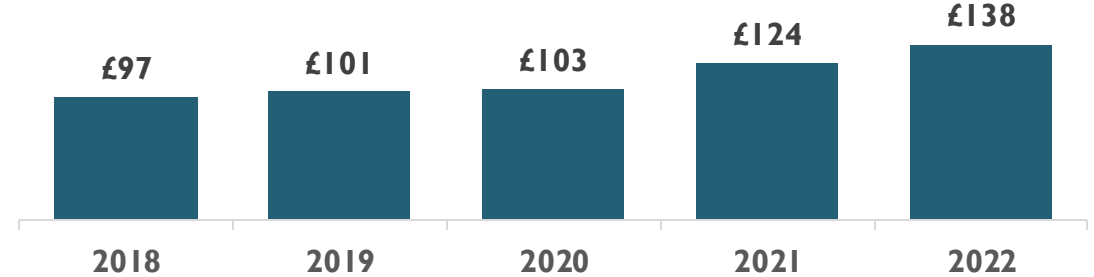


## Airbnb (Air DNA data provided by T-Stats)

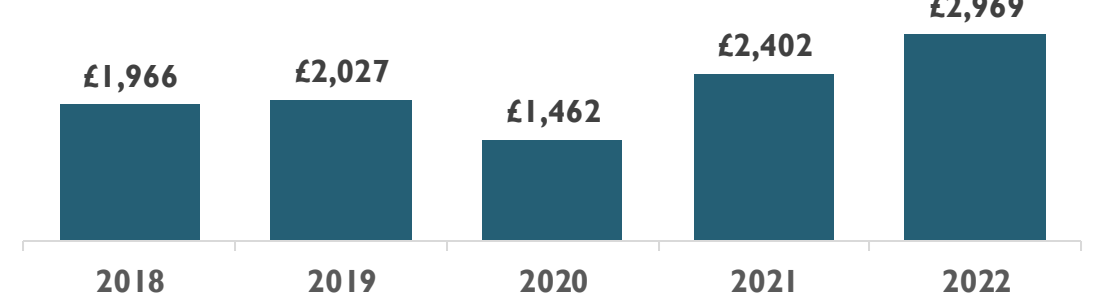
### Average Airbnb occupancy



### Average daily rate per Airbnb (ADR)

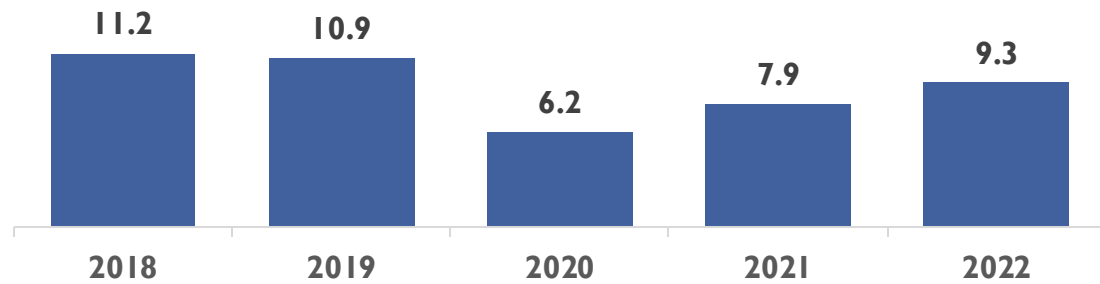


### Average monthly RevPAR

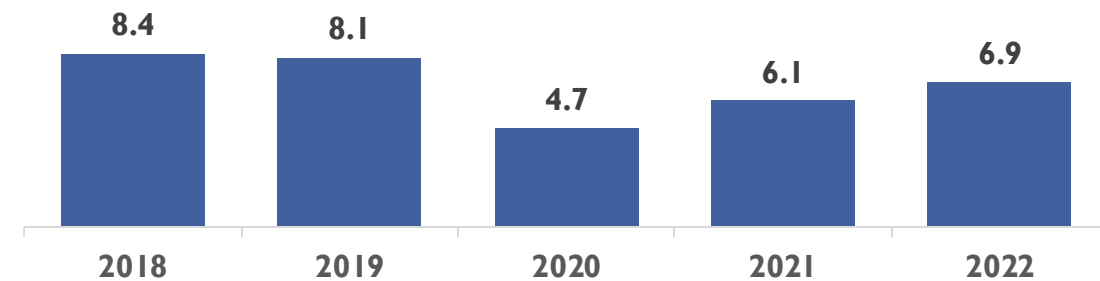


## Footfall

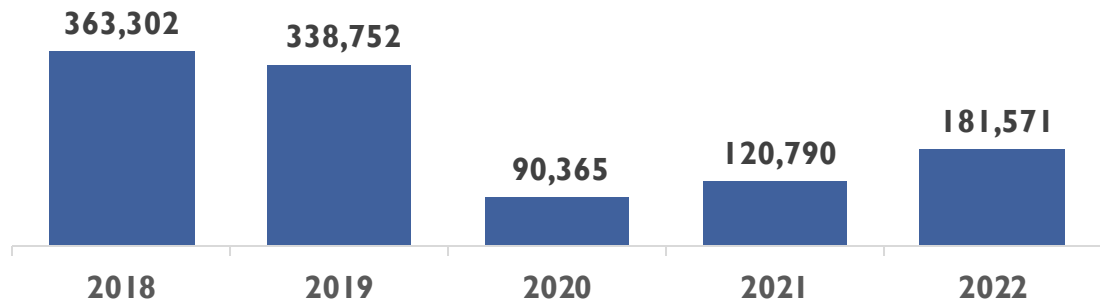
Total footfall in millions (Data:Springboard)



Total Parliament St. footfall in millions (Data:Springboard)

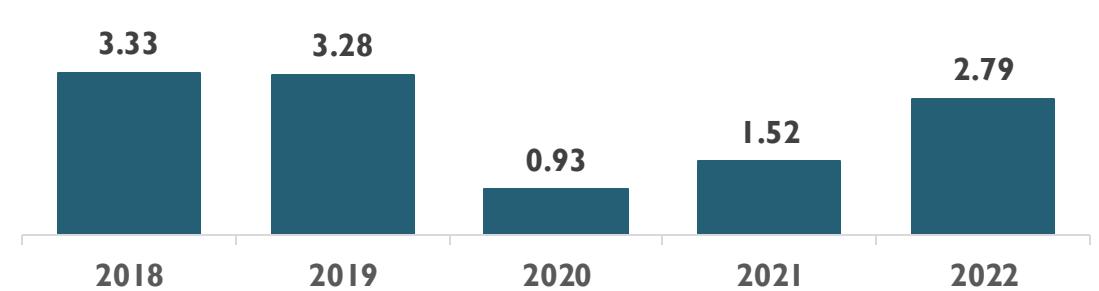


Total VIC footfall

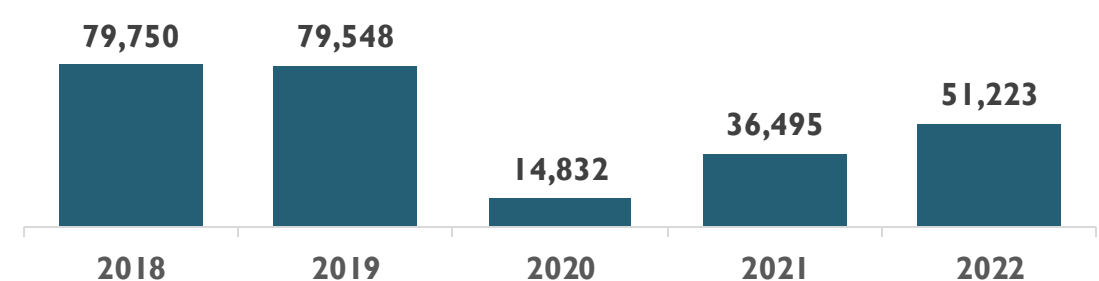


## Attractions

Total visits to 23 York-based attractions in millions\*



Total visits using a York Pass



\*Barley Hall, City Cruises York, City Sightseeing York, City Walls Experience (Opened Apr 2022). Formerly Henry VII Experience which closed April 2020), Clifford's Tower (Closed November 2020 - April 2022), DIG, Goddards, Holgate Windmill, JORVIK Viking Centre, Mansion House, Merchant Adventurers Hall, National Railway Museum, The Bar Convent, Treasurer's House, York Army Museum, York Art Gallery, York Castle Museum, York Cold War Bunker (Closed April 2020 - April 2022), York Dungeon, York Minster, York's Chocolate Story, Yorkshire Museum (Closed April 2020 - July 2021)