

VisitYork

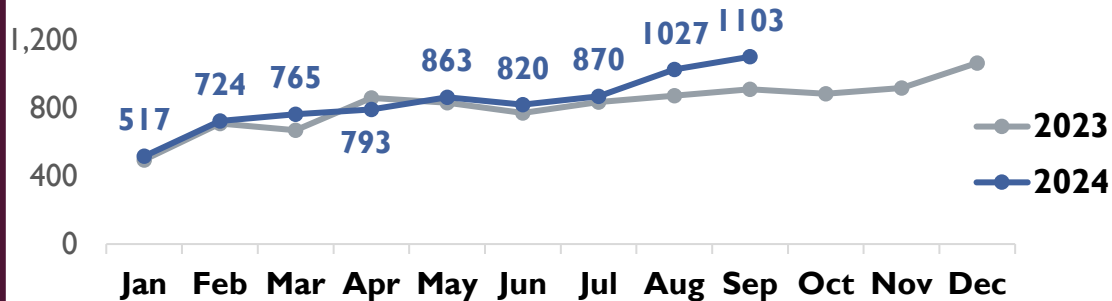
QUARTERLY TOURISM DASHBOARD

RESULTS FOR:
Q3 2024 AND YTD

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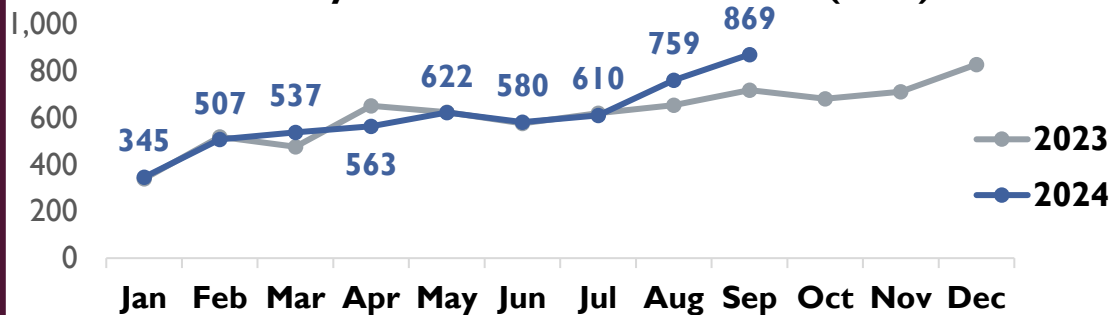
Monthly City Centre Footfall (000s)



	Q3 (Jul-Sep)	YTD (Jan-Sep)
2024	3.0m	7.5m
Change vs. 2023	+14% ↑	+8% ↑

- Almost 3 million counts were recorded by footfall cameras in the city centre in Q3 2024, a 14% rise vs. the same period in 2023 and the highest quarterly level since 2018.
- Total Year to Date (YTD) footfall is 7.5 million, an 8% increase compared to 2023.
- Over 1.1 million counts were recorded in September alone.

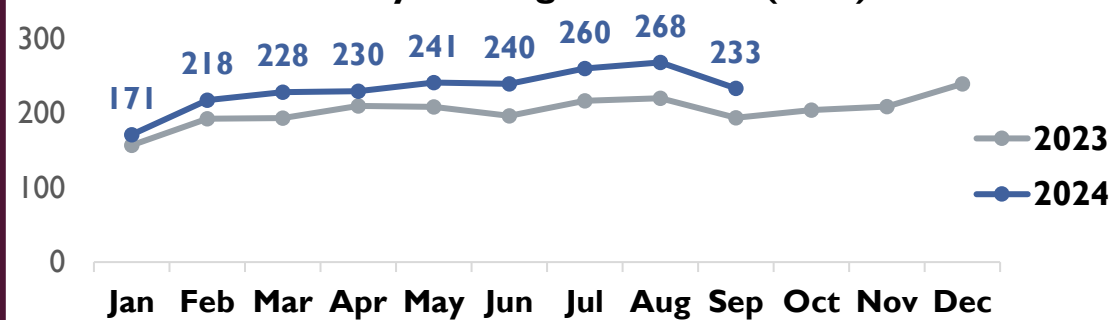
Monthly Parliament Street Footfall (000s)



