VisitYork

QUARTERLY TOURISM DASHBOARD

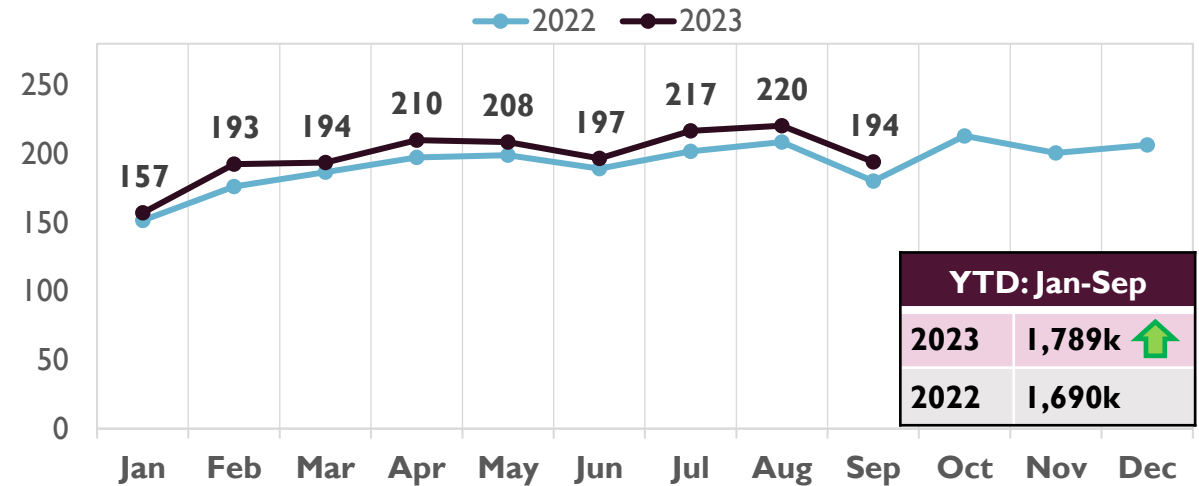JULY TO SEPTEMBER 2023

Quarterly York Footfall KPIs: July - September 2023

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Indicator	This year: Jul-Sep 2023	vs. last year: Jul-Sep 2022	vs. pre-Covid: July-Sep 2019	Summary
City Centre Footfall (Source: Springboard data via City of York Council)				
Total Footfall: Parliament Street & Micklegate	2,620,154	+7% ⬆	-12% ⬇	• Over 2.6 million footfall counts were recorded on Micklegate and Parliament Street during July to September of this year, an increase of 7% vs. last year. However, current footfall performance is still down 12% compared to 2019
Total Parliament Street Footfall	1,989,218	+6% ⬆	-13% ⬇	• September was the busiest month on Parliament Street, possibly driven by the higher than average temperatures
Total Micklegate Footfall	630,936	+7% ⬆	-9% ⬇	• Micklegate footfall has also increased compared to last year, with August the busiest month
VIC (Source: Visit York)				
VIC Footfall	36,772	-36% ⬇	-64% ⬇	• Footfall is down 36% compared to July to September last year, though issues with the footfall trackers has resulted in recorded figures for this year being lower than actual figures. New footfall trackers are due to be installed.

