

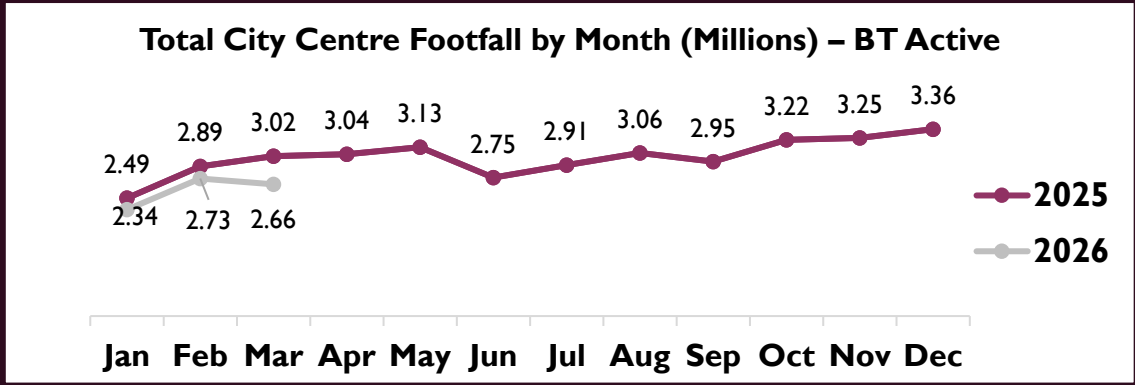
# VisitYork

## QUARTERLY TOURISM DASHBOARD

RESULTS FOR:  
Q1 2026 AND YTD  
(JANUARY TO MARCH 2026)

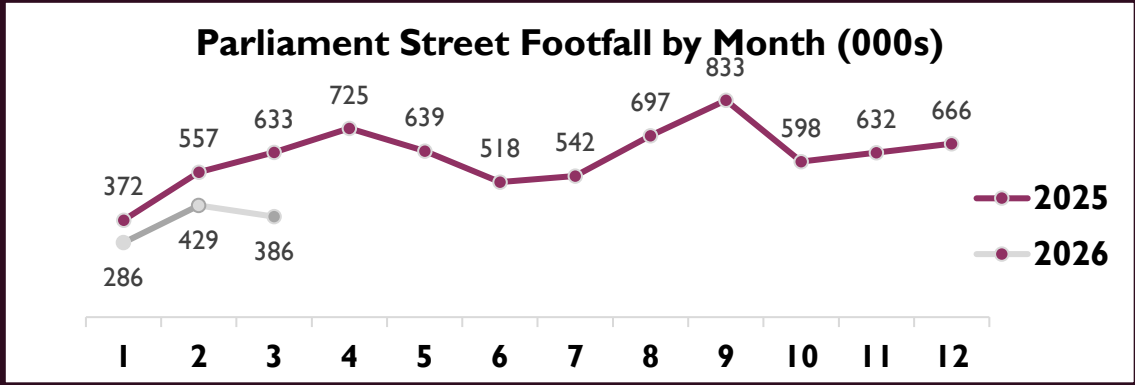
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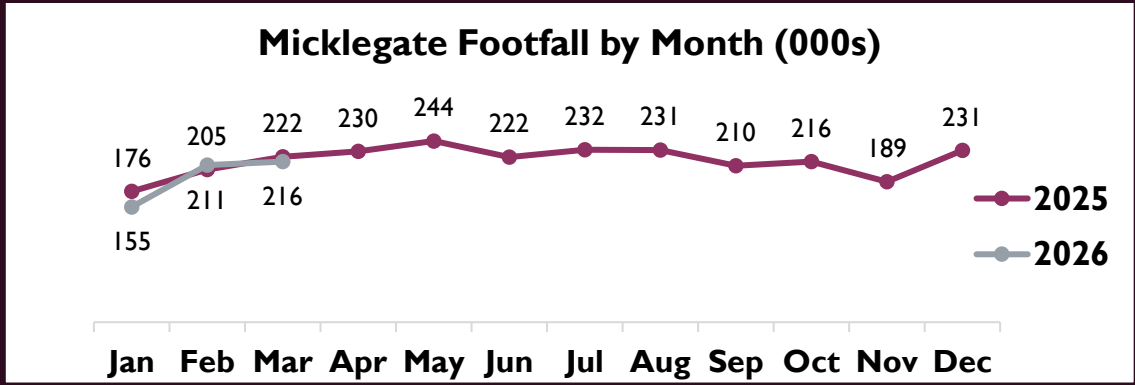
|                 | Q1 (Jan-Mar) | YTD (Jan-Mar) |
|-----------------|--------------|---------------|
| 2026            | 7.7 M        | 7.7M          |
| Change vs. 2025 | - 8% ↓       | - 8% ↓        |