	Q3 (Jul-Sep)	YTD (Jan-Sep)
2024	2.2m	5.4m
Change vs. 2023	+13% ↑	+4% ↑

- 2.2 million counts were recorded on Parliament Street in Q3, a 13% increase vs. 2023.
- Over 5.4 million counts have been recorded this year to date, a 4% increase on last year.
- Over 869,000 counts were recorded in September, driven partly by the 2024 York Food Festival from 20th-29th September, seeing a return to pre-Covid footfall levels.

Monthly Micklegate Footfall (000s)

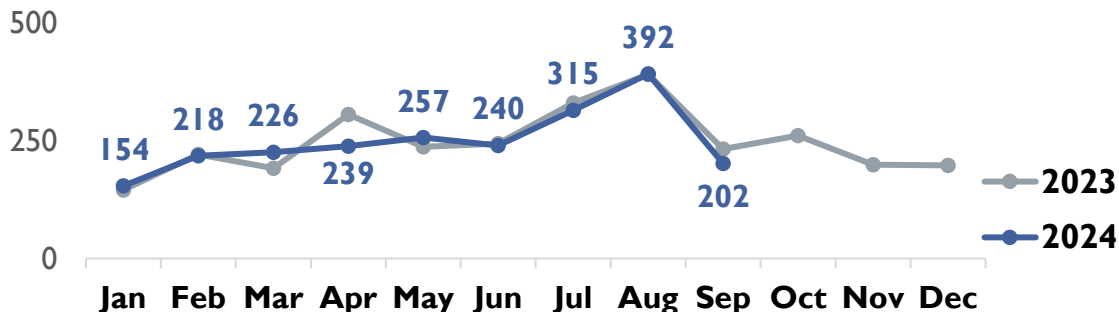


	Q3 (Jul-Sep)	YTD (Jan-Sep)
2024	761k	2.1m
Change vs. 2023	+21% ↑	+17% ↑

- Q3 footfall on Micklegate rose 21% compared to Q3 2023.
- Total YTD footfall is 2.1 million, 17% higher than 2023.
- Unlike Parliament Street, the busiest month on Micklegate was in August, when 268,343 counts were recorded.

Source: Calculated using data from MRIONLocation (Springboard). N.B. Data in this report is based on calendar months, not the retail calendar used by Springboard, so totals vary slightly from those in Springboard reports.

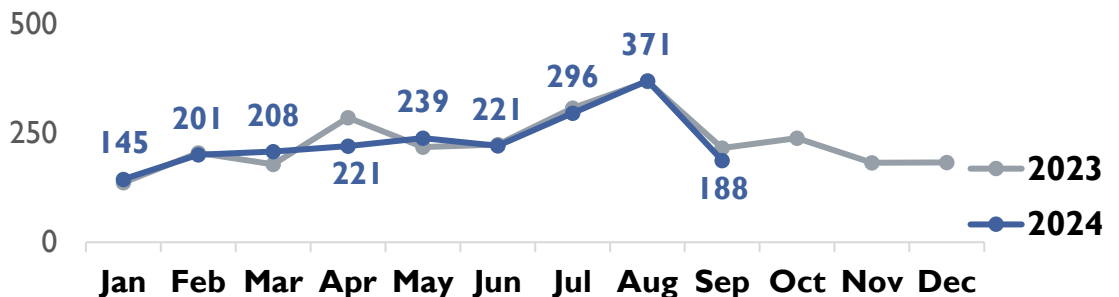
Monthly Visits to Attractions (000s)



	Q3 (Jul-Sep)	YTD (Jan-Sep)
2024	909,793	2.24m
Change vs. 2023	-5% ↓	-2% ↓

- Over 900,000 visits were made to York attractions in Q3 2024, a 5% decrease vs. 2023.
- A total of 2.24 million visits have been made this Year to Date (YTD), a fall of 2% vs. last year.
- Attraction visits fell 13% on average in September. April and September saw the biggest fall in visits and were also the wettest months, with over 100mm of rainfall.

