

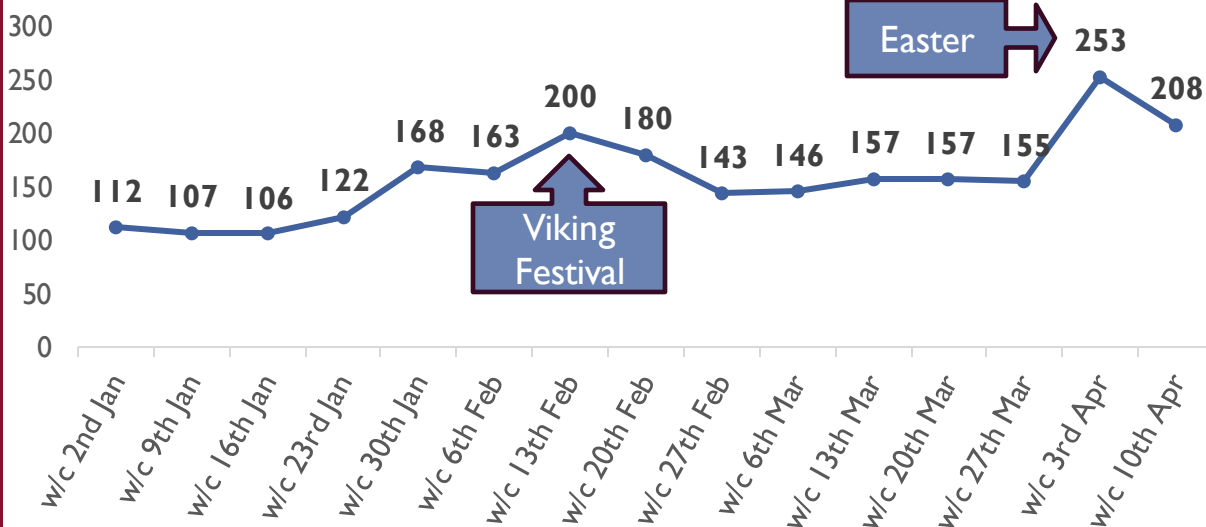
# York Tourism KPIs: Quarterly Results for January to March 2023

Indicator	This quarter: Jan-Mar 2023	vs. previous: Oct-Dec 2022	vs. last year: Jan-Mar 2022	vs. pre-Covid: Jan-Mar 2019	Summary
<b>Hotel Accommodation: STR data provided by HAY</b>					
<b>Average Occupancy</b>	<b>73%</b>				<ul style="list-style-type: none"> <li>Average hotel occupancy for Jan-Mar 2023 has increased vs. the same period last year and is equivalent to the same period in 2019</li> <li>Occupancy has increased by 28% vs. Jan-Mar 2022 and RevPAR has increased 30%. Both ADR and RevPAR are higher than both last year and 2019</li> </ul>
<b>Average Daily Rate (ADR)</b>	<b>£87.35</b>				
<b>Average Revenue Per Available Room</b>	<b>£64.02</b>				
<b>Airbnb (Jan-March)</b>					
<b>Average Occupancy</b>	<b>48%</b>				<ul style="list-style-type: none"> <li>Airbnb occupancy levels for Q1 were lower than the last quarter of 2022, but only marginally higher than the equivalent period in 2022 and 2019 (both 47%), despite a notable increase in active listings year on year</li> <li>Average daily rate was slightly lower than the last quarter of 2022, but well above the first quarter in previous years. Higher ADR combined with similar occupancy levels have resulted in a higher average monthly RevPAR compared to the first quarters of 2019 and 2022</li> </ul>
<b>Average Daily Rate (ADR)</b>	<b>£138</b>				
<b>Monthly Revenue Per Available Room</b>	<b>£2,390</b>				
<b>Average Active Listings</b>	<b>2,013</b>				
<b>Footfall: City centre (provided by Springboard) and VIC footfall</b>					
<b>Total Footfall (Parliament Street &amp; Micklegate)</b>	<b>1,875,462</b>				<ul style="list-style-type: none"> <li>Total footfall for Jan-Mar 2023 was down 3% vs. 2022 and 18% vs. 2021</li> <li>At just over 1.3 million, Parliament Street footfall is down 6% on last year and 20% vs. the first quarter of 2019, whereas footfall on Micklegate has increased 6% vs. Jan-Mar 2022</li> <li>VIC footfall for Jan-Mar 2023 was down 45% vs. 2022 and down 73% vs. 2019</li> </ul>
<b>Total Parliament Street Footfall</b>	<b>1,332,335</b>				
<b>Total Micklegate Footfall</b>	<b>543,127</b>				
<b>Total VIC footfall</b>	<b>19,014</b>				
<b>Visits to Attractions in the Visit York Attractions Monitor (21 in total – data for 2 not available)</b>					
<b>Total Visits to Big Attractions (10 of 11*)</b>	<b>476,723</b>				<ul style="list-style-type: none"> <li>Overall, attraction visits are up 14% vs. the first quarter of 2022, but still 14% lower than in 2019</li> <li>Big attractions have recovered the most this quarter, with 89% of the visitors attained in Q1 2019 compared to 69% for small attractions</li> <li>Attraction visits using a York Pass were 29% higher than the same period in 2022, but 21% lower than 2019</li> </ul>
<b>Total Visits to Small Attractions (11 of 12**)</b>	<b>37,900</b>				
<b>Total Visits to York Attractions (21 of 23)</b>	<b>514,623</b>				
<b>Total Visits to Attractions Using York Pass</b>	<b>8,278</b>				

