

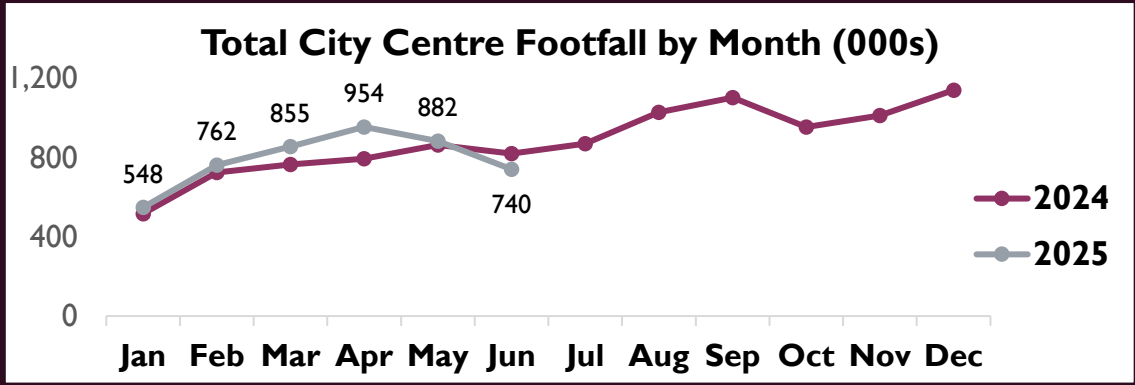
# VisitYork

## QUARTERLY TOURISM DASHBOARD

RESULTS FOR:  
Q2 2025 AND YTD  
(APRIL TO JUNE 2025)

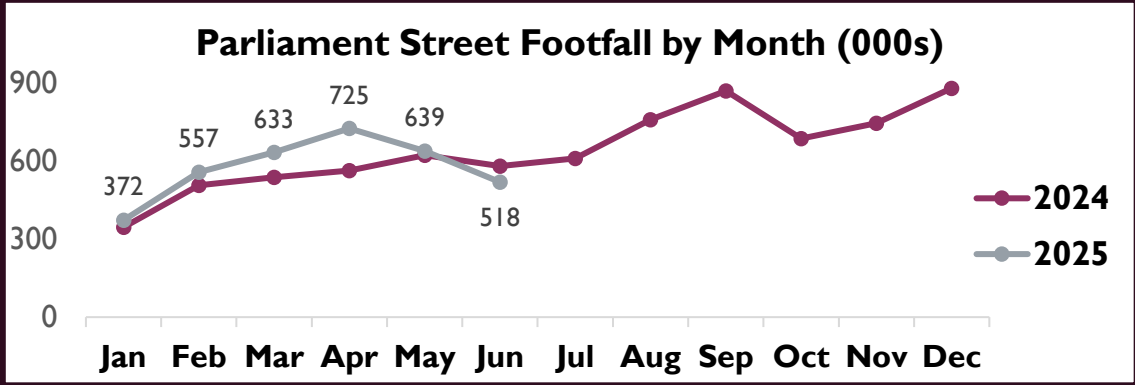
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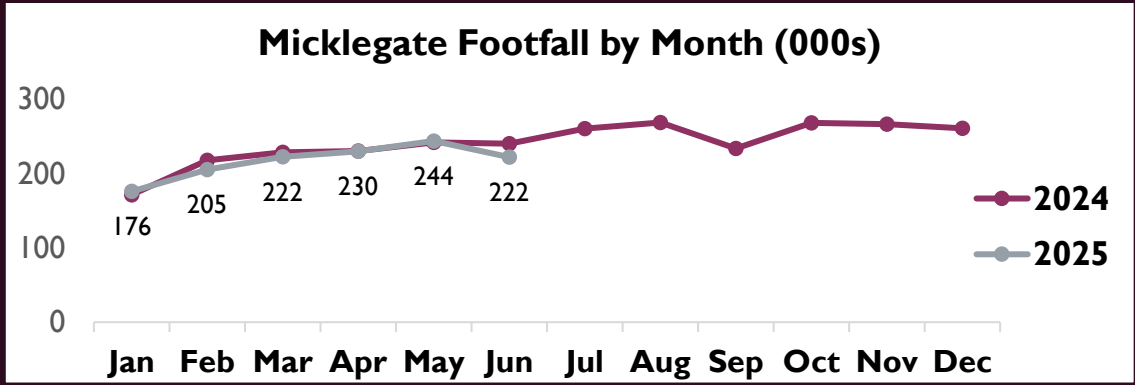
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2025	2.57m	4.74m
Change vs. 2024	+3.2% <span>▲</span>	+5.8% <span>▲</span>

