

# VisitYork

QUARTERLY TOURISM DASHBOARD

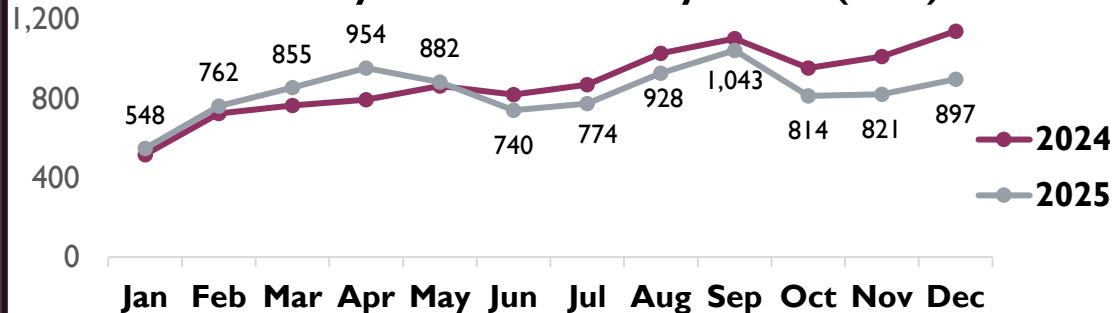
RESULTS FOR:  
Q4 2025 AND YTD  
(OCTOBER TO DECEMBER 2025)

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## Footfall

## Total City Centre Footfall by Month (000s)



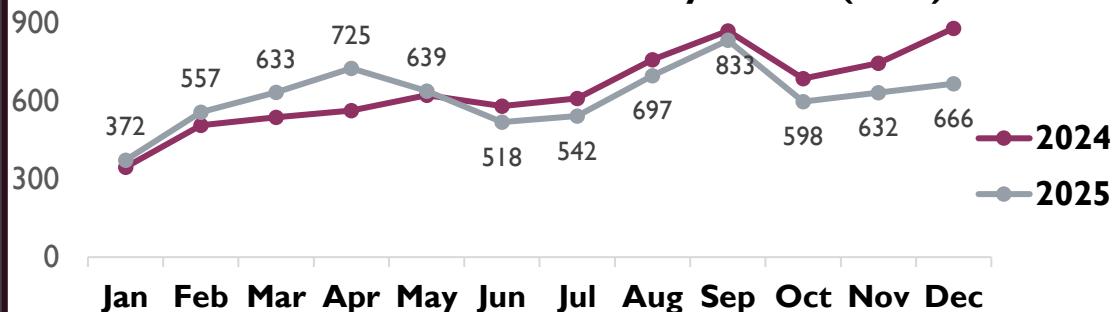
|  | Q4 (Oct-Dec) | YTD (Jan-Dec) |
|--|--------------|---------------|
|--|--------------|---------------|

|      |       |        |
|------|-------|--------|
| 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.

## Parliament Street Footfall by Month (000s)



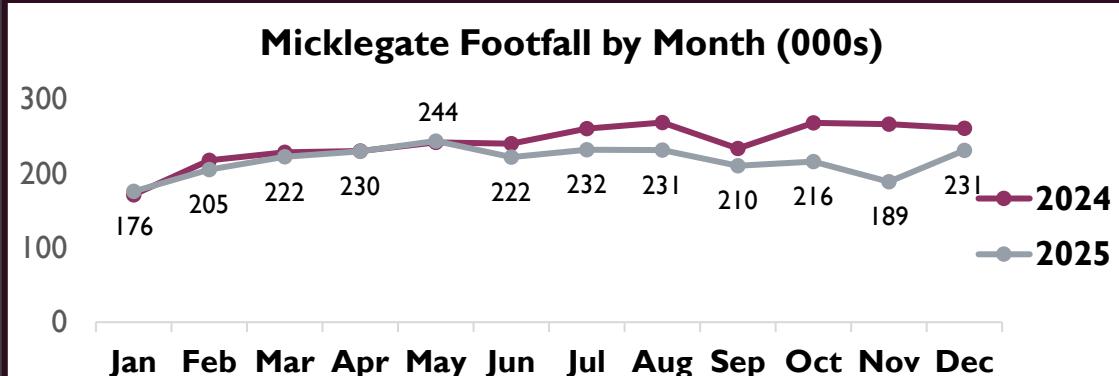
|  | Q4 (Oct-Dec) | YTD (Jan-Dec) |
|--|--------------|---------------|
|--|--------------|---------------|

|      |       |       |
|------|-------|-------|
| 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.

