

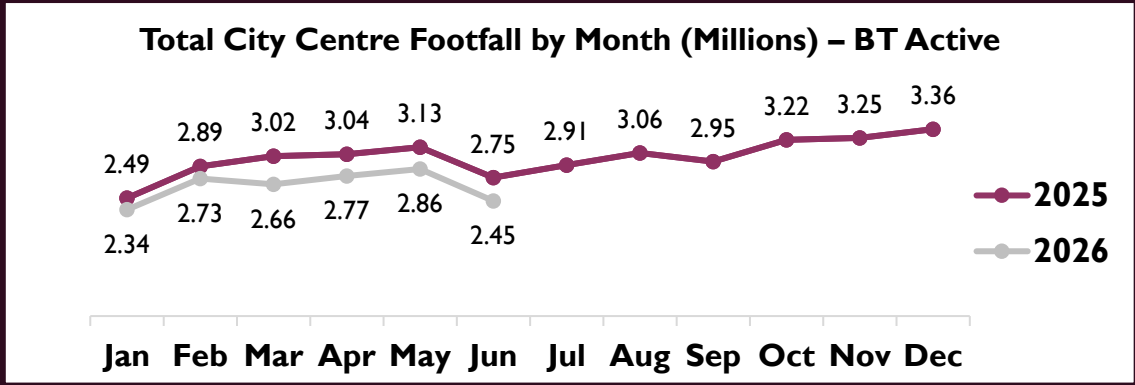
VisitYork

QUARTERLY TOURISM DASHBOARD

RESULTS FOR:
Q2 2026 AND YTD
(APRIL TO JUNE 2026)

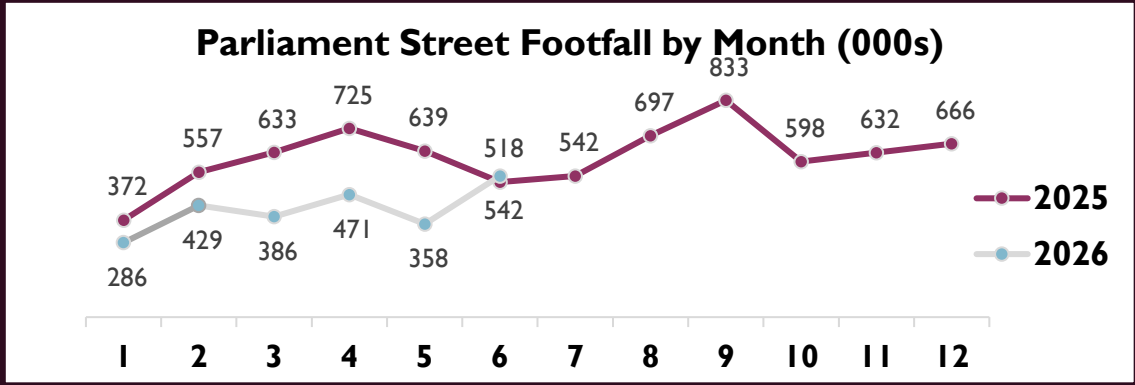
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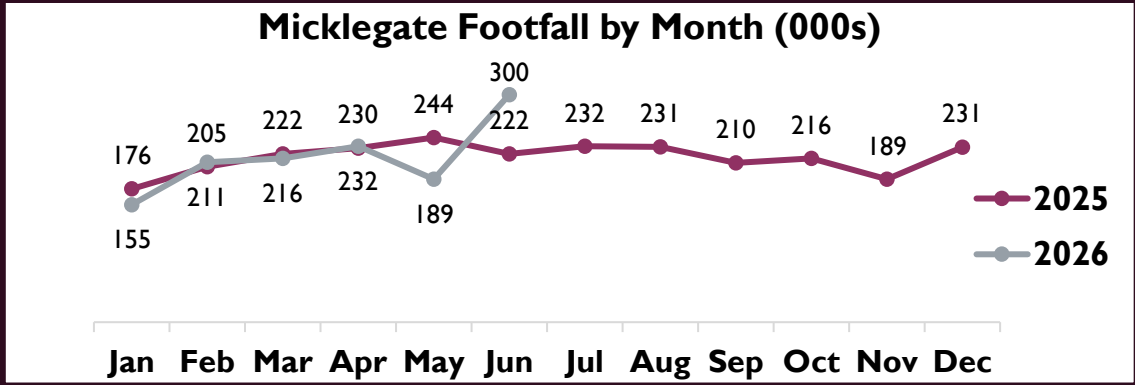
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2026	8.07M	15.08M
Change vs. 2025	- 9% ↓	- 8% ↓

