

QUARTERLY
TOURISM
DASHBOARD

OCTOBER TO
DECEMBER 2023

Visit York



CITY CENTRE FOOTFALL

Source: MRI OnLocation Footfall Analytics (formerly Springboard)

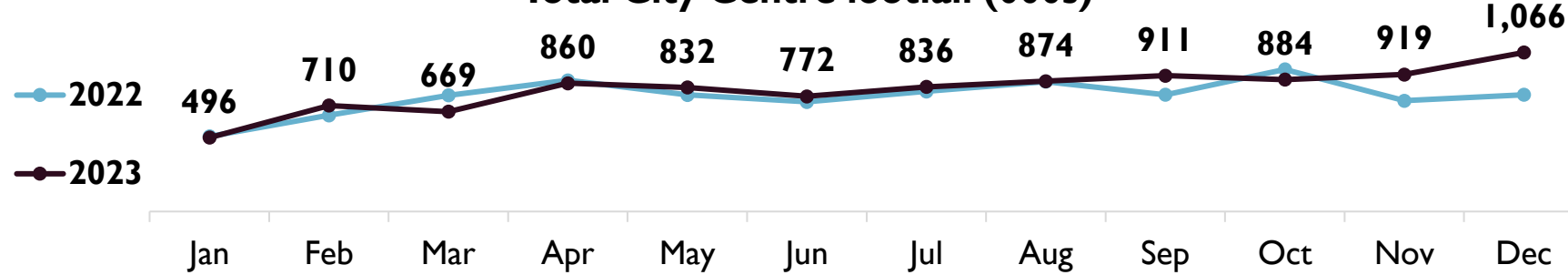
Quarterly footfall data for 2023				Oct-Dec 2023 vs. previous years			Commentary																	
<h3>Parliament Street</h3> <table border="1"> <tr> <th>Quarter</th> <th>Footfall</th> </tr> <tr> <td>Jan-Mar</td> <td>1,332,335</td> </tr> <tr> <td>Apr-Jun</td> <td>1,848,762</td> </tr> <tr> <td>Jul-Sep</td> <td>1,989,218</td> </tr> <tr> <td>Oct-Dec</td> <td>2,216,719</td> </tr> </table>				Quarter	Footfall	Jan-Mar	1,332,335	Apr-Jun	1,848,762	Jul-Sep	1,989,218	Oct-Dec	2,216,719	<table border="1"> <thead> <tr> <th>Year</th> <th>Footfall</th> <th>Q4 2023 %+/-</th> </tr> </thead> <tbody> <tr> <td>2022</td> <td>1,858,428</td> <td>+19% ↑</td> </tr> <tr> <td>2019</td> <td>2,144,020</td> <td>+3% ↑</td> </tr> </tbody> </table>	Year	Footfall	Q4 2023 %+/-	2022	1,858,428	+19% ↑	2019	2,144,020	+3% ↑	<ul style="list-style-type: none"> Footfall cameras on Parliament Street during Oct-Dec recorded higher figures than any other quarter in 2023, and 19% higher than Oct-Dec in 2022. Recorded footfall during December was higher than any other month in 2023.
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YTD footfall data for 2023

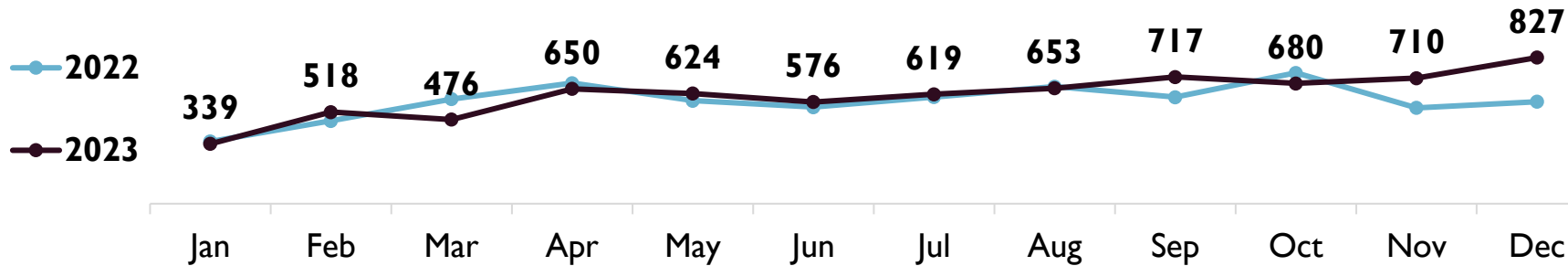
2023 vs. previous years

Total City Centre footfall (000s)