## Micklegate Footfall by Month (000s)



|  | Q3 (Jul-Sep) | YTD (Jan-Sep) |
|--|--------------|---------------|
|--|--------------|---------------|

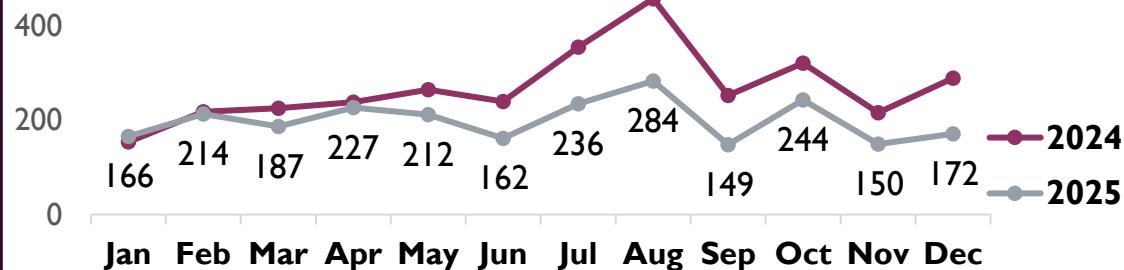
|      |          |        |
|------|----------|--------|
| 2025 | 635,463k | 2.60 m |
|------|----------|--------|

|                 |      |      |
|-----------------|------|------|
| 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.

## Visits to Visitor Attractions

## Visits to Attractions by Month (000s)



## Q4 (Oct-Dec) YTD (Jan-Dec)

|      |          |       |
|------|----------|-------|
| 2025 | 565,711k | 2.40m |
|------|----------|-------|

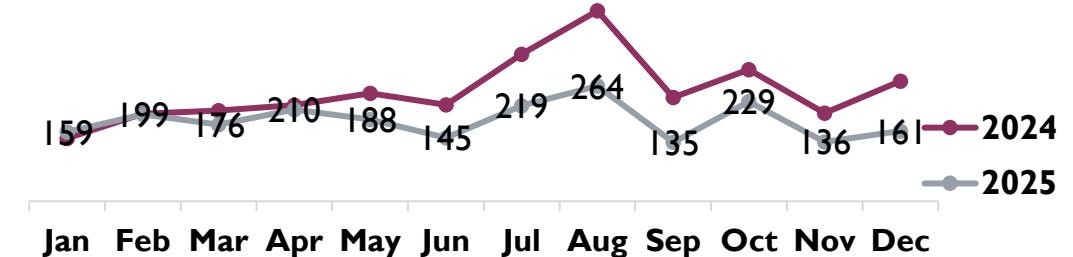
|                 |      |      |
|-----------------|------|------|
| Change vs. 2024 | -31% | -26% |
|-----------------|------|------|

- 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.

## Visits to Big Attractions by Month (000s)



## Q4 (Oct-Dec) YTD (Jan-Dec)

|      |          |       |
|------|----------|-------|
| 2025 | 525,926k | 2.21M |
|------|----------|-------|

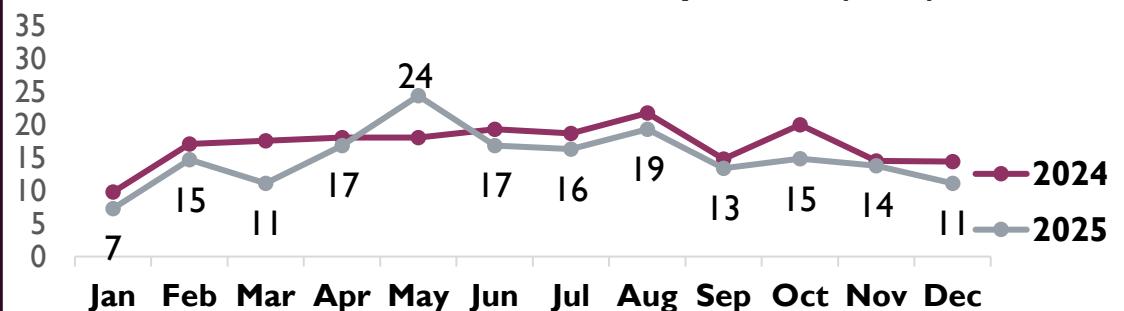
|                 |      |      |
|-----------------|------|------|
| Change vs. 2024 | -30% | -26% |
|-----------------|------|------|

- 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.

## Visits to Small Attractions by Month (000s)



## 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.