* City centre footfall data is not based on the British Retail Consortium Calendar, so varies slightly from the Footfall Reviews produced by Springboard
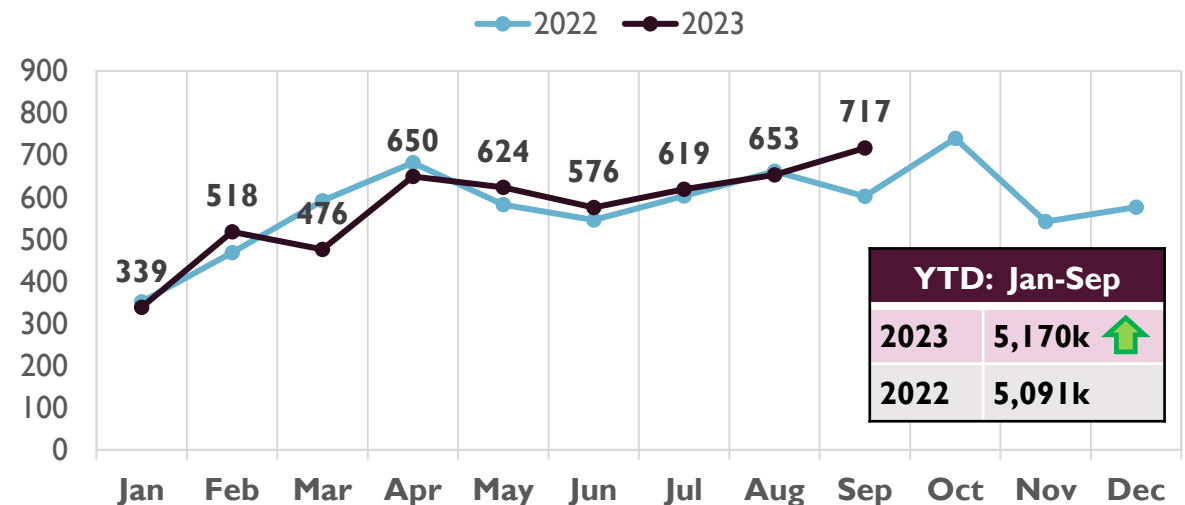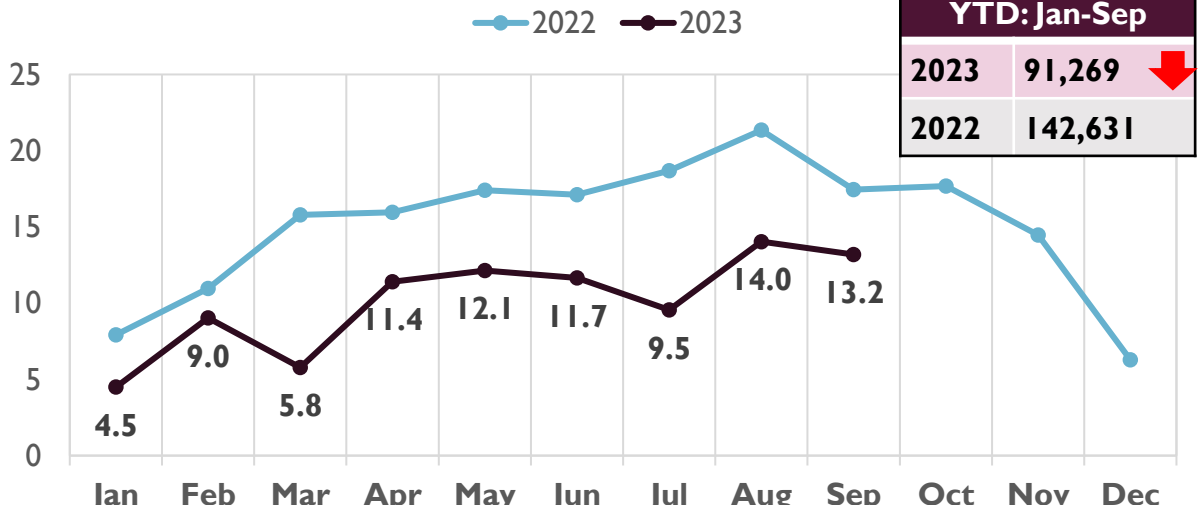
YTD Footfall Statistics: January to September 2023

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Total City Centre Footfall (000s)

— 2022 — 2023

496	
710	
669	
860	
832	
772	
836	
874	
911	

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

YTD: Jan-Sep	
2023	6,959k ⬆
2022	6,781k

Micklegate Footfall (000s)

