York Small Attractions Group Monitor 2022

VisitYork

- Visitor attractions in the Visit York Small Attractions Group* attracted a total of 186,024 visitors in 2022
- DIG attracted the highest number of visitors, followed by Treasurer's House and Barley Hall
- October was the busiest month for small attractions, followed by August
- December and January were the quietest months, as many small attractions now have seasonal opening hours post-Covid, including Goddards, Treasurer's House, Holgate Windmill and City Walls Experience
- City Walls Experience opened within the gatehouse of Micklegate Bar in April 2022, replacing the Henry VII experience which closed at the onset of the Covid 19 pandemic in March 2020
- Overall, visitor numbers to York's small attractions are 85% higher than in 2021, but still 36% lower than in 2019
- However, Treasurer's House and Goddards are operated using very different models post-Covid, and have reduced the target number of visitors by more than half. Numbers are not expected to return to pre-Covid levels for these properties and, therefore, for the group as a whole

*There are **12** attractions in the Visit York Small Attractions Group:

Barley Hall, City Walls Experience (formerly the Henry VII Experience at Micklegate Bar until early 2020), DIG, Fairfax House, Goddards House, Holgate Windmill, Mansion House, Merchant Adventurers Hall, The Bar Convent, Treasurer's House, York Army Museum, York Cold War Bunker (N.B.York Cold War Bunker was closed for 2 years from the start of the pandemic until April 2022)

