

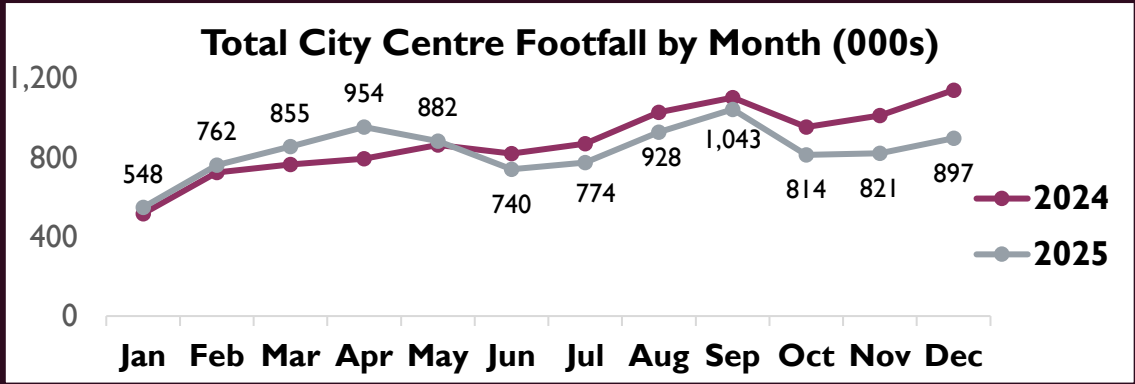
VisitYork

QUARTERLY TOURISM DASHBOARD

RESULTS FOR:
Q4 2025 AND YTD
(OCTOBER TO DECEMBER 2025)

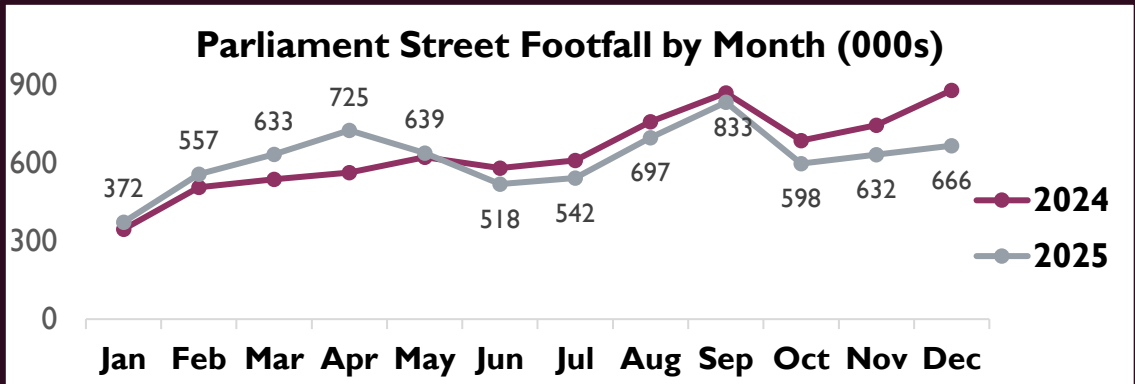
PUBLISHED: JANUARY 2026





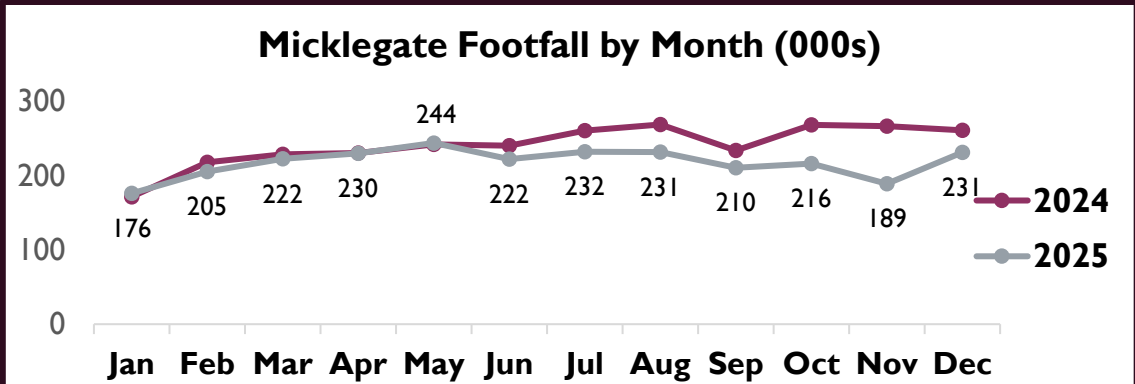
	Q4 (Oct-Dec)	YTD (Jan-Dec)
2025	2.53m	10.01m
Change vs. 2024	- 18% ↓	-5% ↓

- Total footfall reached 2.53 million in Q4 2025 a decrease of -18% compared to Q4 of 2024.
- Footfall was highest in December of Q4 largely due to the uplift in footfall due to the Christmas Market.
- Footfall YTD for the full year was down 5% compared to 2024 with the first half of the year performing above 2024 and the second half below 2024.



