



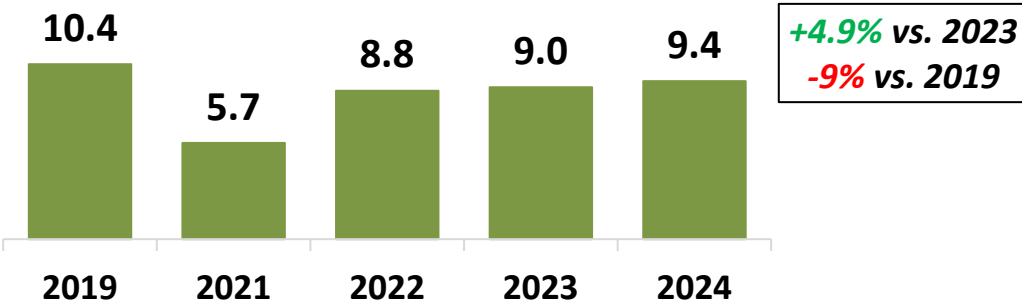
VisitYork

The volume and value of tourism to York: 2024 STEAM Data

2024 York Visitor Numbers

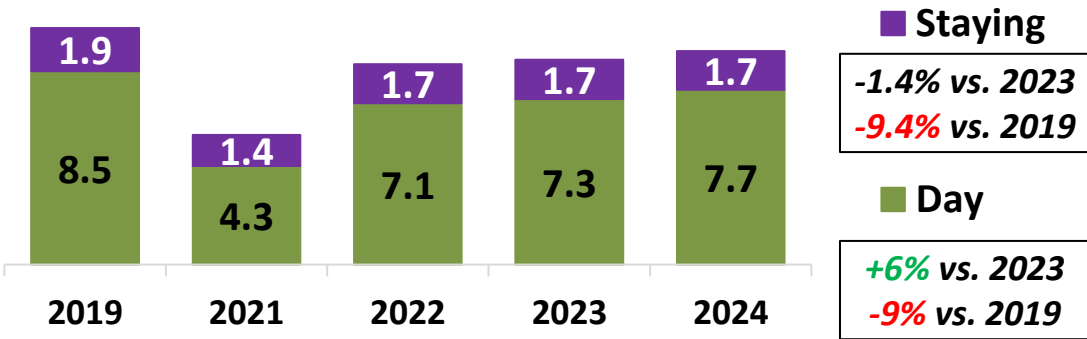
- York attracted 9.4 million visitors in 2024, up 5% vs. 2023, but below pre pandemic levels.

Annual Visitor Numbers (millions)



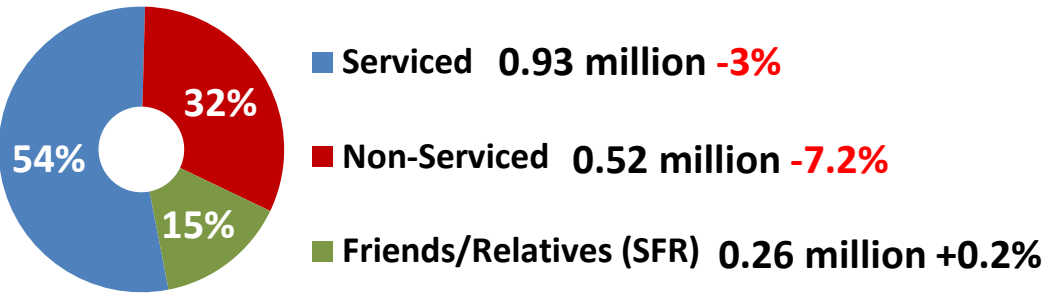
- Day visitors have increased 6% on 2023 but still remain 9% lower than pre pandemic levels.

No. of Day vs. Staying Visitors (millions)



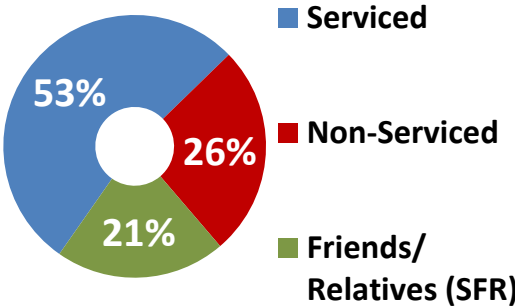
- Most overnight visitors continued to stay in serviced accom in 2024.

