

QUARTERLY TOURISM DASHBOARD

OCTOBER TO
DECEMBER 2023

Visit York



CITY CENTRE FOOTFALL

Source: MRI OnLocation Footfall Analytics (formerly Springboard)

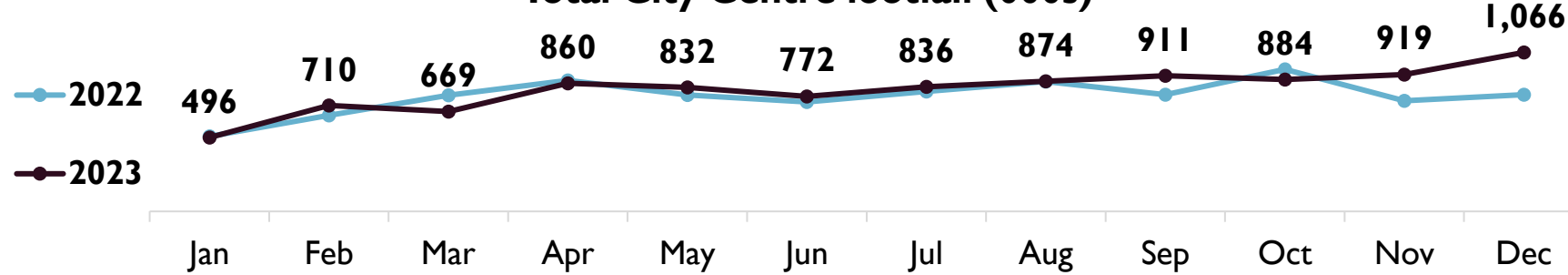
Quarterly footfall data for 2023				Oct-Dec 2023 vs. previous years			Commentary																	
<h3>Total footfall</h3> <table border="1"> <tr> <th>Quarter</th> <th>Footfall</th> </tr> <tr> <td>Jan-Mar</td> <td>1,875,462</td> </tr> <tr> <td>Apr-Jun</td> <td>2,463,535</td> </tr> <tr> <td>Jul-Sep</td> <td>2,620,154</td> </tr> <tr> <td>Oct-Dec</td> <td>2,869,432</td> </tr> </table>				Quarter	Footfall	Jan-Mar	1,875,462	Apr-Jun	2,463,535	Jul-Sep	2,620,154	Oct-Dec	2,869,432	<table border="1"> <tr> <th>Year</th> <th>Footfall</th> <th>Q4 2023 %+/-</th> </tr> <tr> <td>2022</td> <td>2,478,424</td> <td>+16% ↑</td> </tr> <tr> <td>2019</td> <td>2,829,177</td> <td>+5% ↑</td> </tr> </table>	Year	Footfall	Q4 2023 %+/-	2022	2,478,424	+16% ↑	2019	2,829,177	+5% ↑	<ul style="list-style-type: none"> • Almost 2.9 million footfall counts were recorded during October to December 2023. This was 16% higher than the same period in 2022 and 5% higher than in 2019. • December footfall was higher than any other month in 2023.
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<h3>Parliament Street</h3> <table border="1"> <tr> <th>Quarter</th> <th>Footfall</th> </tr> <tr> <td>Jan-Mar</td> <td>1,332,335</td> </tr> <tr> <td>Apr-Jun</td> <td>1,848,762</td> </tr> <tr> <td>Jul-Sep</td> <td>1,989,218</td> </tr> <tr> <td>Oct-Dec</td> <td>2,216,719</td> </tr> </table>				Quarter	Footfall	Jan-Mar	1,332,335	Apr-Jun	1,848,762	Jul-Sep	1,989,218	Oct-Dec	2,216,719	<table border="1"> <tr> <th>Year</th> <th>Footfall</th> <th>Q4 2023 %+/-</th> </tr> <tr> <td>2022</td> <td>1,858,428</td> <td>+19% ↑</td> </tr> <tr> <td>2019</td> <td>2,144,020</td> <td>+3% ↑</td> </tr> </table>	Year	Footfall	Q4 2023 %+/-	2022	1,858,428	+19% ↑	2019	2,144,020	+3% ↑	<ul style="list-style-type: none"> • Footfall cameras on Parliament Street during Oct-Dec recorded higher figures than any other quarter in 2023, and 19% higher than Oct-Dec in 2022. • Recorded footfall during December was higher than any other month in 2023.
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<h3>Micklegate</h3> <table border="1"> <tr> <th>Quarter</th> <th>Footfall</th> </tr> <tr> <td>Jan-Mar</td> <td>543,127</td> </tr> <tr> <td>Apr-Jun</td> <td>614,773</td> </tr> <tr> <td>Jul-Sep</td> <td>630,936</td> </tr> <tr> <td>Oct-Dec</td> <td>652,713</td> </tr> </table>				Quarter	Footfall	Jan-Mar	543,127	Apr-Jun	614,773	Jul-Sep	630,936	Oct-Dec	652,713	<table border="1"> <tr> <th>Year</th> <th>Footfall</th> <th>Q4 2023 %+/-</th> </tr> <tr> <td>2022</td> <td>619,996</td> <td>+5% ↑</td> </tr> <tr> <td>2019</td> <td>685,157</td> <td>-5% ↓</td> </tr> </table>	Year	Footfall	Q4 2023 %+/-	2022	619,996	+5% ↑	2019	685,157	-5% ↓	<ul style="list-style-type: none"> • As for Parliament Street, recorded footfall on Micklegate was higher in December than any other month. • Oct-Dec footfall was 5% higher than the same period last year, but still 5% below pre-Covid levels.
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*Source: Springboard via York Open Data. Footfall data in this report is not based on the British Retail Consortium Calendar, so varies slightly from the Footfall Reviews produced by Springboard