- Total footfall reached 2.57 million in Q2 2025 an increase of just 3% compared with Q2 2024.
- Footfall was highest in April in Q2 with April having the highest footfall so far this year. Footfall then fell in the remainder of Q2. Footfall was 3.2% higher than the same period last year.
- Overall, YTD footfall is just under 6% higher than the first half of 2024.



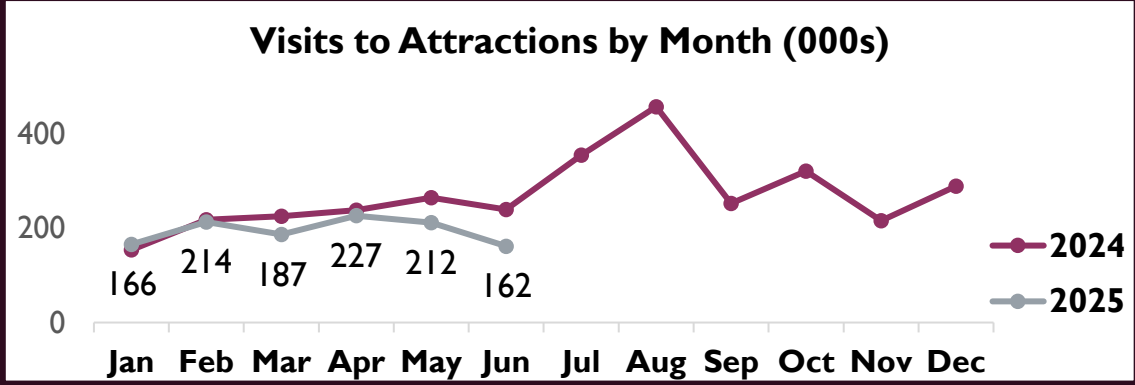
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2025	1.88m	3.44m
Change vs. 2024	+6.8% <span>▲</span>	+9.2% <span>▲</span>

- Footfall on Parliament Street during Q2 was up 6.8% compared to the same period of 2024. With Easter falling in April, this saw a boost to April footfall which then reduced in the latter parts of Q2.
- Year to date footfall on Parliament Street is also up compared to the same period last year by just over 9%.



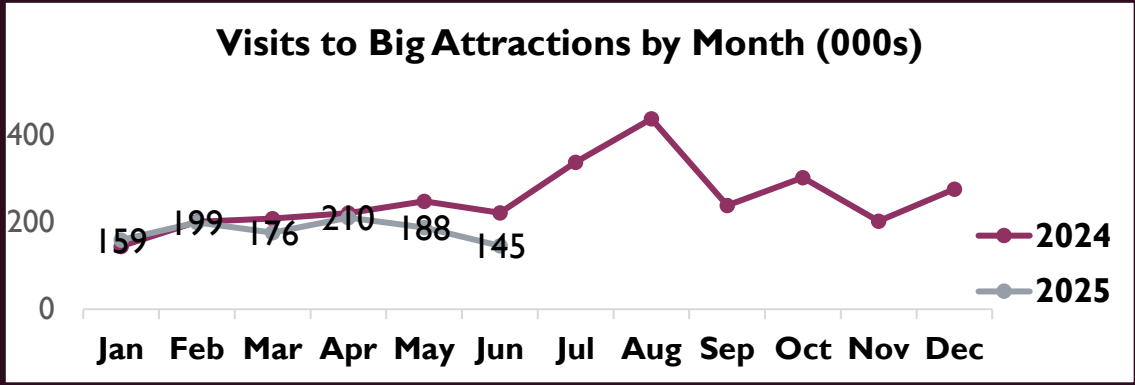
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2025	695,153	1.3m
Change vs. 2024	-2.2% <span>▼</span>	-2.3% <span>▼</span>

- Footfall on Micklegate fell by 2.2% in Q2 when compared to the same period last year.
- June saw the biggest difference when compared month-on-month with 2024 with a 7% drop in footfall.
- Year to date footfall on Micklegate is down 2.3% when compared over the same period in 2024.