No. of Staying Visitors by Accommodation Type (millions)



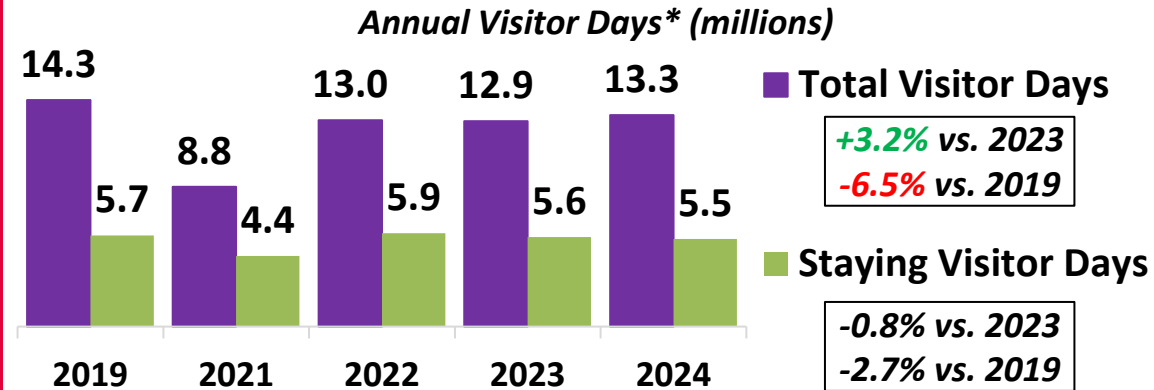
- Overall, 14% of visitors were from overseas. Of these, 43% stayed in York.

Overseas staying visitors by Accommodation Type

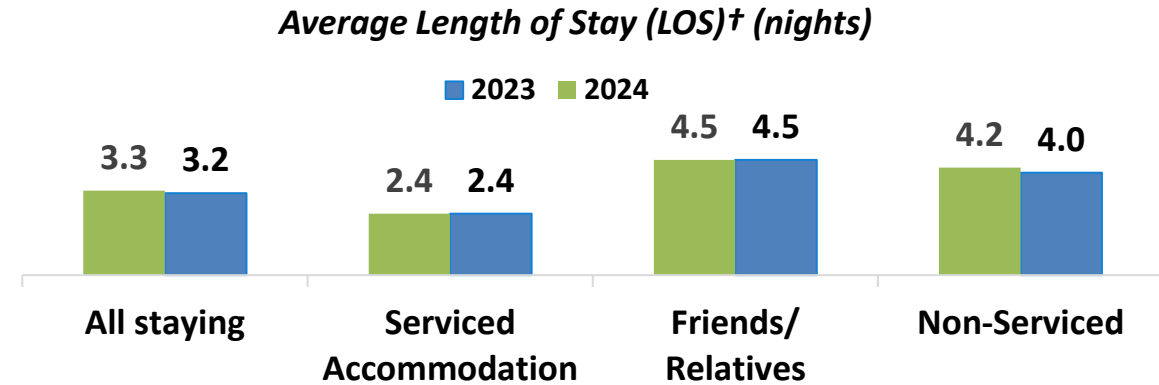


2024 York Visitor Days

- Visitors spent a total of 13.3m visitor days in York. 5.5 million of these visitor days were from staying visitors.

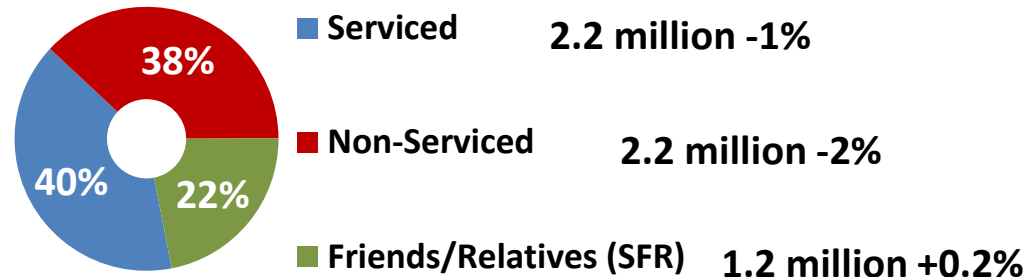


- Overnight visitors stayed 3.3 nights on average, a slight increase on 2023.



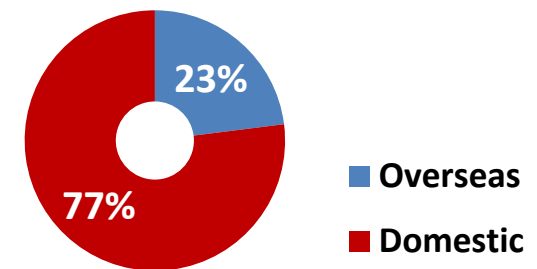
- The number of staying visitors has decreased 1.4% on 2023.