YTD footfall data for 2023

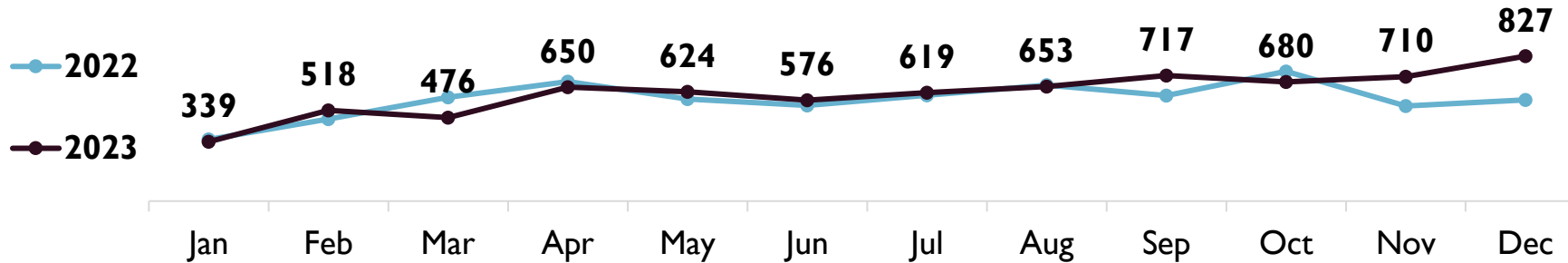
2023 vs. previous years

Total City Centre footfall (000s)