- Q1 of 2026 saw over 7.7 million people in the York city centre. 378,268 of these were international.
- Q1 saw a 7% decrease in footfall in the city centre compared to the same period of 2025, although there was a 35% increase in international visitors over the same period in 2026 compared with 2025.



|                 | Q1 (Jan-Mar) | YTD (Jan-Mar) |
|-----------------|--------------|---------------|
| 2025            | 1.1M         | 1.1M          |
| Change vs. 2024 | -29% ↓       | -29% ↓        |

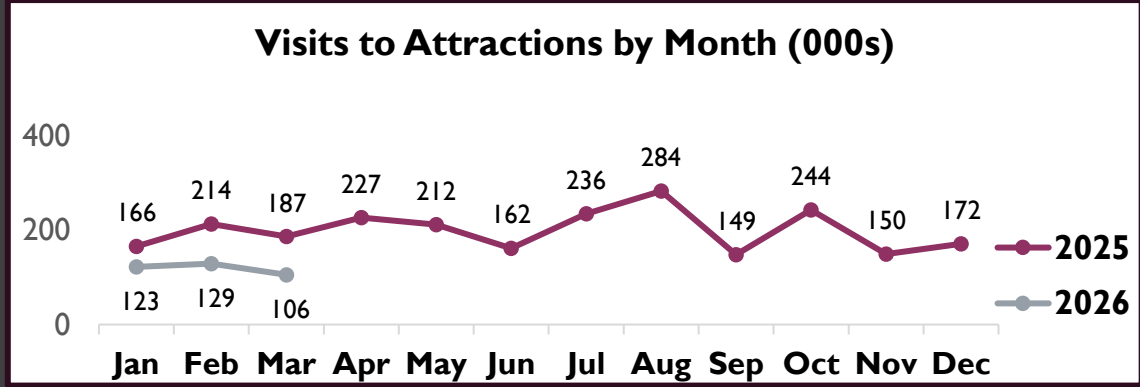
- There were over 1.1 million people captured on the footfall camera on Parliament street in Q1 of 2026, with February accounting for the biggest proportion of this (39%)
- Year to date footfall on Parliament Street is down 29% compared to the same period in 2024.



|                 | Q1 (Jan-Mar) | YTD (Jan-Mar) |
|-----------------|--------------|---------------|
| 2025            | 581,764k     | 581,764k      |
| Change vs. 2024 | -3.4% ↓      | -3.4% ↓       |

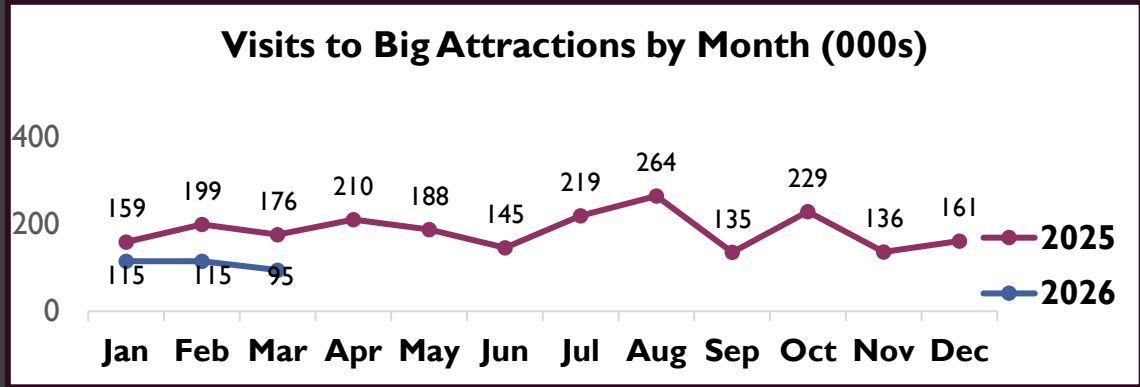
- There were close to 582k people captured on the footfall camera on Micklegate in Q1 2026.
- Footfall on Micklegate was 3.4% lower in Q1 of 2026 compared to 2025. February 2026 however was up around 3% compared to 2025.