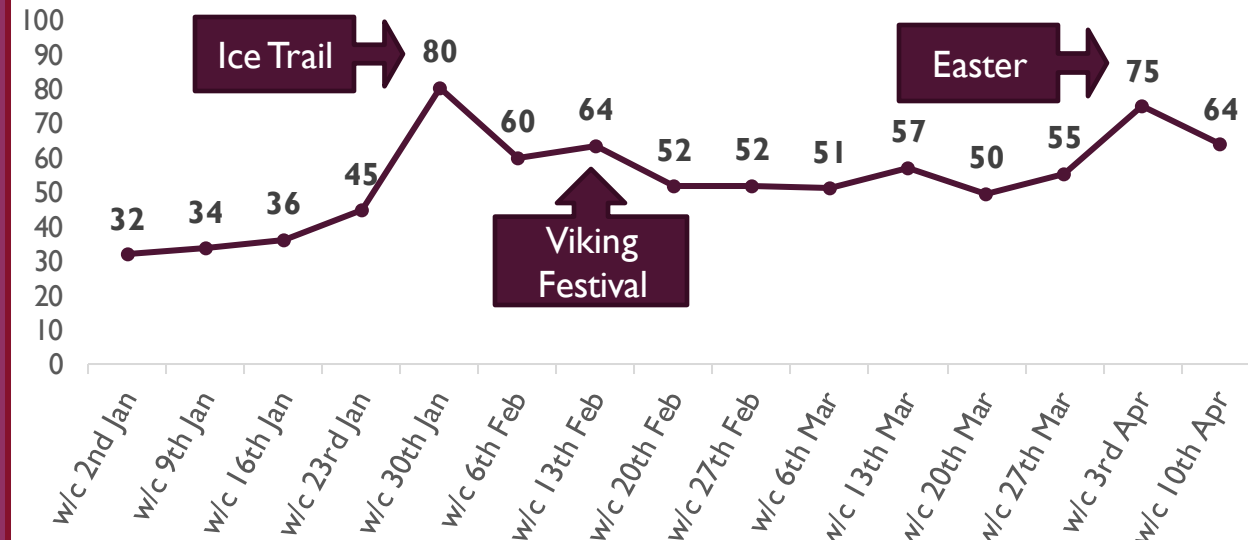
\*City Cruises York, City Sightseeing York, JORVIK Viking Centre, National Railway Museum, York Art Gallery, York Castle Museum, York Dungeon, York Minster, York's Chocolate Story, Yorkshire Museum

\*\*Barley Hall, City Walls Experience, DIG, Fairfax House, Goddards, Holgate Windmill, Mansion House, Merchant Adventurers Hall, The Bar Convent, Treasurer's House, York Army Museum