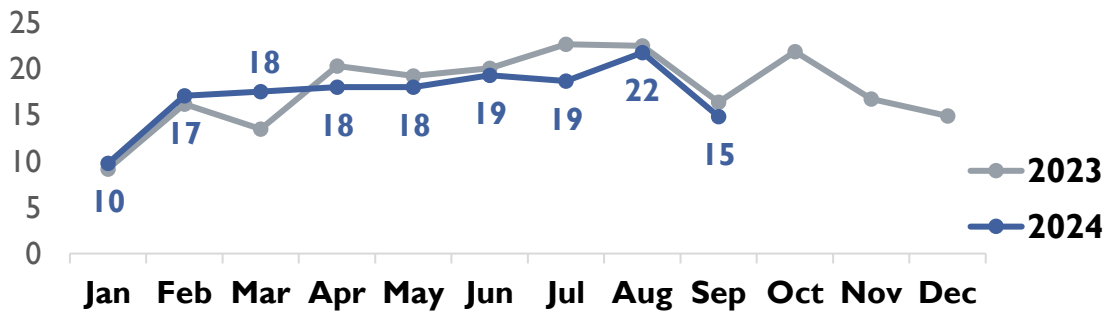
Monthly Visits to Big Attractions (000s)



	Q3 (Jul-Sep)	YTD (Jan-Sep)
2024	854,460	2.09m
Change vs. 2023	-4% ↓	-2% ↓

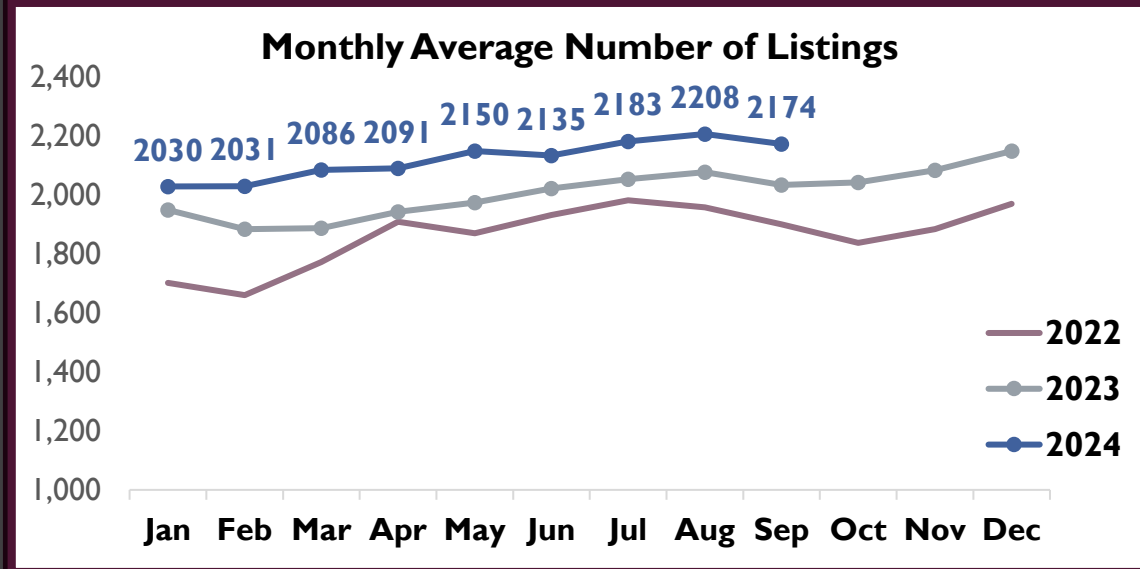
- Over 850k visits were made to York's big attractions in Q3.
- This increased the YTD figure to almost 2.1 million, a marginal decrease of 2% compared to 2023 despite the 23% drop in visits in April.
- August figures rose 1% vs. 2023 and reached their highest monthly level since August 2019.