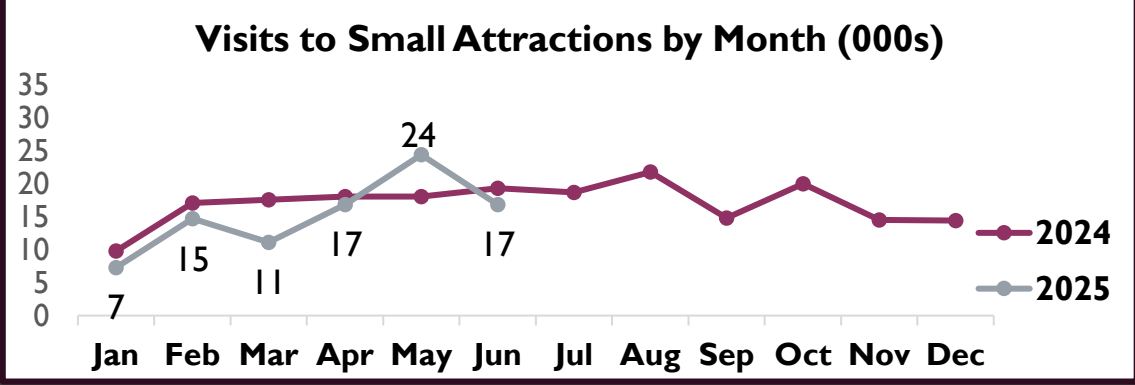
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2025	601,428	1.16m
Change vs. 2024	-19% ↓	-13% ↓

- Over 600 thousand visits were made to York’s attractions in Q2 2025 (601,428) this was an increase of 6% on Q1.
- Visits to attractions are down both compared to Q2 of 2024 and year to date compared with 2024.
- Reasons for this include a decrease in tourism spending in Q2 of 25 compared with Q2 of 24.



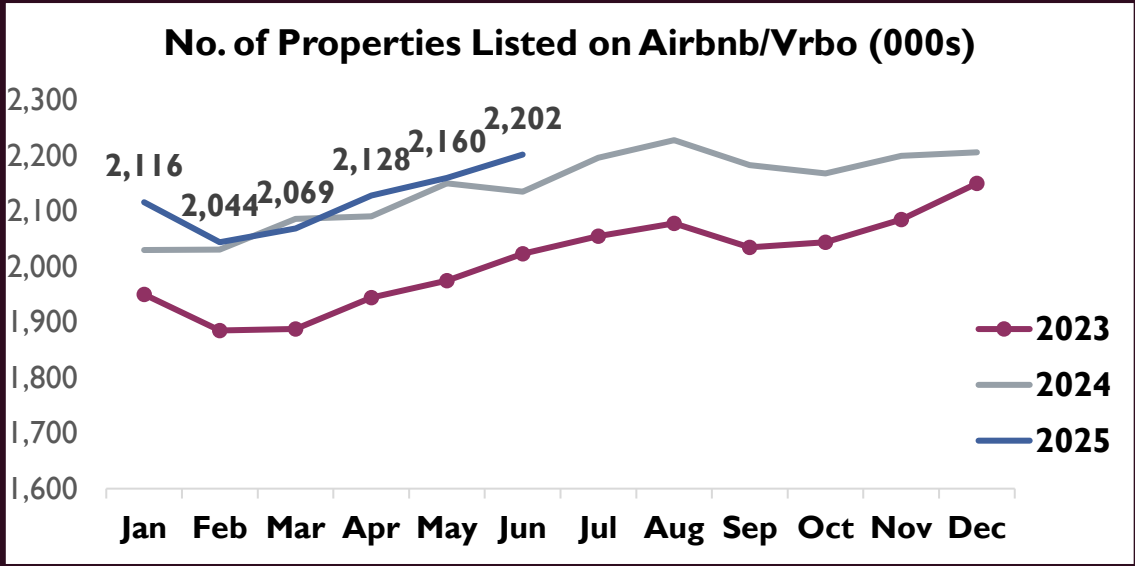
	Q2 (Apr-Jun)	YTD (Jan-Mar)
2025	543,254	1.07m
Change vs. 2024	-21% ↓	-13% ↓