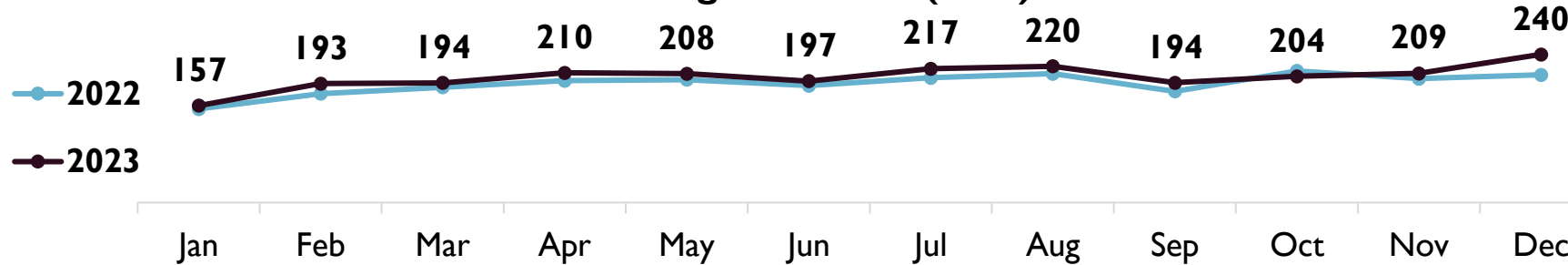
2023	9,828,583	
2022	9,259,066	+6% ↑
2019	10,859,132	-9% ↓

Parliament St. footfall (000s)



2023	7,387,034	
2022	6,949,211	+6% ↑
2019	8,149,536	-9% ↓

Micklegate footfall (000s)



2023	2,441,549	
2022	2,309,825	+6% ↑
2019	2,709,596	-10% ↓

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VISITS TO VISITOR ATTRACTIONS

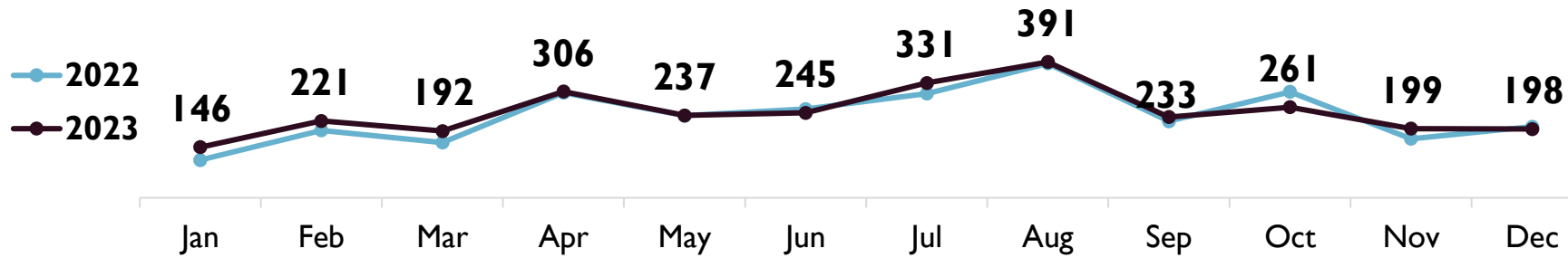
Source: 23 York attractions

Quarterly Attraction data for 2023	Oct-Dec 2023 vs. previous years			Commentary																											
<p>Visits to all attractions</p> <table border="1"> <tr> <th>Quarter</th> <th>Visitors</th> </tr> <tr> <td>Jan-Mar</td> <td>559,151</td> </tr> <tr> <td>Apr-Jun</td> <td>787,828</td> </tr> <tr> <td>Jul-Sep</td> <td>954,639</td> </tr> <tr> <td>Oct-Dec</td> <td>658,251</td> </tr> </table>	Quarter	Visitors	Jan-Mar	559,151	Apr-Jun	787,828	Jul-Sep	954,639	Oct-Dec	658,251	<table border="1"> <tr> <th>Year</th> <th>Visitors</th> <th>Q4 2023 %+/-</th> </tr> <tr> <td>2022</td> <td>680,101</td> <td>-3% ↓</td> </tr> <tr> <td>2019</td> <td>727,772</td> <td>-9% ↓</td> </tr> </table>	Year	Visitors	Q4 2023 %+/-	2022	680,101	-3% ↓	2019	727,772	-9% ↓	<table border="1"> <tr> <th>Year</th> <th>Visitors</th> <th>Q4 2023 %+/-</th> </tr> <tr> <td>2022</td> <td>680,101</td> <td>-3% ↓</td> </tr> <tr> <td>2019</td> <td>727,772</td> <td>-9% ↓</td> </tr> </table>	Year	Visitors	Q4 2023 %+/-	2022	680,101	-3% ↓	2019	727,772	-9% ↓	<ul style="list-style-type: none"> Attraction figures for the last quarter of 2023 were 3% lower than in 2022 and 9% lower than in 2019 Visits tracked above 2022 levels for all months except June, December and most notably October
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YTD Attraction Monitor data for 2023