Monthly Visits to Small Attractions (000s)



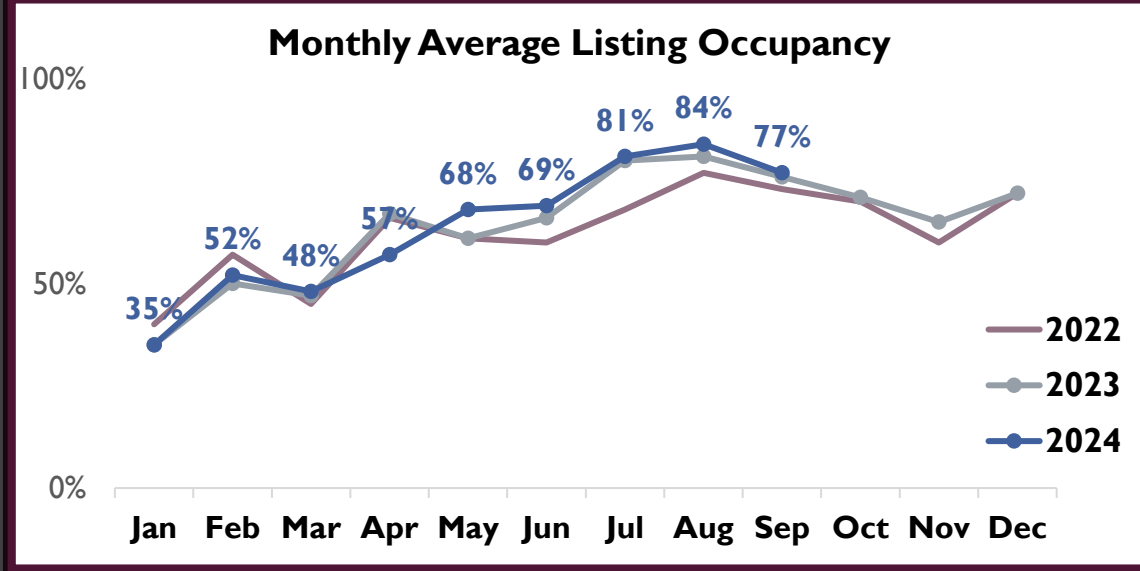
	Q3 (Jul-Sep)	YTD (Jan-Sep)
2024	55,333	155,316
Change vs. 2023	-10% ↓	-3% ↓

- 55,000 visits were made to York's small attractions in Q3 2024.
- Unlike big attractions, visits were slightly down in August, though the greatest fall was in July, down 18%.
- YTD visits to small attractions are down 3% overall.



	Q3 (Jul-Sep)	YTD (Jan-Sep)
2024	2,188	2,121
Change vs. 2023	+6% ↑	+7% ↑

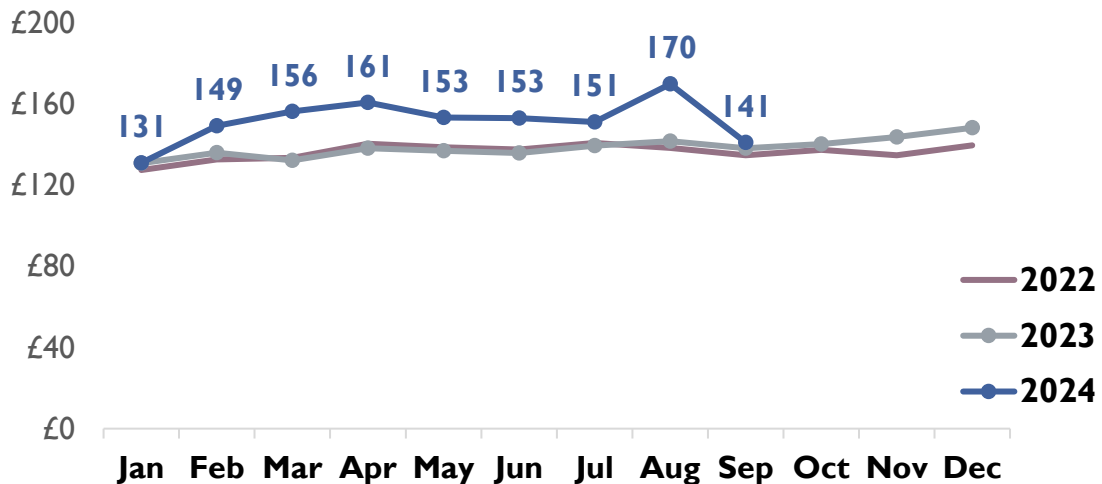
- The average number of Airbnb/Vrbo listings rose to 2,188 in Q3, a 6% increase compared to the same period in 2023.
- Average Year to Date (YTD) listings were 2,121, a growth of 7% compared to last year.
- Listings reached their highest level in August at 2,208.
- The number of average listings has remained above 2,000 since June 2023. In 2019 the average number of listings was 1,550.