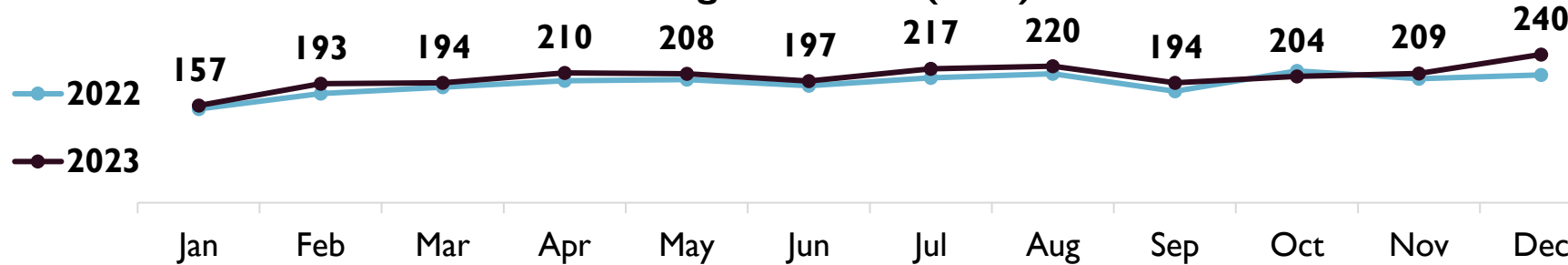
2023	9,828,583	
2022	9,259,066	+6% ↑
2019	10,859,132	-9% ↓

Parliament St. footfall (000s)



2023	7,387,034	
2022	6,949,211	+6% ↑
2019	8,149,536	-9% ↓

Micklegate footfall (000s)



2023	2,441,549	
2022	2,309,825	+6% ↑
2019	2,709,596	-10% ↓

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AIRBNB ACCOMMODATION DATA

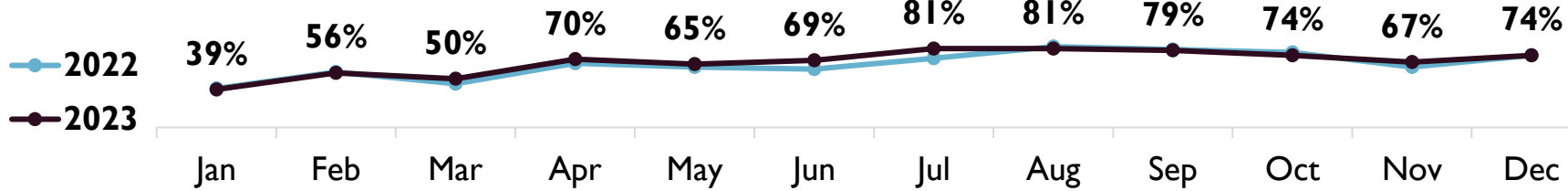
Source: Air DNA

Quarterly Airbnb data for 2023	Oct-Dec 2023 vs. previous years			Commentary																	
<p>Average Occupancy (%)</p> <table border="1"> <tr> <th>Quarter</th> <th>Occupancy (%)</th> </tr> <tr> <td>Jan-Mar</td> <td>48%</td> </tr> <tr> <td>Apr-Jun</td> <td>68%</td> </tr> <tr> <td>Jul-Sep</td> <td>80%</td> </tr> <tr> <td>Oct-Dec</td> <td>72%</td> </tr> </table>	Quarter	Occupancy (%)	Jan-Mar	48%	Apr-Jun	68%	Jul-Sep	80%	Oct-Dec	72%	<table border="1"> <thead> <tr> <th>Year</th> <th>Occupancy</th> <th>Q4 2023 %+/-</th> </tr> </thead> <tbody> <tr> <td>2022</td> <td>71%</td> <td>+1% ↑</td> </tr> <tr> <td>2019</td> <td>62%</td> <td>+15% ↑</td> </tr> </tbody> </table>	Year	Occupancy	Q4 2023 %+/-	2022	71%	+1% ↑	2019	62%	+15% ↑	<ul style="list-style-type: none"> Average Airbnb occupancy in the last quarter of 2023 was 72%, similar to 2022 (71%) but an increase of 15% vs. 2019. Occupancy was 74% in October and December, but fell to 67% in November.
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YTD Airbnb data for 2023