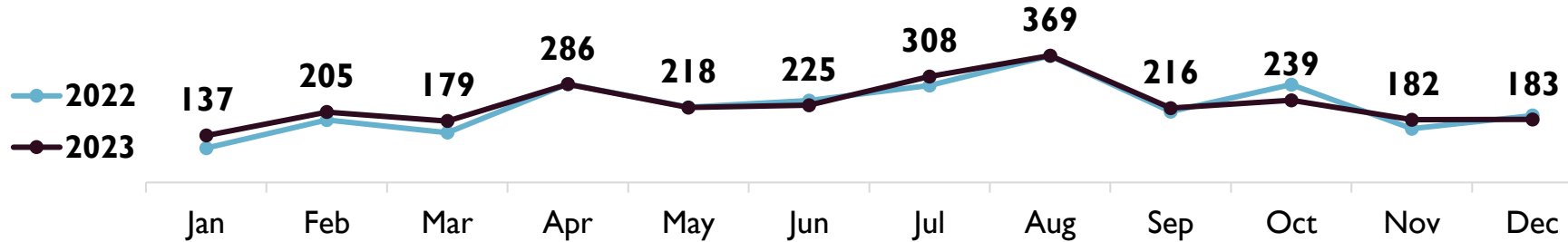
2023 vs. previous years

Visits to 23 York Attractions (000s)



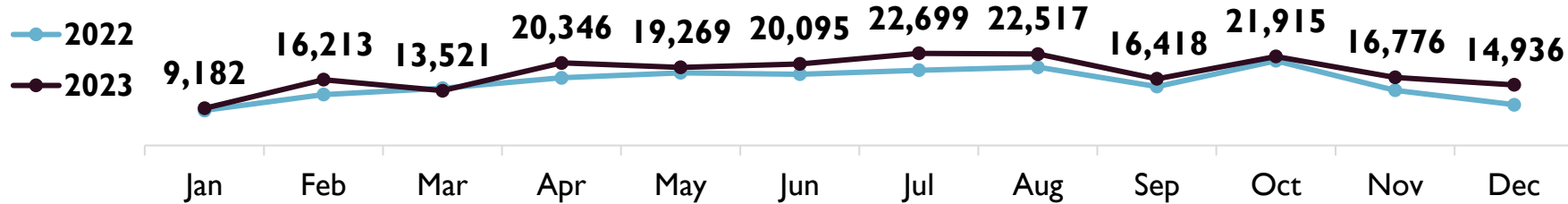
2023	2,959,869	
2022	2,844,294	+4%
2019	3,308,202	-11%

Visits to 12 York Big Attractions (000s)