### Total weekly city centre footfall in thousands (Springboard data)



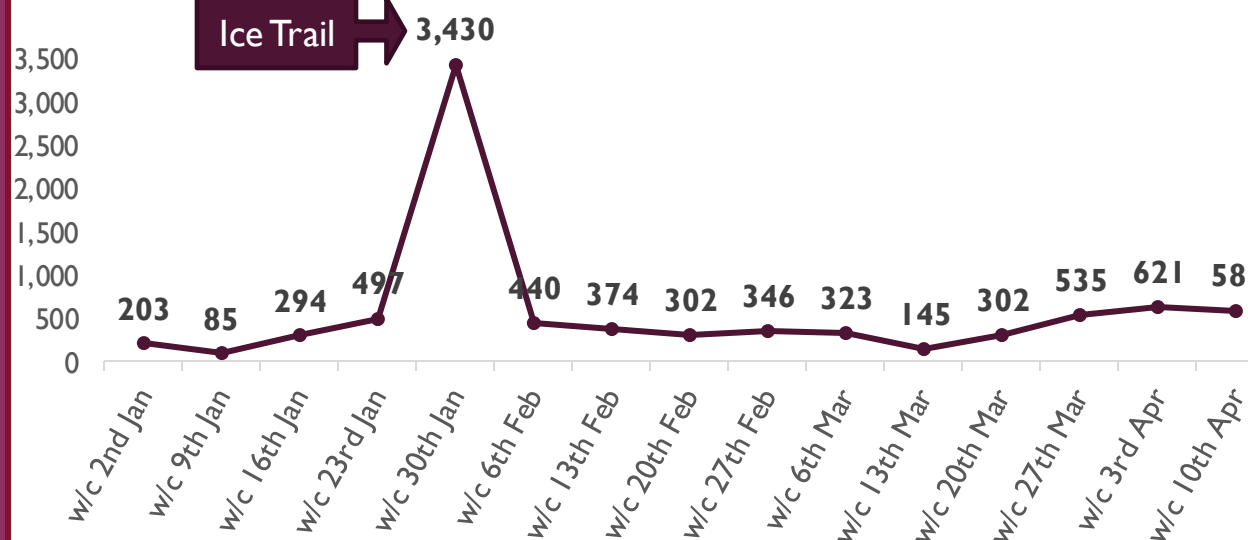
### Total weekend city centre footfall in thousands (Springboard data)