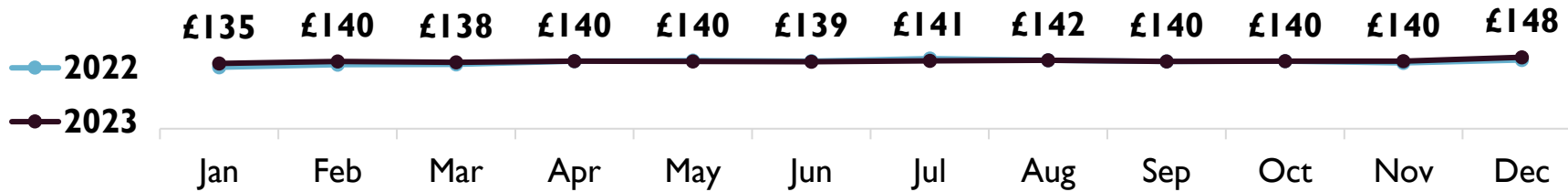
2023 vs. previous years

Average occupancy (%)



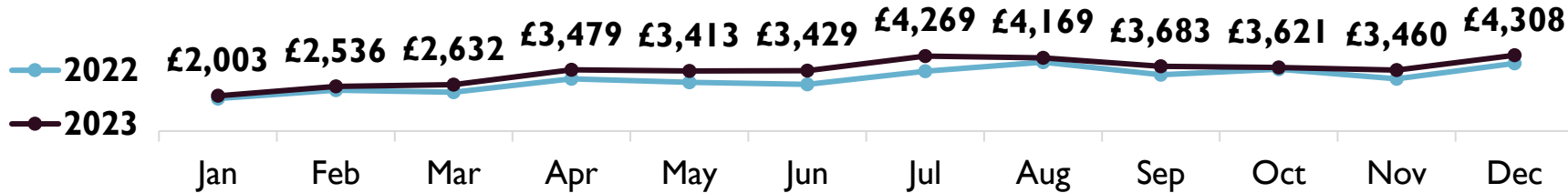
2023	67%	
2022	65%	+4% ↑
2019	63%	+7% ↑

Average ADR (£)



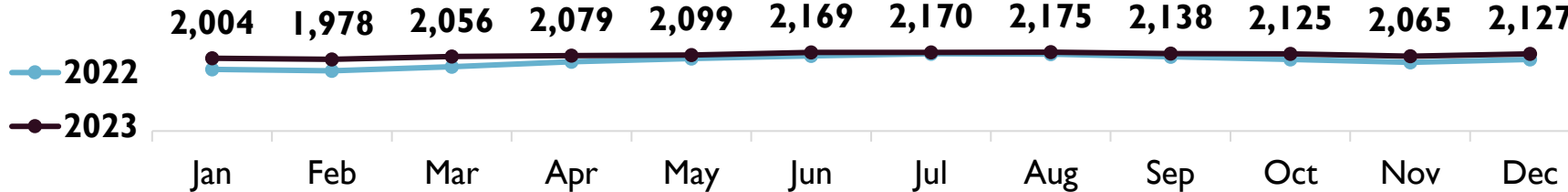
2023	£140	
2022	£138	+1% ↑
2019	£101	+39% ↑

Average YTD RevPAR (£)