— 2022 — 2023

157 193 194 210 208 197 217 220 194

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

YTD: Jan-Sep	
2023	1,789k ⬆
2022	1,690k
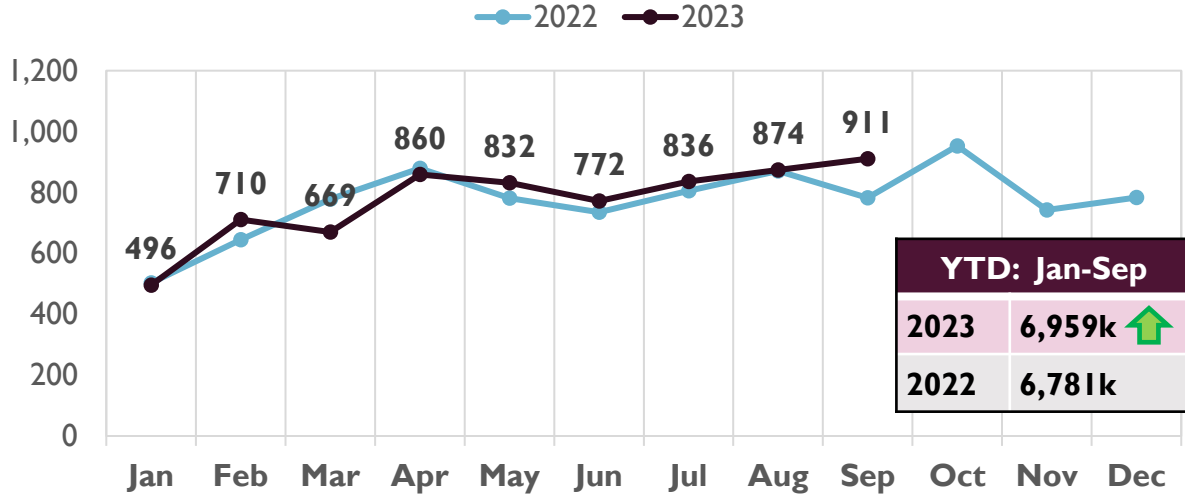
Parliament St. Footfall (000s)

— 2022 — 2023

339 518 476 650 624 576 619 653 717

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

YTD: Jan-Sep	
2023	5,170k ⬆
2022	5,091k

VIC Footfall (000s)†

— 2022 — 2023

4.5 9.0 5.8 11.4 12.1 11.7 9.5 14.0 13.2

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

YTD: Jan-Sep	
2023	91,269 ⬇
2022	142,631

†Footfall counter issues have negatively impacted counts

Report date: 29 Nov 2023

Quarterly York Accommodation KPIs: July - September 2023

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Indicator	This year: Jul-Sep 2023	vs. last year: Jul-Sep 2022	vs. pre-Covid: July-Sep 2019	Summary
Self-Catering Accommodation (Source: AirDNA data via T-Stats)				
Average Occupancy	80%	+3% ⬆	+3% ⬆	• Average Airbnb occupancy rose to 80% for the period July to September 2023, compared to vs. 78% in both 2022 and 2019
Average Daily Rate (ADR)	£141	-1% ⬌	+37% ⬆	• Although ADR is largely unchanged, increased occupancy has resulted in a 15% increase in monthly revenue per available room compared to July to September last year
Monthly Revenue Per Available Room	£4,040	+15% ⬆	+64% ⬆	• Both ADR and Monthly RevPAR are significantly higher than in 2019
Average No. of Active Listings	2,161	+3% ⬆	+28% ⬆	• The number of active listings reached their highest level in August, but then dropped back slightly in September to 2,138. Overall, active listings have grown by 28% since 2019, an increase of almost 500 properties listed on Airbnb

YTD Self-Catering Accommodation Statistics: January to September 2023

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Average Airbnb occupancy (%)

Legend: 2022, 2023

Month	2023 value
Jan	39%
Feb	56%
Mar	50%
Apr	70%
May	65%
Jun	69%
Jul	81%
Aug	81%
Sep	79%