### Total weekly VIC footfall in thousands

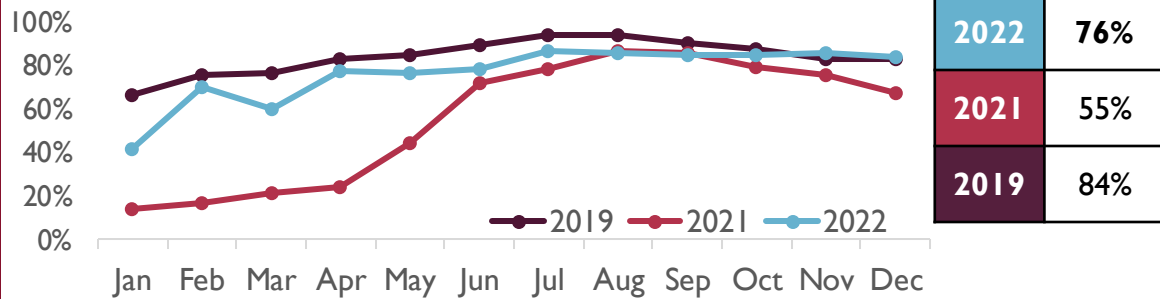


### Total weekend VIC footfall

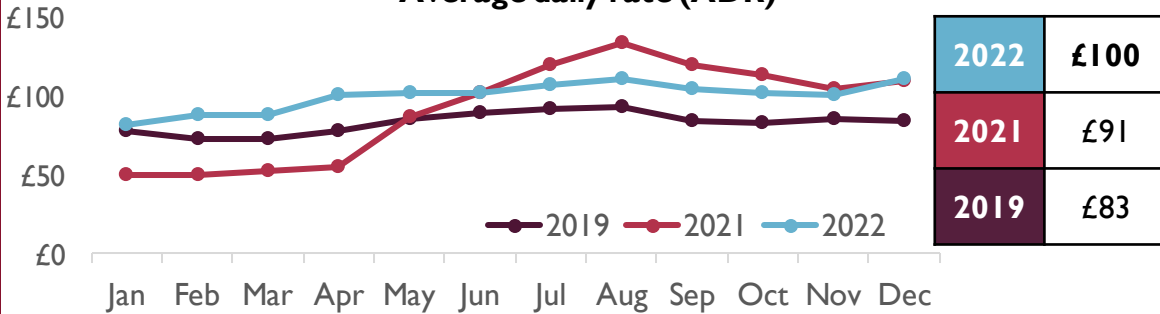


## Hotel accommodation (STR data provided by HAY)

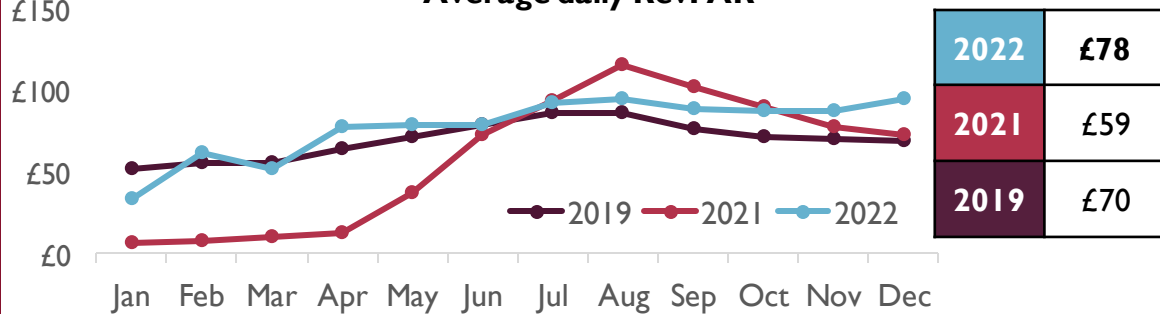
### Average hotel occupancy



### Average daily rate (ADR)

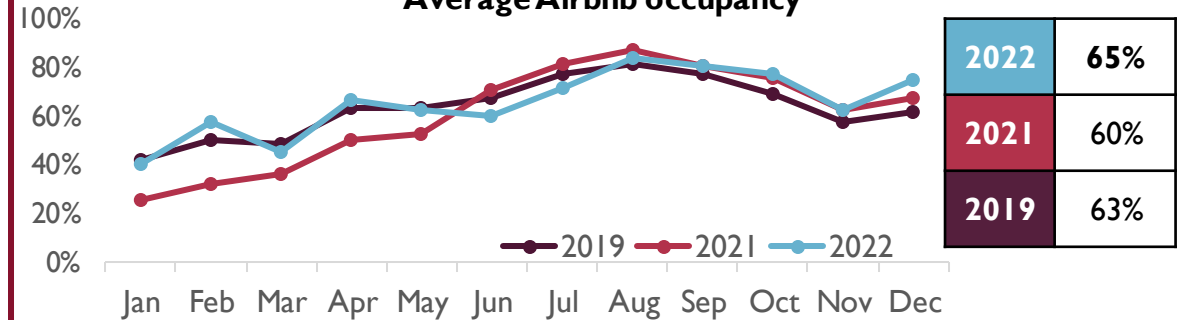