2023	£3,417	
2022	£2,969	+15% ↑
2019	£2,027	+69% ↑

Average listings



2023	2,099	
2022	1,938	+8% ↑
2019	1,579	+33% ↑

VISITS TO VISITOR ATTRACTIONS

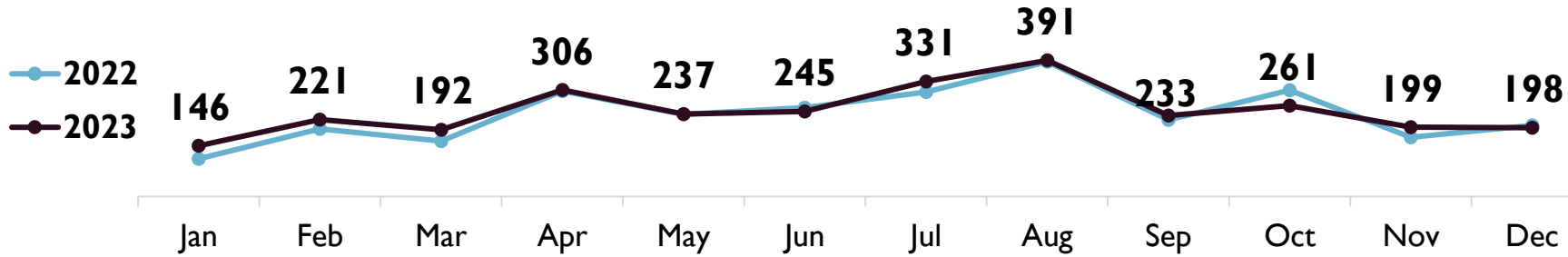
Source: 23 York attractions

Quarterly Attraction data for 2023	Oct-Dec 2023 vs. previous years			Commentary																											
<p>Visits to all attractions</p> <table border="1"> <tr> <th>Quarter</th> <th>Visitors</th> </tr> <tr> <td>Jan-Mar</td> <td>559,151</td> </tr> <tr> <td>Apr-Jun</td> <td>787,828</td> </tr> <tr> <td>Jul-Sep</td> <td>954,639</td> </tr> <tr> <td>Oct-Dec</td> <td>658,251</td> </tr> </table>	Quarter	Visitors	Jan-Mar	559,151	Apr-Jun	787,828	Jul-Sep	954,639	Oct-Dec	658,251	<table border="1"> <tr> <th>Year</th> <th>Visitors</th> <th>Q4 2023 %+/-</th> </tr> <tr> <td>2022</td> <td>680,101</td> <td>-3% ↓</td> </tr> <tr> <td>2019</td> <td>727,772</td> <td>-9% ↓</td> </tr> </table>	Year	Visitors	Q4 2023 %+/-	2022	680,101	-3% ↓	2019	727,772	-9% ↓	<table border="1"> <tr> <th>Year</th> <th>Visitors</th> <th>Q4 2023 %+/-</th> </tr> <tr> <td>2022</td> <td>680,101</td> <td>-3% ↓</td> </tr> <tr> <td>2019</td> <td>727,772</td> <td>-9% ↓</td> </tr> </table>	Year	Visitors	Q4 2023 %+/-	2022	680,101	-3% ↓	2019	727,772	-9% ↓	<ul style="list-style-type: none"> • There were over 658k visits to visitor attractions in October to December 2023 • This was 3% lower than the same period in 2022 and 9% lower than in 2019 • Visits tracked above 2022 levels for all months except June, December and most notably October
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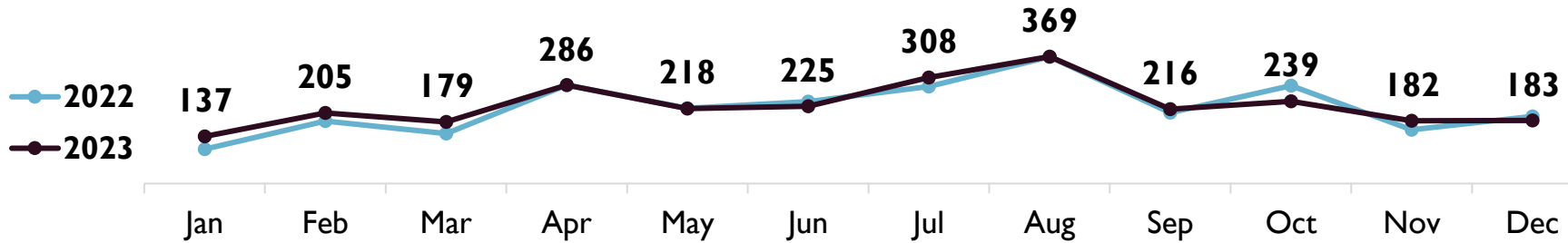
2023 vs. previous years

Visits to 23 York Attractions (000s)