- Over half a million visits were recorded to large attractions in Q2 of 2025, this is up on Q1 of 2025 by around 2%.
- Visits to big attractions are down both compared with Q2 of 2024, and YTD compared with 2024.



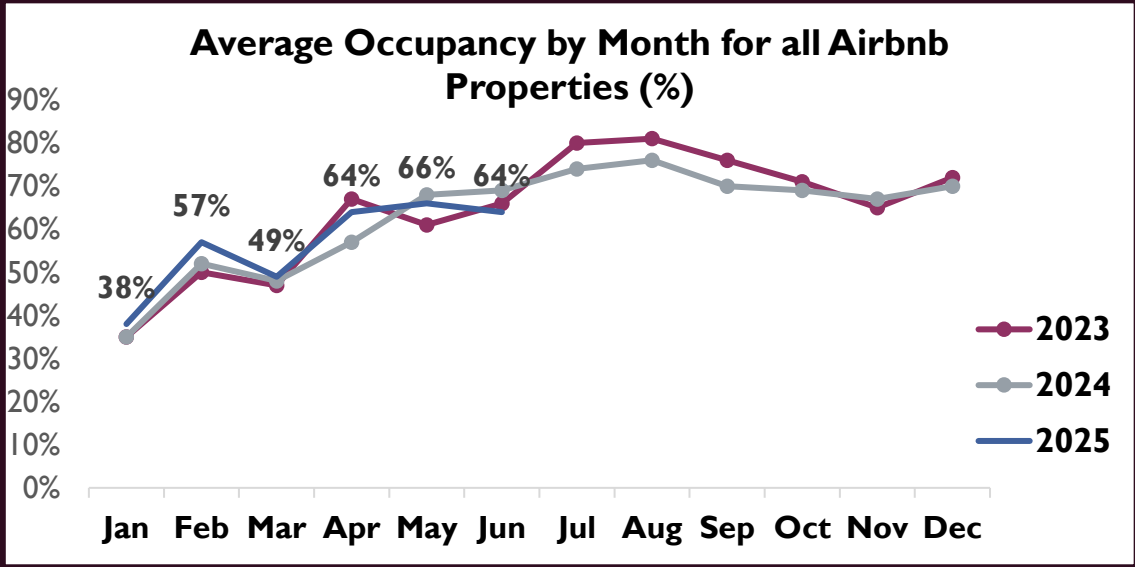
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2025	58,174	91,335
Change vs. 2024	+7% ↑	-9% ↓

- Q2 saw an increase of 7% in visits to small attractions when compared with Q2 of 2024. This is likely to have been boosted by half term week.
- The Year –to- date figure is 9% lower than over the same 6-month period of 2024.



	Q2 Average (Apr-Jun)	YTD Average (Jan-Jun)
2025	2,163	2,120
Change vs. 2024	+4% ↑	+2% ↑

- The average number of Airbnb listings were up 4% on Q2 of 2024.
- Q2 saw continual growth from May to June with the number of listings increasing 3% over the period.
- The average number of listings has also Increased when looking at the YTD figure compared with the first 6 months of 2024.



	Q2 Average (Apr-Jun)	YTD Average (Jan-Jun)
2025	65%	56%
Change vs. 2024	+1% ↑	+1% ↑

- The average occupancy was 65% for Q2, a 1% increase compared to Q2 of 2024.
- The YTD occupancy rate has also increased by 1% when compared to the same period of 2024.