YTD: Jan-Sep	
2023	66% ⬆
2022	63%

Average Airbnb Monthly RevPAR (£ thousands)

Legend: 2022, 2023

Month	2023 value
Jan	£2.0
Feb	£2.5
Mar	£2.6
Apr	£3.5
May	£3.4
Jun	£3.4
Jul	£4.3
Aug	£4.2
Sep	£3.7

YTD: Jan-Sep	
2023	£3,290 ⬆
2022	£2,810

Average Airbnb ADR (£)

Legend: 2022, 2023

Month	2023 value
Jan	£135
Feb	£140
Mar	£138
Apr	£140
May	£140
Jun	£139
Jul	£141
Aug	£142
Sep	£140

YTD: Jan-Sep	
2023	£139 ⬆
2022	£138
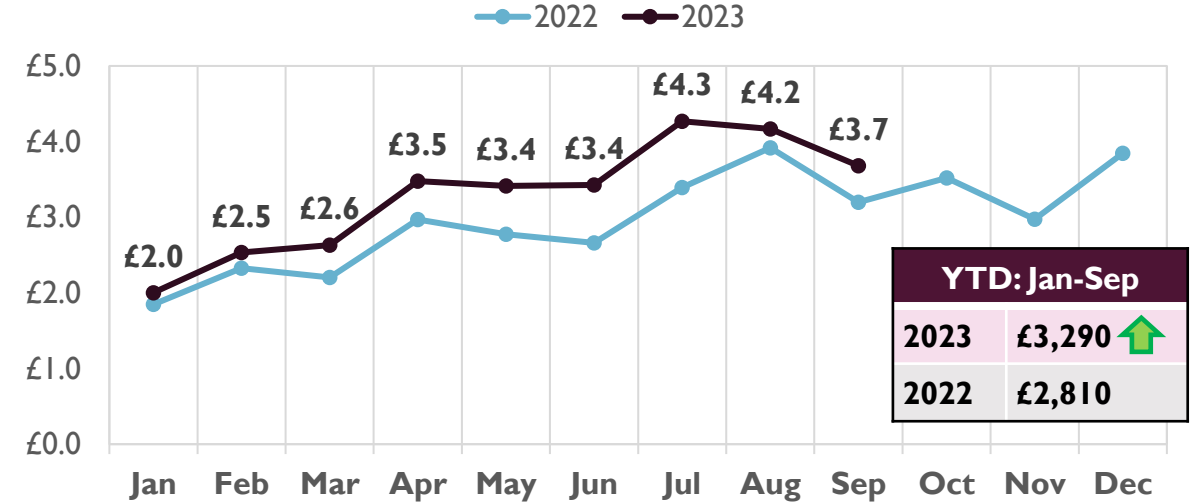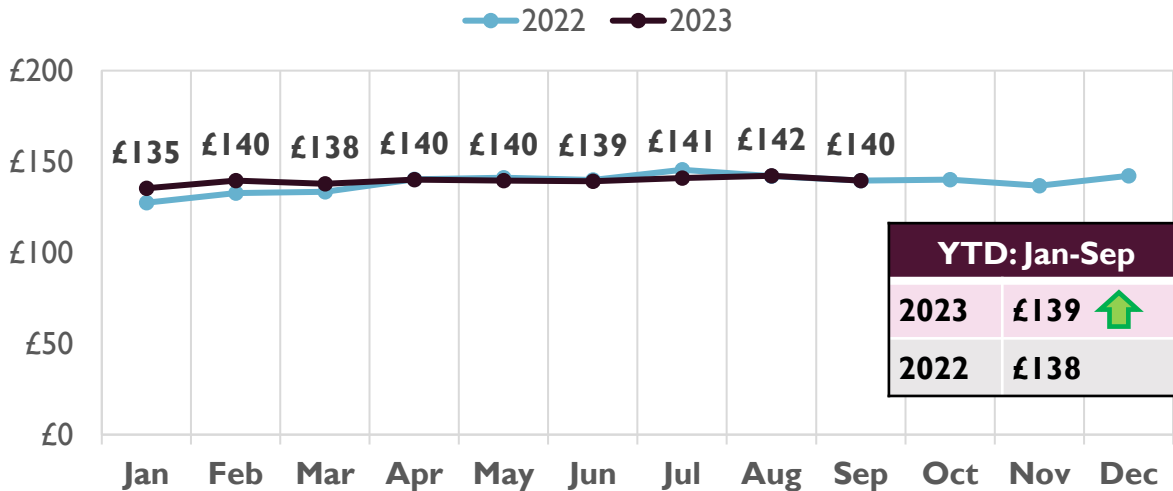
Average Airbnb listings (thousands)