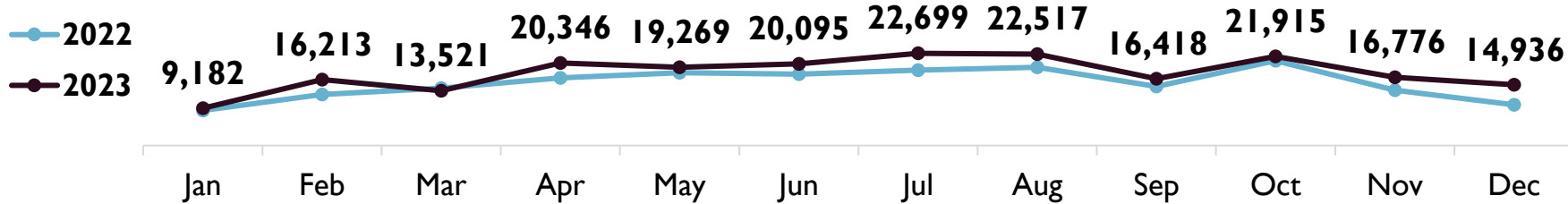
2023	2,959,869	
2022	2,844,294	+4%
2019	3,308,202	-11%

Visits to 12 York Big Attractions (000s)



2023	2,745,982	
2022	2,659,905	+3%
2019	3,048,473	-10%

Visits to 11 York Small Attractions



2023	213,887	
2022	184,389	+16%
2019	259,729	-18%

VISITYORK

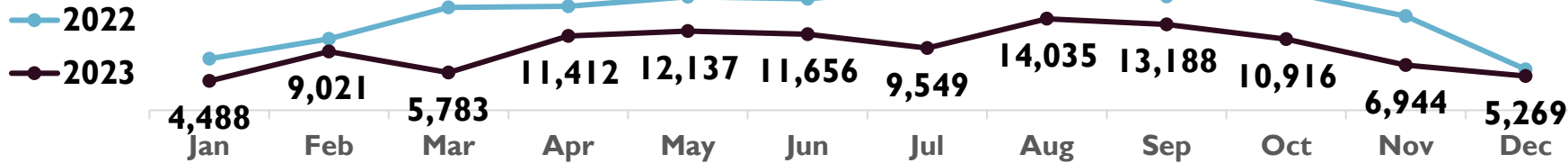
Source: Visit York

Quarterly Visit York data for 2023	Oct-Dec 2023 vs. previous years			Commentary																											
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<p style="text-align: center;">Visits using a York Pass</p> <table border="1"> <tr> <th>Quarter</th> <th>Visits using a York Pass</th> </tr> <tr> <td>Jan-Mar</td> <td>8,477</td> </tr> <tr> <td>Apr-Jun</td> <td>14,171</td> </tr> <tr> <td>Jul-Sep</td> <td>15,469</td> </tr> <tr> <td>Oct-Dec</td> <td>6,936</td> </tr> </table>	Quarter	Visits using a York Pass	Jan-Mar	8,477	Apr-Jun	14,171	Jul-Sep	15,469	Oct-Dec	6,936	<table border="1"> <tr> <th>Year</th> <th>Website</th> <th>Q4 2023 %+/-</th> </tr> <tr> <td>2022</td> <td>885,844</td> <td>2% ↑</td> </tr> <tr> <td>2019</td> <td>717,667</td> <td>25% ↑</td> </tr> </table>	Year	Website	Q4 2023 %+/-	2022	885,844	2% ↑	2019	717,667	25% ↑	<table border="1"> <tr> <th>Year</th> <th>Website</th> <th>Q4 2023 %+/-</th> </tr> <tr> <td>2022</td> <td>885,844</td> <td>2% ↑</td> </tr> <tr> <td>2019</td> <td>717,667</td> <td>25% ↑</td> </tr> </table>	Year	Website	Q4 2023 %+/-	2022	885,844	2% ↑	2019	717,667	25% ↑	<ul style="list-style-type: none"> • As with the VIC, the bulk of York Pass sales are between April and September • Sales of the York Pass have fallen YOY