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



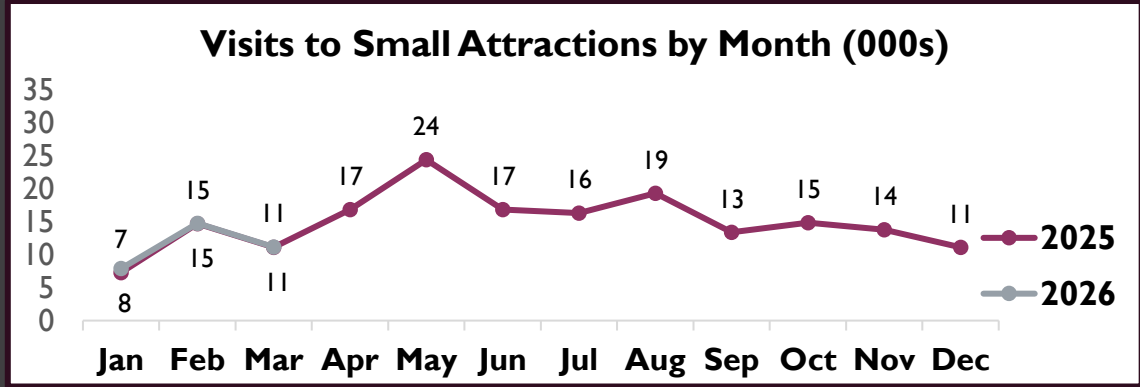
|                 | Q1 (Jan-Mar) | YTD (Jan-Mar) |
|-----------------|--------------|---------------|
| 2026            | 357,823      | 357,823       |
| Change vs. 2025 | - 37%↓       | - 37%↓        |

- Almost 358 thousand visits were made to York’s attractions in Q1 2026. This is 37% down on the same period last year.
- February saw the highest number of visits to attractions in Q1 of 2026 with over 129k visits.
- A reduced sample size of attractions submitting data has likely to have impacted this data



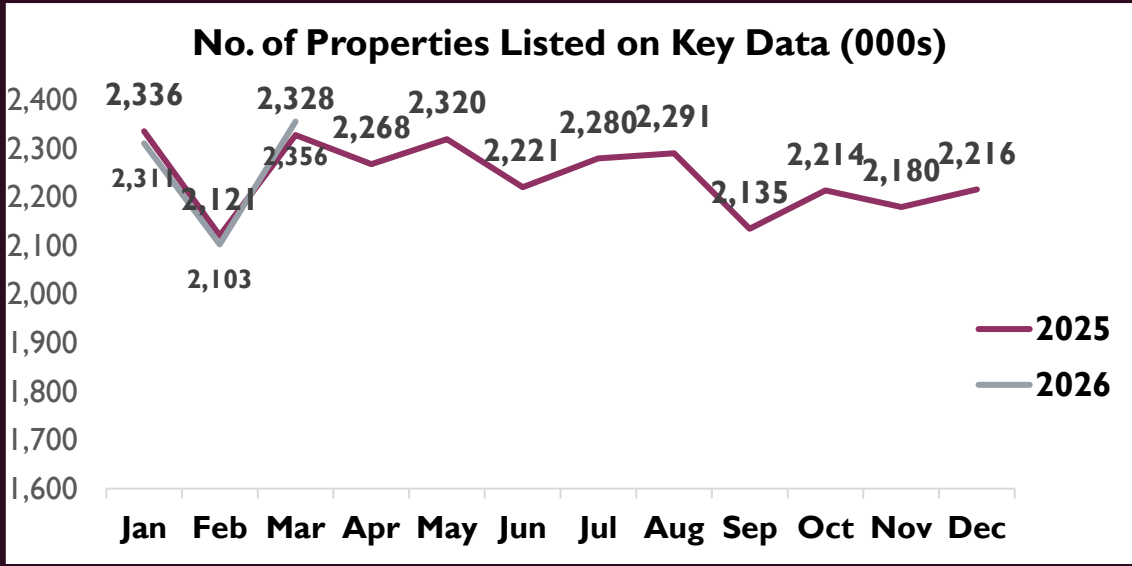
|                 | Q1 (Jan-Mar) | YTD (Jan-Mar) |
|-----------------|--------------|---------------|
| 2026            | 323,969      | 323,969       |
| Change vs. 2025 | - 39%↓       | -39%↓         |

- There were just under 324 thousand visits to big attractions in Q1 of 2026. This is 42% lower than over the same period of 2025, however it is important to note that the sample size in 2026 is lower.