### Average daily RevPAR

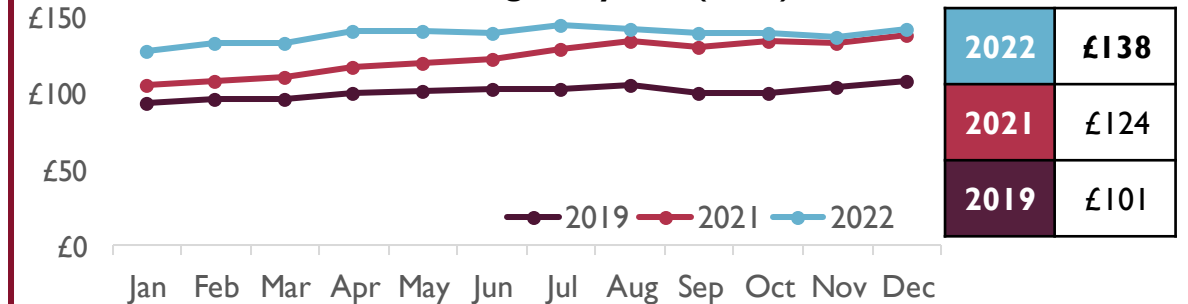


## Airbnb accommodation (AirDNA)

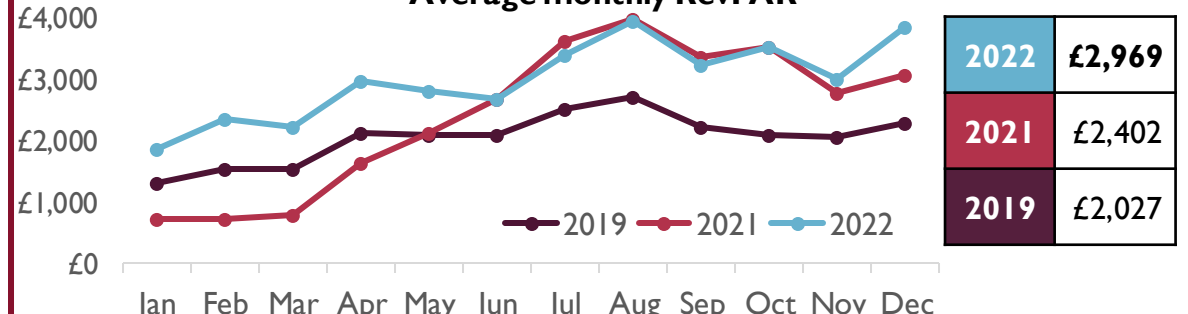
### Average Airbnb occupancy



### Average daily rate (ADR)

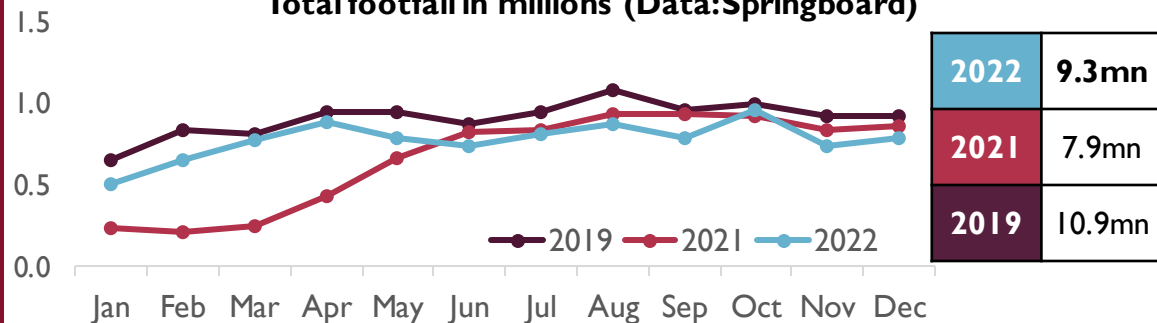


### Average monthly RevPAR

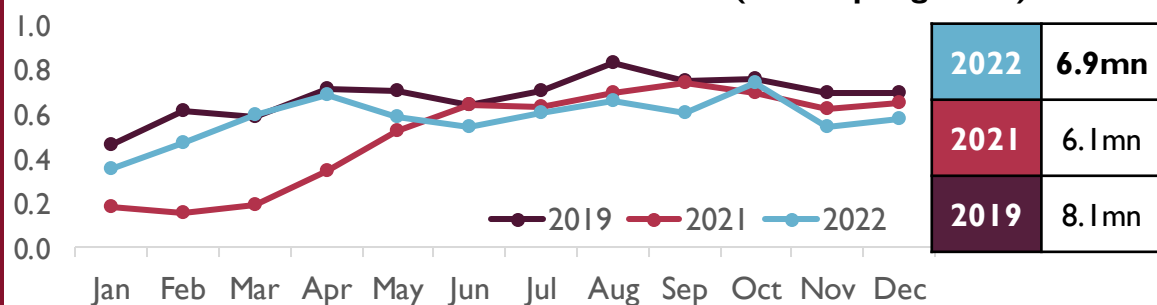


## Footfall

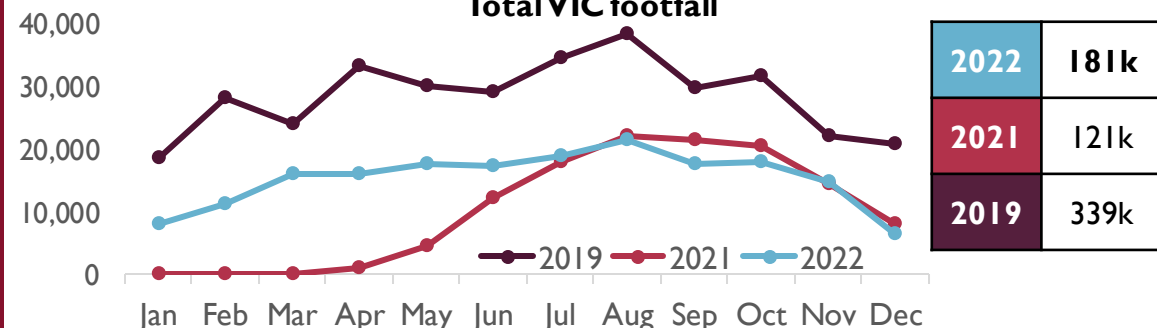