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<p style="text-align: center;">Website sessions</p> <table border="1"> <tr> <th>Quarter</th> <th>Website Sessions</th> </tr> <tr> <td>Jan-Mar</td> <td>474,445</td> </tr> <tr> <td>Apr-Jun</td> <td>377,327</td> </tr> <tr> <td>Jul-Sep</td> <td>499,654</td> </tr> <tr> <td>Oct-Dec</td> <td>899,740</td> </tr> </table>	Quarter	Website Sessions	Jan-Mar	474,445	Apr-Jun	377,327	Jul-Sep	499,654	Oct-Dec	899,740	<table border="1"> <tr> <th>Year</th> <th>Website</th> <th>Q4 2023 %+/-</th> </tr> <tr> <td>2022</td> <td>885,844</td> <td>2% ↑</td> </tr> <tr> <td>2019</td> <td>717,667</td> <td>25% ↑</td> </tr> </table>	Year	Website	Q4 2023 %+/-	2022	885,844	2% ↑	2019	717,667	25% ↑	<table border="1"> <tr> <th>Year</th> <th>Website</th> <th>Q4 2023 %+/-</th> </tr> <tr> <td>2022</td> <td>885,844</td> <td>2% ↑</td> </tr> <tr> <td>2019</td> <td>717,667</td> <td>25% ↑</td> </tr> </table>	Year	Website	Q4 2023 %+/-	2022	885,844	2% ↑	2019	717,667	25% ↑	<ul style="list-style-type: none"> • 40% of all web in 2023 traffic occurred in the last quarter, as visitors searched for information on Haunted and the Christmas Markets • Website sessions have increased 25% compared to pre-Covid levels
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YTD Visit York data for 2023

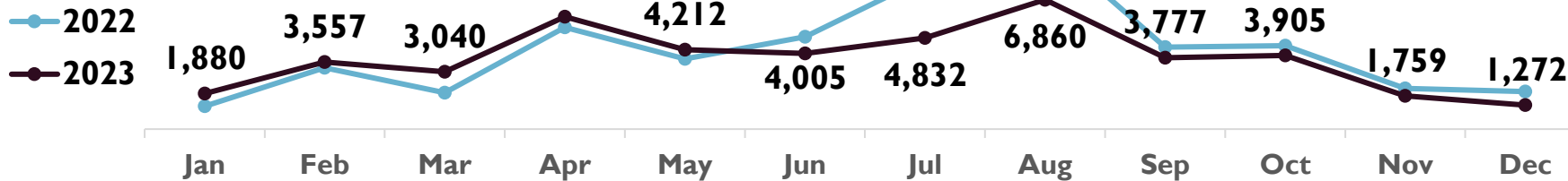
2023 vs. previous years

VIC Footfall



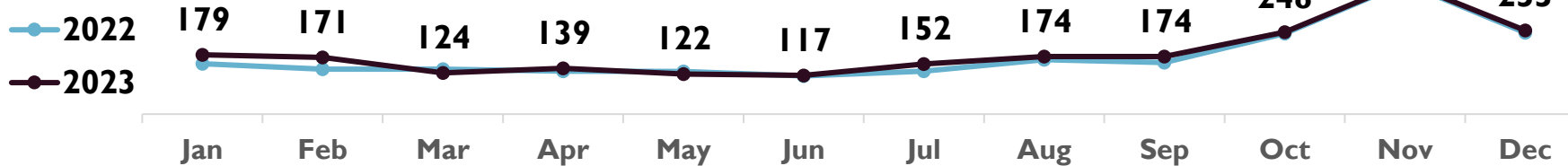
2023	114,398	
2022	181,573	-37% ↓
2019	338,752	-66% ↓

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



2023	45,053	
2022	51,233	-12% ↓
2019	79,548	-43% ↓

Visit York website visits* (000s)



2023	2,251,166	
2022	2,135,116	5% ↑
2019	1,964,388	15% ↑