

York Tourism KPIs: Quarterly Results October – December 2022

Indicator	This quarter: Oct-Dec 2022	vs. previous: Jul-Sep 2022	vs. last year: Oct-Dec 2021	vs. pre-Covid: Oct-Dec 2019	Summary
Hotel Accommodation: STR data provided by HAY					
Average Occupancy	85%	↔	↑	↑	<ul style="list-style-type: none"> Average hotel occupancy levels for October to December were in line with the summer months at 85% and slightly higher than this quarter in 2019 (84%) The average daily rate was slightly lower than Oct-Dec last year, but higher than the same period in 2019. Overall, average revenue per available room is at its highest for this quarter
Average Daily Rate	£104.41	↓	↓	↑	
Average Revenue Per Available Room	£90.25	↓	↑	↑	
Airbnb Accommodation: AirDNA data provided by T-Stats					
Average Occupancy	71%	↓	↑	↑	<ul style="list-style-type: none"> Average occupancy fell from 78% in July-September to 71% this quarter, though this was slightly higher than the 68% seen in October – December 2021 Average daily rate and monthly rev par was slightly lower than the previous quarter, largely due to a dip in November. December monthly rev par was second only to August at £3,847
Average Daily Rate	£139.69	↓	↑	↑	
Monthly Revenue Per Available Room	£3,446.64	↓	↑	↑	
Average Active Listings	1,971	↓	↑	↑	
City Centre Footfall: Springboard data provided by City of York Council					
Total Footfall	2,478,424	↑	↓	↓	<ul style="list-style-type: none"> Total footfall for October to December was slightly higher than in the summer months at 2.48 million vs. 2.46 million in July to September Parliament Street footfall was slightly lower at 1.86 million vs. 1.87 million in July to September
Total Parliament Street Footfall	1,858,428	↓	↓	↓	
Total Micklegate Footfall	619,996	↑	↓	↓	
Visits to Attractions: Data provided by York based attractions					
Total Visits to York's Big Attractions (n=11*)	615,467	↓	↑	↓	<ul style="list-style-type: none"> Attraction visits fell compared to the summer months, as would be expected this time of year, as certain attractions close or reduce their hours Overall, visits to the 22 York attractions in the last quarter of 2022 were up 24% on 2021, but down 7% vs. 2019, though there are huge variations by attraction
Total Visits to York's Small Attractions (n=11**)	39,401	↓	↑	↓	
Total Visits to All Attractions (n=22)	654,868	↓	↑	↓	
VIC and York Pass visits: Visit York data					
Total Visits to VIC	38,448	↓	↓	↓	<ul style="list-style-type: none"> VIC visits for October to December were down 9% vs. 2021 and 48% vs. 2019, while York Pass visits were down 22% vs. 2021 and 33% vs. 2019
Total Visits to Attractions Using York Pass	8,190	↓	↓	↓	

*City Cruises York, City Sightseeing York, Clifford's Tower, 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, Goddards House, Holgate Windmill, Mansion House, Merchant Adventurers Hall, The Bar Convent, Treasurers House, York Army Museum, York Cold War Bunker

York Tourism KPIs: Annual Results for 2022 (Jan – Dec)

Indicator	2022	vs. 2021	vs. 2019	Summary
Hotel Accommodation: STR data provided by HAY				
Average Occupancy	76%	↑	↓	<ul style="list-style-type: none"> Average hotel occupancy for 2022 was trending below 2019 until November and December, when it was slightly higher Higher average daily room rates in 2022 have led to a higher average revenue per room than either 2019 (up 11%) or 2021 (up 33%)
Average Daily Rate	£99.91	↑	↑	
Average Revenue Per Available Room	£77.60	↑	↑	
Airbnb Accommodation: AirDNA data provided by T-Stats				
Average Occupancy	65%	↑	↑	<ul style="list-style-type: none"> Airbnb performance has exceeded both 2021 and 2019 across all performance measures. Compared to 2019, average figures for the year have increased: <ul style="list-style-type: none"> By 3% to 63% for occupancy By 37% from £100.96 for average daily rate By 47% from £2,027 for monthly REVPAR By 23% from 1,579 for active listings
Average Daily Rate	£138.43	↑	↑	
Monthly Revenue Per Available Room	£2,969.46	↑	↑	
Average Active Listings	1,938	↑	↑	
City Centre Footfall: Springboard data provided by City of York Council				
Total Footfall	9.26 million	↑	↓	<ul style="list-style-type: none"> Overall footfall levels for the year reached 9.3 million, 17% higher than in 2021, though still 15% down on 2019 Micklegate footfall was 23% higher than 2021, while Parliament Street footfall was 15% higher
Total Parliament Street Footfall	6.95 million	↑	↓	
Total Micklegate Footfall	2.31 million	↑	↓	
Visits to Attractions: Data provided by York based attractions				
Total Visits to Big Attractions (n=11*)	2,590,403	↑	↓	<ul style="list-style-type: none"> Attraction visits have increased by over a million, up 85%, compared to 2021, when Covid forced most to stay closed until May. Clifford's Tower and the Cold War Bunker were closed all year Visits to big attractions are still down on 13% on 2019, when visits to York's 11 big attractions totalled almost 3 million. Visits to small attractions are up 85% on 2021 but down 30% on 2019
Total Visits to Small Attractions (n=11**)	168,829	↑	↓	
Total Visits to All Attractions (n=22)	2,759,232	↑	↓	
VIC and York Pass visits: Visit York data				
Total Visits to VIC	181,079	↑	↓	<ul style="list-style-type: none"> VIC footfall in 2022 was 50% higher vs. 2021 but still 47% down on 2019 Total York Pass visits in 2022 were 37% up on 2021, but still 37% down on 2019
Total Visits to Attractions Using York Pass	49,848	↑	↓	

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