No. of Visitor Days by Accommodation Type



- The average length of stay was 3.82 nights for international visitors; this is higher than the average of all staying visitors of 3.3 nights.

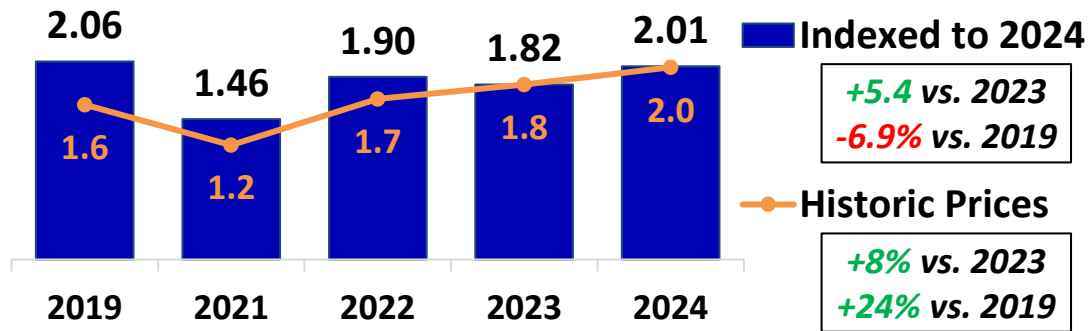
Percentage of total visitor days split by Overseas vs. Domestic Days



2024 York Economic Impact

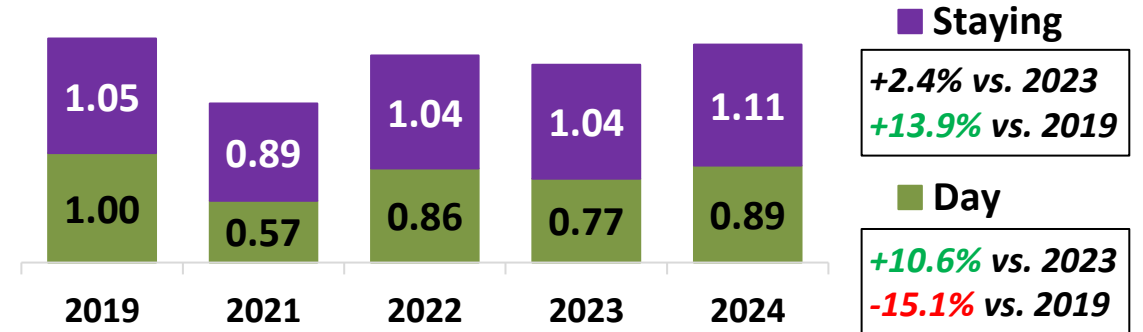
- The value of tourism to York in 2024 was £2 billion, an 5% increase vs. 2023.

Annual Economic Impact (£billions)



- The economic impact of staying visitors has now exceeded pre pandemic levels.

Economic Impact by Day and Staying Visitors (£billions – indexed to 2024)



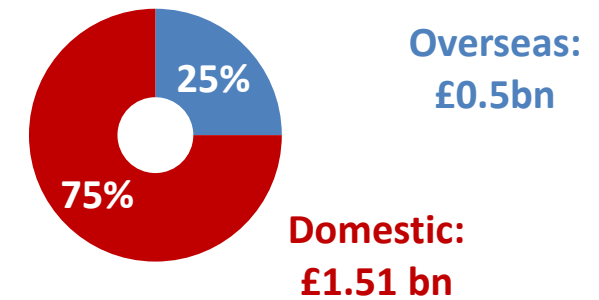
- Both Non serviced and SFR accommodation types have increased in economic impact in 2024.

Economic Impact by Accommodation Type (2024 indexed to 2023)



- Almost a quarter of the economic impact of tourism was generated by overseas visitors.