- Q2 of 2026 saw over 8.07 million people in the city centre of York. This is down 9% over the same period last year.
- YTD has seen 15.08 million people captured by BT active in York city centre in York centre. Compared to 2025 this is 8% lower.



	Q2 (Apr-Jun)	YTD (Jan-Jun)
2026	1.37M	2.47M
Change vs. 2025	-27% ↓	-28% ↓

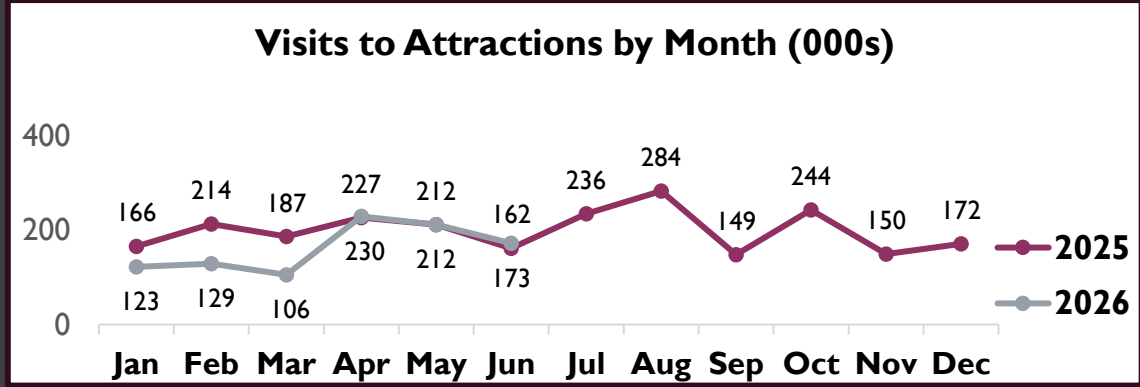
- There were over 1.3 million people captured on the footfall camera on Parliament street in Q2 of 2026,
- Footfall was down 27% in Q2 compared to the same period in 2025, although June saw an increase in footfall of 5% compared to June 2025.
- Year to date footfall on Parliament Street is down 28% compared to the same period in 2025.



	Q2 (Apr-Jun)	YTD (Jan-Jun)
2026	721,019k	1.3M
Change vs. 2025	+4% ↑	+1% ↑

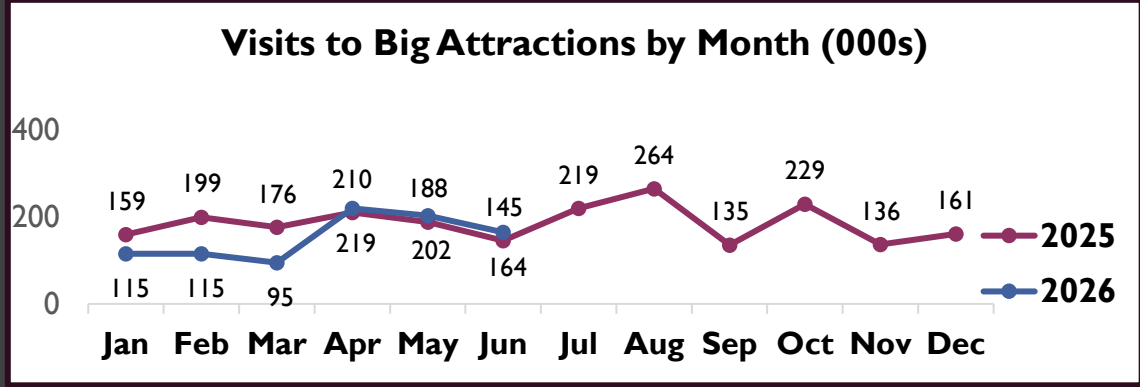
- There were 721k people captured on Micklegate in Q2 of 2026 this was a 4% increase on the same period of 2025.
- Year to date there has been a 1% increase in footfall on Micklegate compared with 2025.