2023	2,745,982	
2022	2,659,905	+3%
2019	3,048,473	-10%

Visits to 11 York Small Attractions



2023	213,887	
2022	184,389	+16%
2019	259,729	-18%

AIRBNB ACCOMMODATION DATA

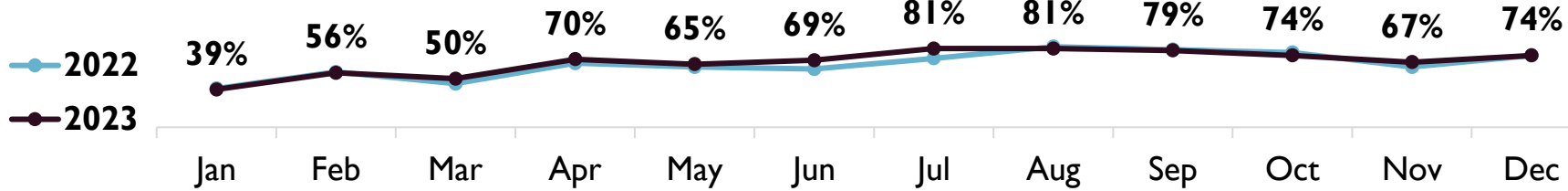
Source: Air DNA

Quarterly Airbnb data for 2023				Oct-Dec 2023 vs. previous years			Commentary																	
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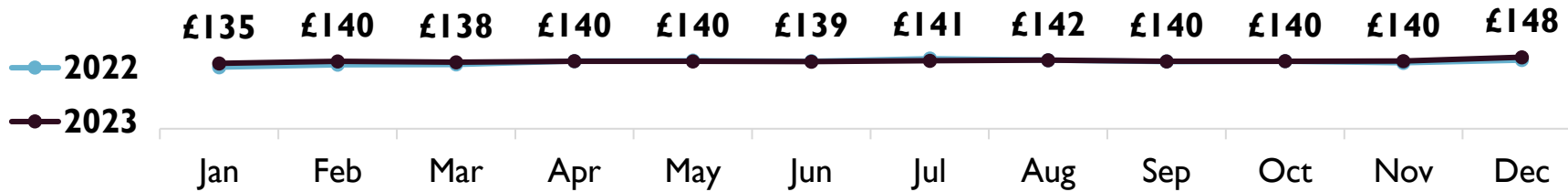
2023 vs. previous years

Average occupancy (%)



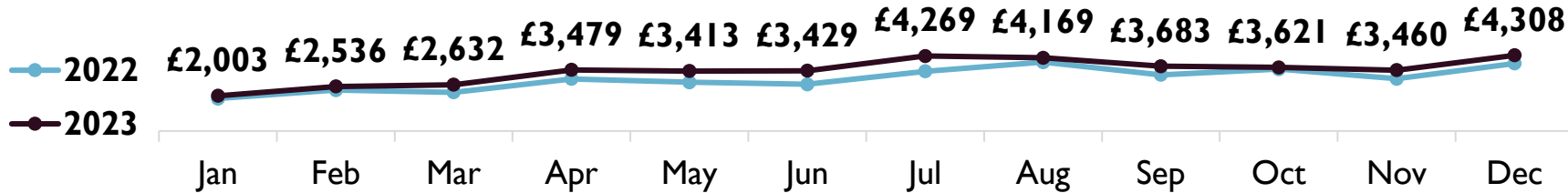
2023	67%	
2022	65%	+4% ↑
2019	63%	+7% ↑

Average ADR (£)



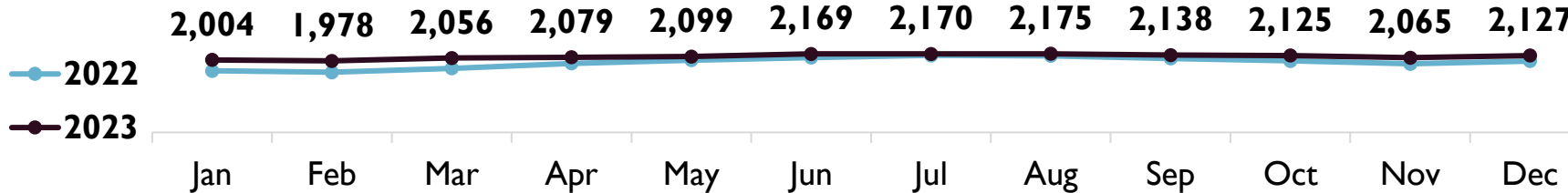
2023	£140	
2022	£138	+1% ↑
2019	£101	+39% ↑

Average YTD RevPAR (£)