Total footfall in millions (Data:Springboard)



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

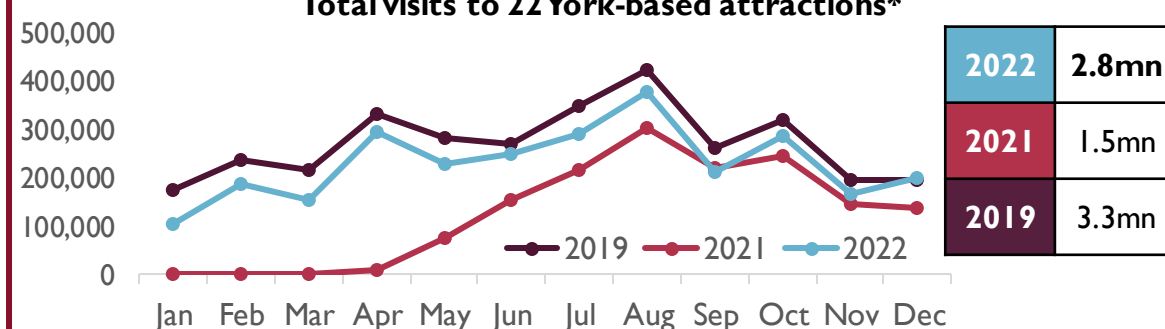


Total VIC footfall

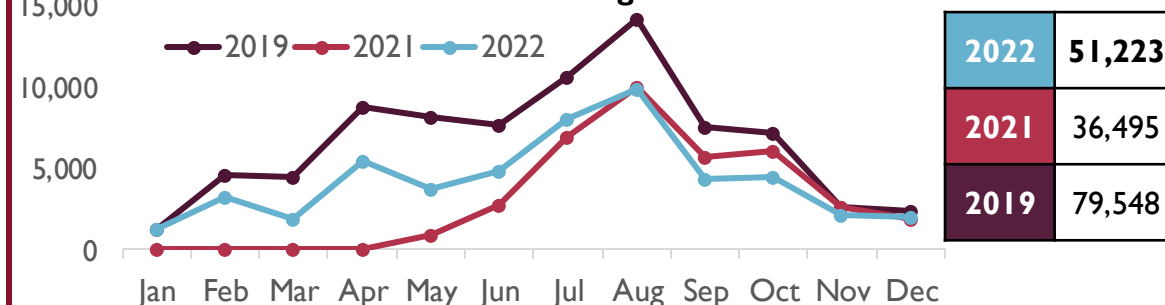


## Attractions

Total visits to 22 York-based attractions\*



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)