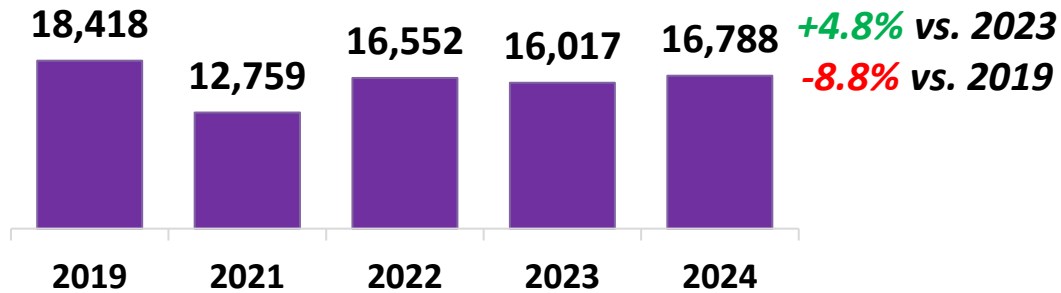
Overseas vs. Domestic Visitors



2024 Employment Supported

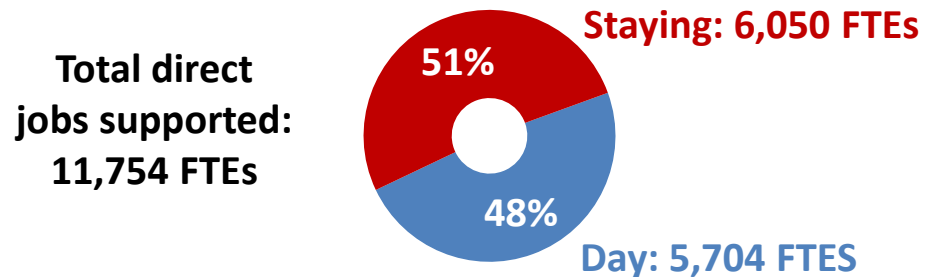
- Over 16,000 employees (FTEs) were supported directly and indirectly by tourism in 2023.

Annual FTEs Supported (Direct and Indirect)



- Staying visitors supported 51% of all direct jobs supported by tourism.

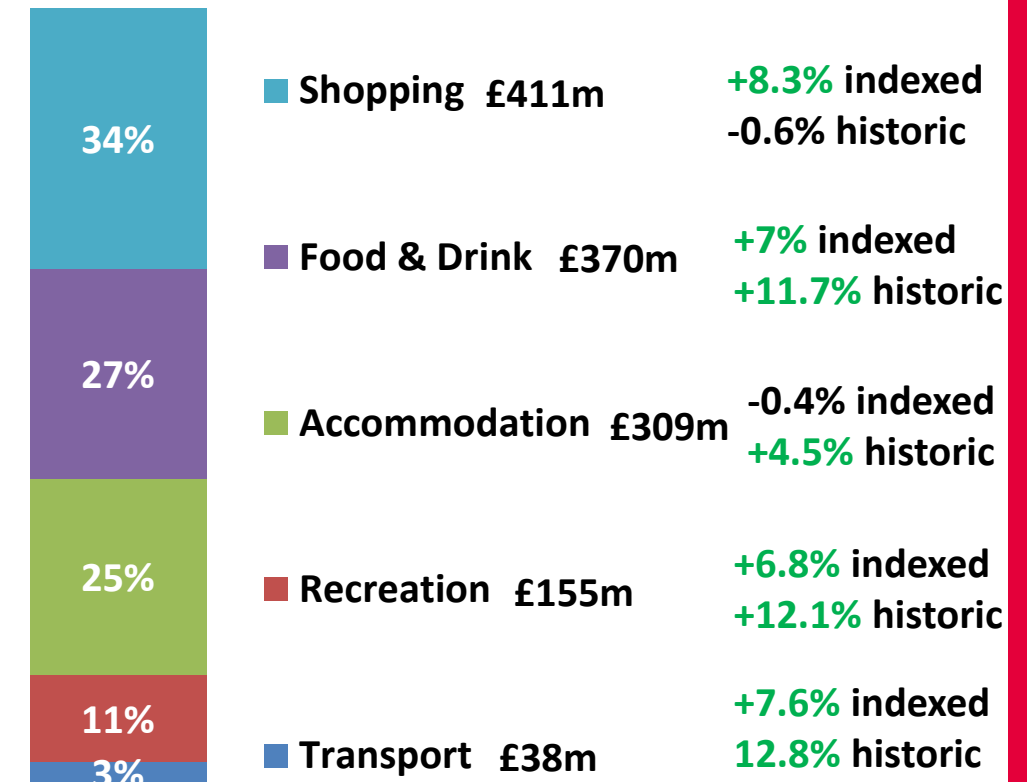
Day vs. Staying (Direct Jobs)



2024 Direct Expenditure by Area of Spend

- Accommodation is the only area have increased above inflation, while there has been a large drop in retail spend.

Total Direct Spend: £2.007 billion **+5.4% indexed**
+11% historic



Area of Spend