2023	£3,417	
2022	£2,969	+15% ↑
2019	£2,027	+69% ↑

Average listings



2023	2,099	
2022	1,938	+8% ↑
2019	1,579	+33% ↑

SERVICED ACCOMMODATION DATA

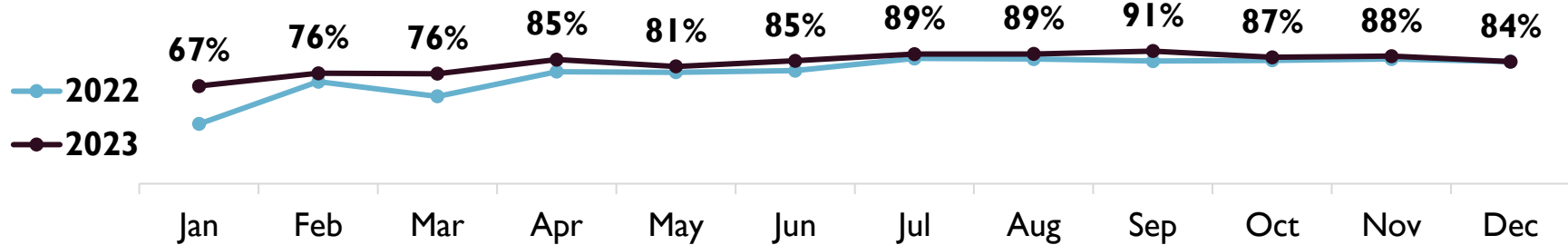
Source: Forward STAR (STR Benchmarking)

Quarterly Serviced Accom data for 2023	Oct-Dec 2023 vs. previous years			Commentary																											
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YTD serviced accommodation data for 2023

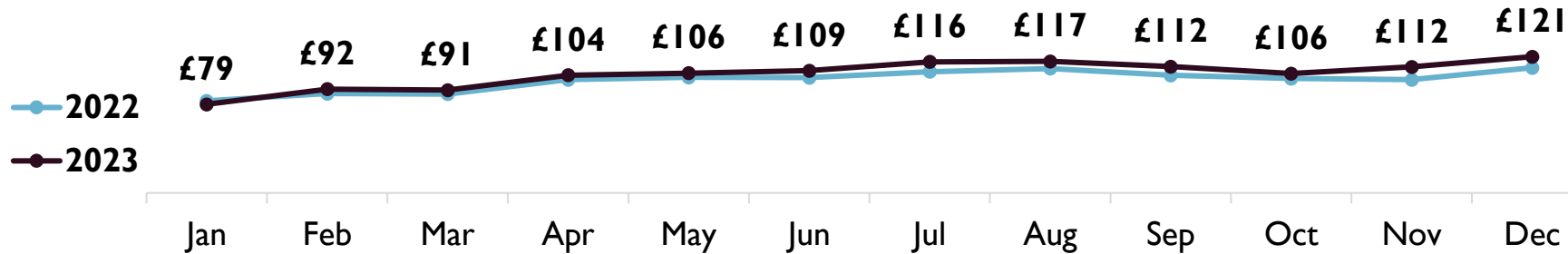
2023 vs. previous years

Average hotel room occupancy (%)



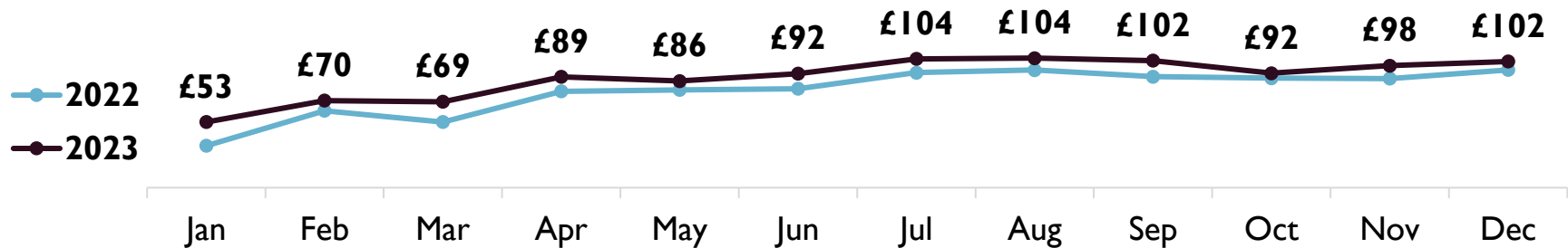
2023	83%	
2022	76%	+9% ↑
2019	84%	-1% ↑

Average hotel ADR (£)



2023	£105	
2022	£100	+6% ↑
2019	£83	+27% ↑

Average hotel RevPAR (£)