Source: Total footfall is taken from CYC BT Active data. Other footfall is calculated using data from York open data – Daily footfall. This footfall is measured by cameras on Parliament Street and Micklegate.



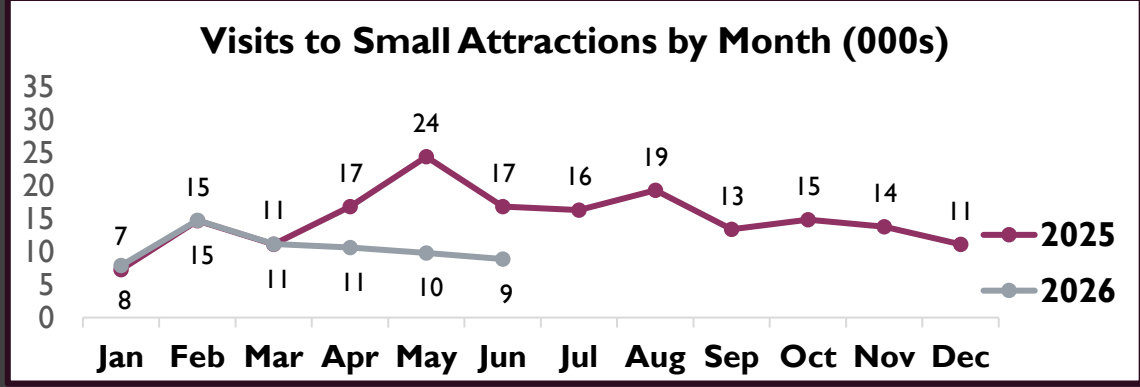
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2026	614,973	972,796
Change vs. 2025	2% ▲	- 17% ▼

- Visitors to all attractions in Q2 increased 2% on the same time period of 2025 with just under 615 thousand visits to attractions in York and the wider area.
- YTD visits to attractions are down 17% compared to the first 6 months of 2025.



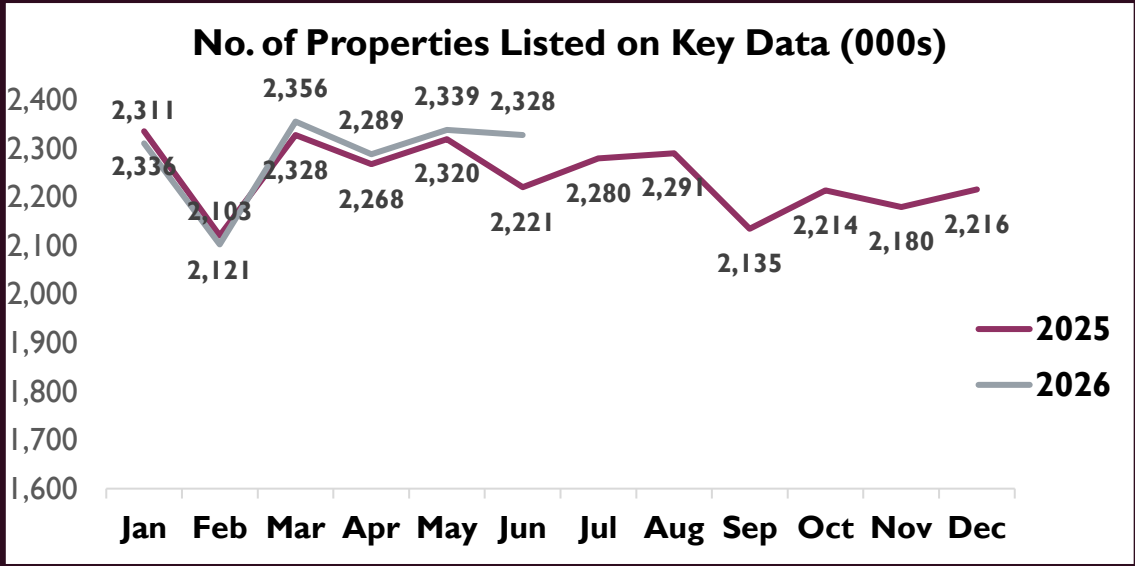
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2026	585,635	909,604
Change vs. 2025	8% ▲	-15% ▼