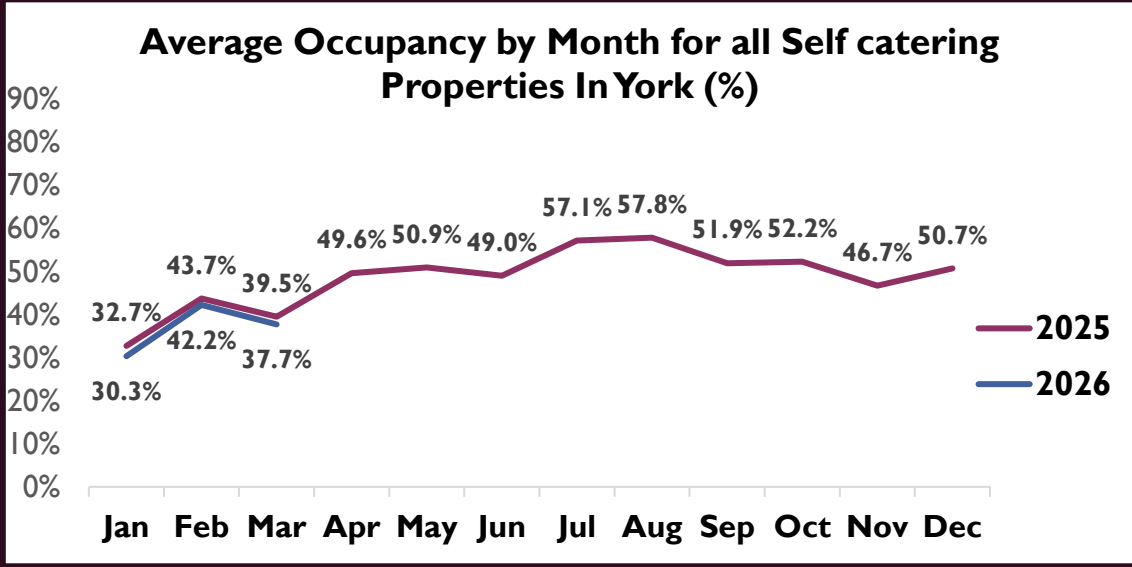
|                 | Q1 (Jan-Mar) | YTD (Jan-Mar) |
|-----------------|--------------|---------------|
| 2026            | 33,854       | 33,854        |
| Change vs. 2025 | 2%↑          | 2%↑           |

- Visits to small attraction reached just under 34 thousand in Q1 of 2026.
- Visits were up over 2% compared to the same period last year, this bucks the trend attractions been down overall and suggests visitor behaviour shifted more towards the smaller attractions in the colder months at the start of 2026.



|                 | Q1 Average (Jan-Mar) | YTD Average (Jan-Mar) |
|-----------------|----------------------|-----------------------|
| 2026            | 2,257                | 2,257                 |
| Change vs. 2025 | -0.2% ↓              | -0.2% ↓               |

- The average number of self-catering properties actively listed on Key Data in York in Q1 were 2,257. This is down marginally on the 2,262 average over the same period last year.
- March 2026 followed a similar pattern to 2025 where the number of listings increased by 12% from February.



|                 | Q1 Average (Jan-Mar) | YTD Average (Jan-Mar) |
|-----------------|----------------------|-----------------------|
| 2026            | 36.7%                | 36.7%                 |
| Change vs. 2025 | -5% ↓                | -5% ↓                 |

- Occupancy for Q1 saw a modest decline of 1.9 percentage points year-over-year, representing a 4.9% decrease in total filled nights compared to 2025
- Occupancy dropped relative to the number of properties available. For instance, February saw the highest average occupancy correlated to this also been the month with fewest listed properties.