Legend: 2022, 2023

Month	2023 value
Jan	2.0
Feb	2.0
Mar	2.1
Apr	2.1
May	2.1
Jun	2.2
Jul	2.2
Aug	2.2
Sep	2.1

YTD: Jan-Sep	
2023	2,096 ⬆
2022	1,934

Indicator	This year: Jul-Sep 2023	vs. last year: Jul-Sep 2022	vs. pre-Covid: July-Sep 2019	Summary
Attraction Visits (Source: 23 York based visitor attractions)				
Total Visits to Big Attractions *(n=12)*	882,169	+3% ⬆	-10% ⬇	• Visits to big attractions in York during July to September have increased slightly since last year, due to increased visits in July and September. August was by far the busiest month, in line with 2022
Total Visits to Small Attractions *(n=11)*	61,634	+18% ⬆	-27% ⬇	• Small attractions have seen the biggest percentage increase in visitor numbers since last year, but are still performing below 2019 levels. Most attracted the most visitors in August, though attractions popular with school groups had more visits in July
Total Visits to York Attractions *(n=23)*	943,803	+4% ⬆	-11% ⬇	• Overall, there were almost one million visits to attractions in York between July and September, almost 90% of the visits seen in 2019
York Pass (Source: Visit York)				
Visits to attractions using a York Pass	15,454	-31% ⬇	-52% ⬇	• York Pass use has fallen by almost a third compared to July to September last year, and by half since 2019