- Visitors to big attractions increased by 8% in Q2 of 2026 when compared to Q2 of 2025.
- Visits to big attractions are still down around 15% YTD compared to 2025.



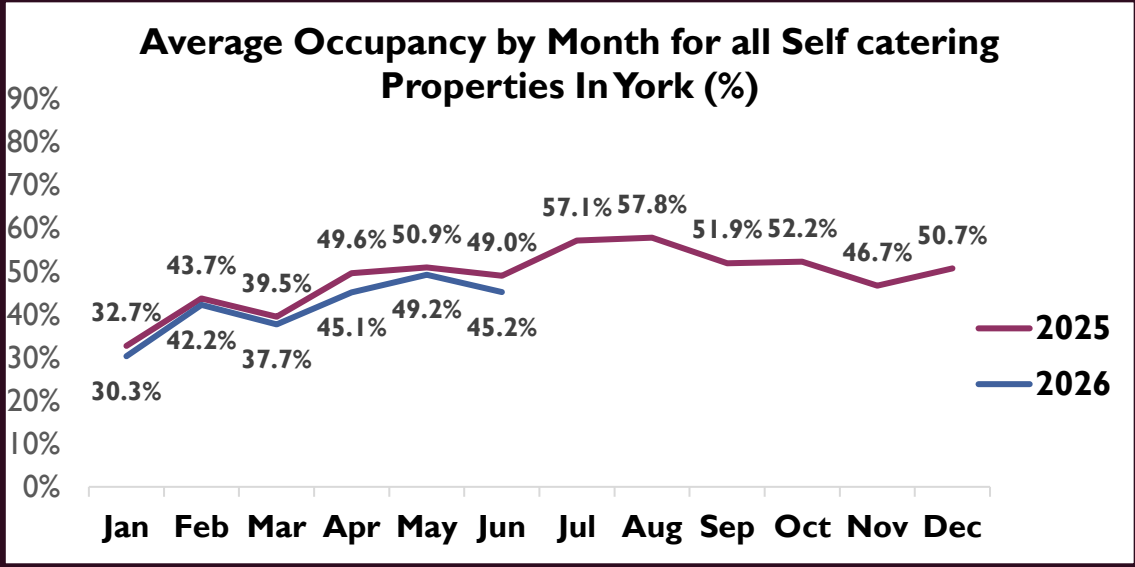
	Q2 (Apr-Jun)	YTD (Jan-Jun)
2026	29,338	63,192
Change vs. 2025	- 49% ▼	- 30% ▼

- There were just under 29.5k visits to small attractions in York and the wider area in Q2 of 2026. This is down 49% on the same period last year.
- YTD visits to small attractions are down 30% compared with the first 6 months of 2025.



	Q2 Average (Apr-Jun)	YTD Average (Jan-Jun)
2026	2,319	2,288
Change vs. 2025	2%	1%

- The average number of self-catering properties actively listed on Key Data in York in Q2 were 2,319. This was up 2% on the number of listings over the same time period in 2025.
- The YTD average is also 1% above the same time period of 2025.



	Q2 Average (Apr-Jun)	YTD Average (Jan-Jun)
2026	46.5%	41.6%
Change vs. 2025	-6%	-5%

- Average occupancy for Q2 was 46.5% this is down 6% on the same period of 2025.
- Average occupancy YTD is down 5% compared to the same period of 2025.