2023	£88	
2022	£78	+14% ↑
2019	£70	+26% ↑

VISITYORK

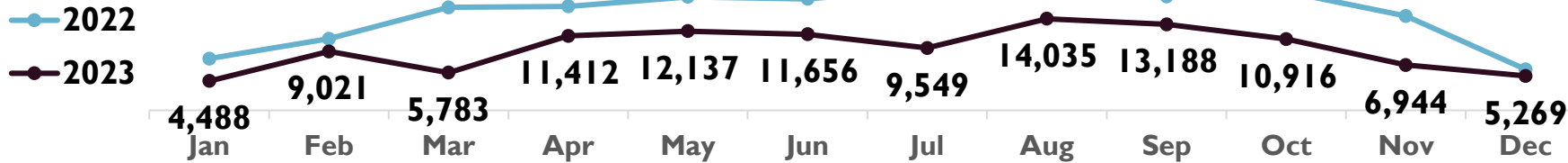
Source: Visit York

Quarterly Visit York data for 2023	Oct-Dec 2023 vs. previous years			Commentary																											
<p>VIC footfall</p> <table border="1"> <tr><th>Quarter</th><th>VIC Footfall</th></tr> <tr><td>Jan-Mar</td><td>19,292</td></tr> <tr><td>Apr-Jun</td><td>35,205</td></tr> <tr><td>Jul-Sep</td><td>36,772</td></tr> <tr><td>Oct-Dec</td><td>23,129</td></tr> </table>	Quarter	VIC Footfall	Jan-Mar	19,292	Apr-Jun	35,205	Jul-Sep	36,772	Oct-Dec	23,129	<table border="1"> <tr><th>Year</th><th>VIC</th><th>Q4 2023 %+/-</th></tr> <tr><td>2022</td><td>38,942</td><td>-41% ↓</td></tr> <tr><td>2019</td><td>74,193</td><td>-69% ↓</td></tr> </table>	Year	VIC	Q4 2023 %+/-	2022	38,942	-41% ↓	2019	74,193	-69% ↓	<table border="1"> <tr><th>Year</th><th>York Pass</th><th>Q4 2023 %+/-</th></tr> <tr><td>2022</td><td>8,576</td><td>-19% ↓</td></tr> <tr><td>2019</td><td>12,262</td><td>-43% ↓</td></tr> </table>	Year	York Pass	Q4 2023 %+/-	2022	8,576	-19% ↓	2019	12,262	-43% ↓	<ul style="list-style-type: none"> 63% of all VIC footfall occurred between April-September, slightly higher than in previous years Overall footfall is down as visitors continue to move towards online sources of information
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YTD Visit York data for 2023

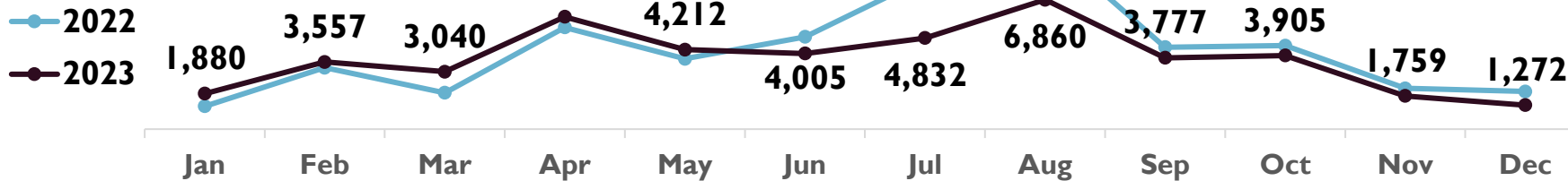
2023 vs. previous years

VIC Footfall



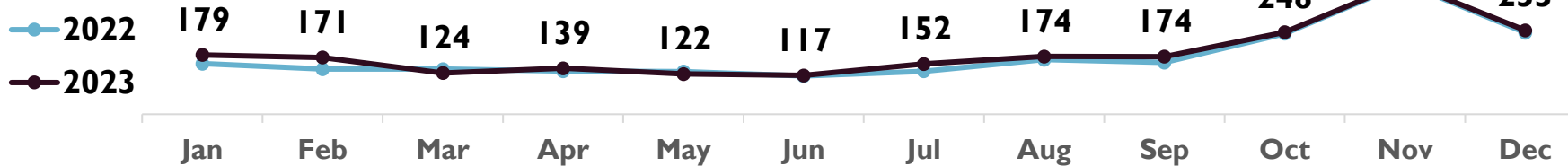
2023	114,398	
2022	181,573	-37% ↓
2019	338,752	-66% ↓

Visits to attractions using a York Pass* (000s)



2023	45,053	
2022	51,233	-12% ↓
2019	79,548	-43% ↓

Visit York website visits* (000s)



2023	2,251,166	
2022	2,135,116	5% ↑
2019	1,964,388	15% ↑