* Small attraction figures are unlikely to recover fully as changes to the visitor flow at NT properties have reduced the target for visitor numbers by half
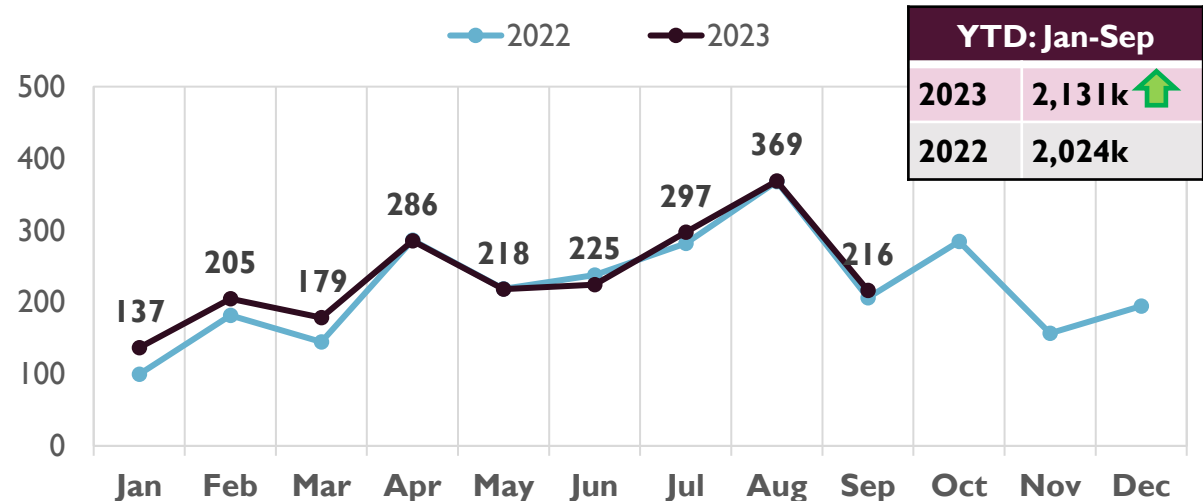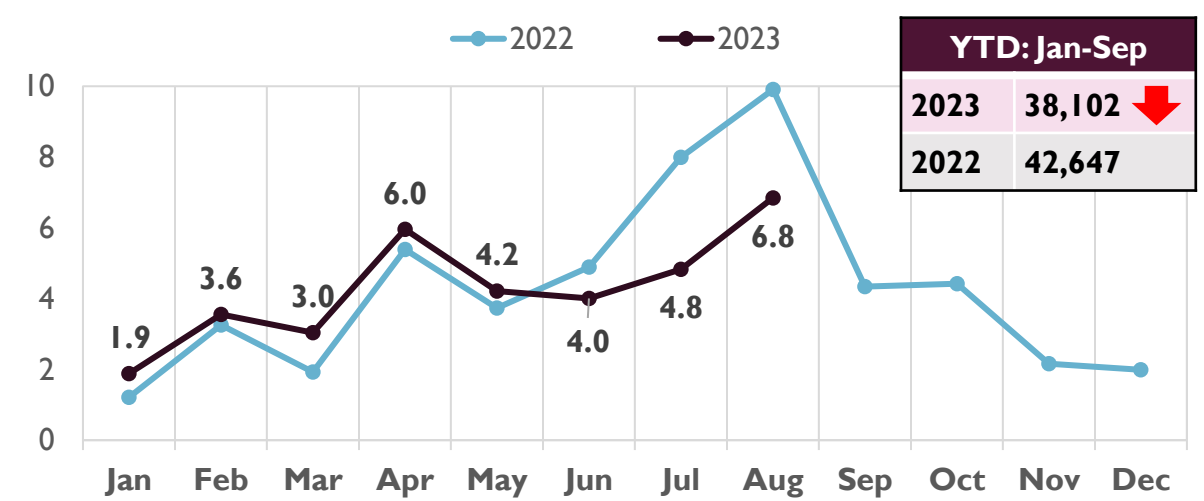
YTD Visitor Attraction Statistics: January to September 2023

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Visits to all 23 York Attractions (000s)

Legend: 2022, 2023

YTD: Jan-Sep	
2023	**2,291k** ⬆
2022	2,164k

Data points (2023):
- Jan: 146
- Feb: 221
- Mar: 192
- Apr: 306
- May: 237
- Jun: 245
- Jul: 320
- Aug: 391
- Sep: 233
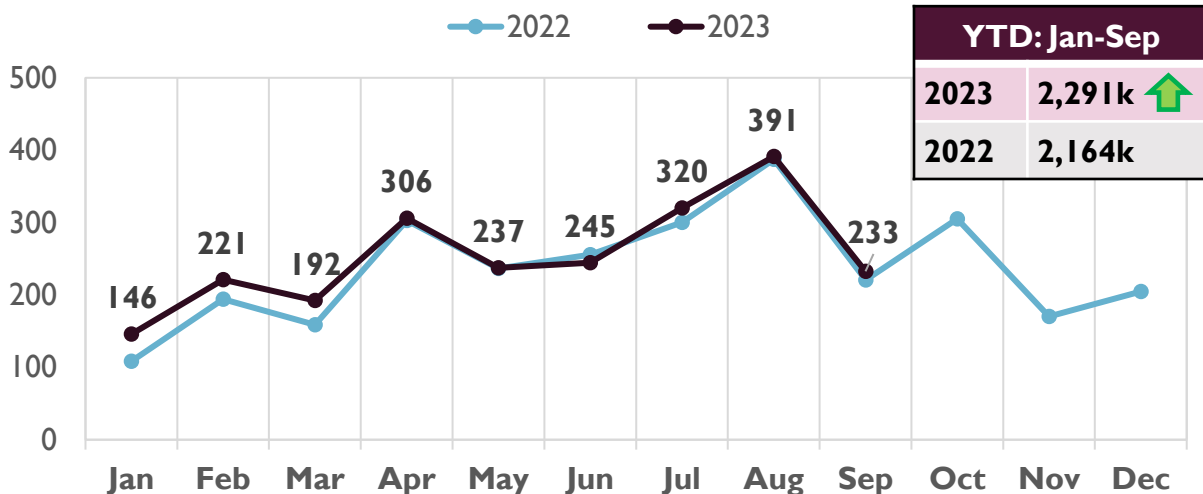
Visits to 11 York Small Attractions (000s)