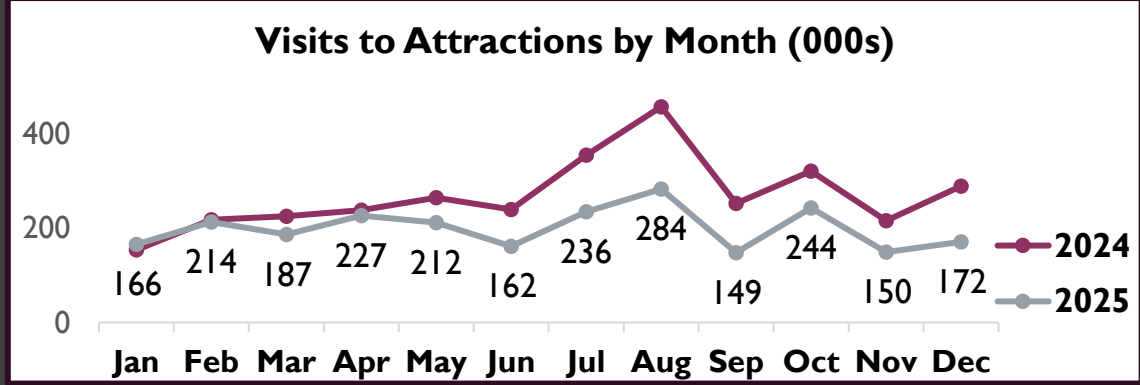
	Q4 (Oct-Dec)	YTD (Jan-Dec)
2025	1.90m	7.41m
Change vs. 2024	-18% ↓	-4% ↓

- Footfall on Parliament Street during Q4 was down -18% compared with the same period of 2024.
- Footfall YTD for the full year on Parliament Street is down -4% when compared with 2024.



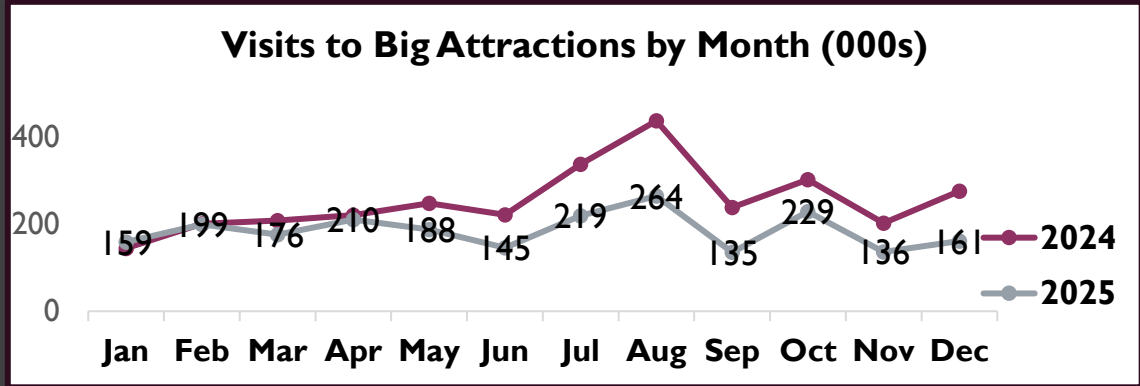
	Q3 (Jul-Sep)	YTD (Jan-Sep)
2025	635,463k	2.60 m
Change vs. 2024	- 25% ↓	-%10 ↓

- Footfall on Micklegate was down 25% compared to the same period of 2024.
- Micklegate footfall was down 10% overall for 2025 compared with 2024.



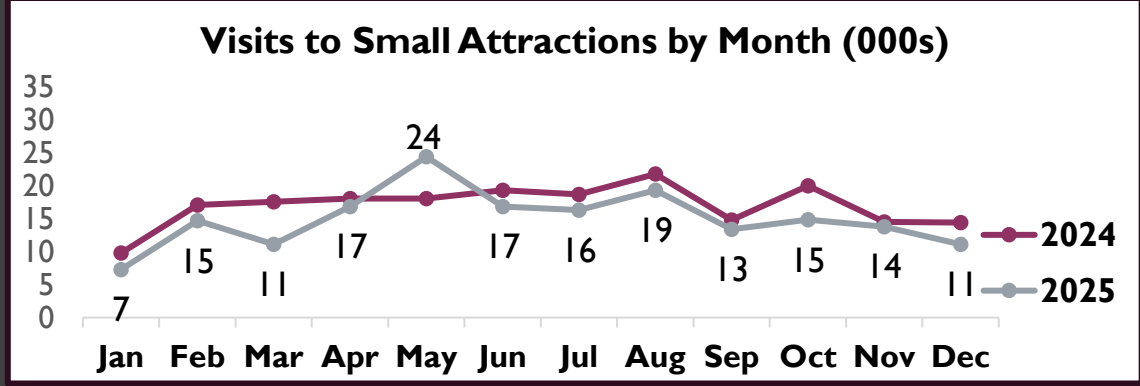
	Q4 (Oct-Dec)	YTD (Jan-Dec)
2025	565,711k	2.40m
Change vs. 2024	-31% ↓	- 26% ↓

- Over 746 thousand visits were made to York’s attractions in Q4 2025. This is 10% down on the same period last year.
- October saw the highest number of attraction visits across Q4 with over 244k visits.
- Visits to attractions in 2025 were 26% down compared to 2024.



	Q4 (Oct-Dec)	YTD (Jan-Dec)
2025	525,926k	2.21M
Change vs. 2024	-30% ↓	-26% ↓

- Visits to big attractions were down 30% in Q4 compared to the same period of 2024.
- Visits to large attractions were down -26% in 2025 compared to 2024.
- October saw the most visits to large attractions in Q4 of 2025 with over 229k visits.



	Q4 (Oct-Dec)	YTD (Jan-Dec)
2025	39,785k	180,199k
Change vs. 2024	-23% ↓	-13% ↓

- Visits to small attractions were down 23% compared with Q4 of 2024.
- Visits to small attractions were down 13% in 2025 compared to 2024