	Q3 (Jul-Sep)	YTD (Jan-Sep)
2024	81%	63%
Change vs. 2023	+2% ↑	+1% ↑

- Average occupancy per listing was 81% in Q3 2024, a 2% increase compared to the same period the previous year.
- YTD occupancy rates rose by a marginal 1% to 63%.
- The highest occupancy level so far this year was in August, 84%.

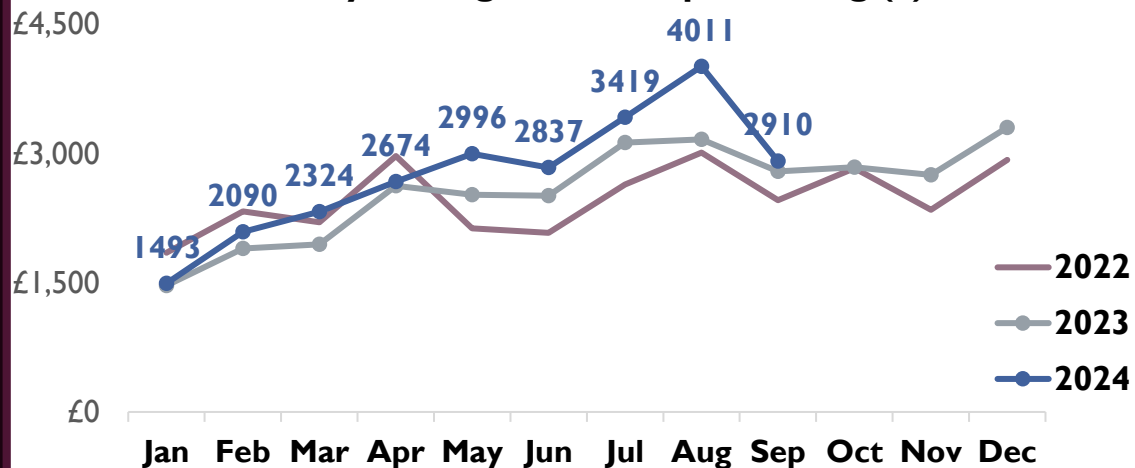
Monthly Average Daily Rate (ADR) per Listing (£)



	Q3 (Jul-Sep)	YTD (Jan-Sep)
2024	£154	£152
Change vs. 2023	+10% ↑	+11% ↑

- Average daily rental (ADR) per listing was £154 in Q3, a slight decrease compared to Q2 but a 10% increase vs the same period the previous year.
- Year to Date (YTD) ADR was £152, 11% higher than 2023 and 52% higher than in 2019, an above inflationary increase.
- ADR reached its highest level in August, with an average daily rate per listing of £170.

Monthly Average Revenue per Listing (£)



	Q3 (Jul-Sep)	YTD (Jan-Sep)
2024	£3,447	£2,751
Change vs. 2023	+14% ↑	+12% ↑

- The average revenue per month per Airbnb/Vrbo listing was £3,447 in Q3 2024, 14% higher than the same period in 2023.
- The YTD average monthly revenue is £2,751, a 12% increase on last year.
- Highest average revenue was seen in August, reaching over £4,000, a 27% increase compared to August 2023.