Legend: 2022, 2023

YTD: Jan-Sep	
2023	**160,260** ⬆
2022	139,803

Data points (2023):
- Jan: 9
- Feb: 16
- Mar: 14
- Apr: 20
- May: 19
- Jun: 20
- Jul: 23
- Aug: 23
- Sep: 16
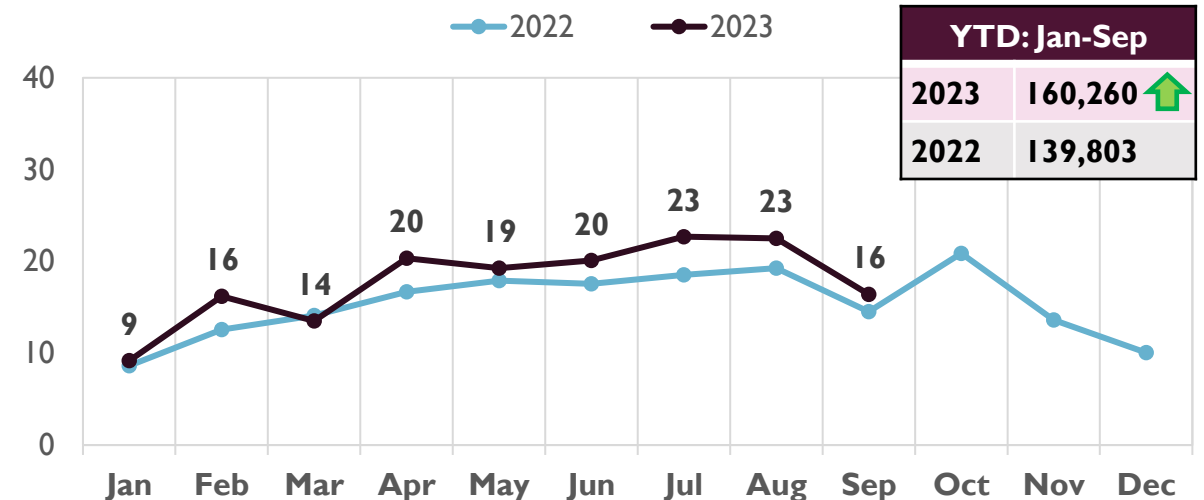
Visits to 12 York Big Attractions (000s)

Legend: 2022, 2023

YTD: Jan-Sep	
2023	**2,131k** ⬆
2022	2,024k

Data points (2023):
- Jan: 137
- Feb: 205
- Mar: 179
- Apr: 286
- May: 218
- Jun: 225
- Jul: 297
- Aug: 369
- Sep: 216

Visits to attractions using a York Pass* (000s)

Legend: 2022, 2023

YTD: Jan-Sep	
2023	**38,102** ⬇
2022	42,647

Data points (2023):
- Jan: 1.9
- Feb: 3.6
- Mar: 3.0
- Apr: 6.0
- May: 4.2
- Jun: 4.0
- Jul: 4.8
- Aug: 6.8

*Some attractions may not yet have submitted their York Pass figures