

VisitYork

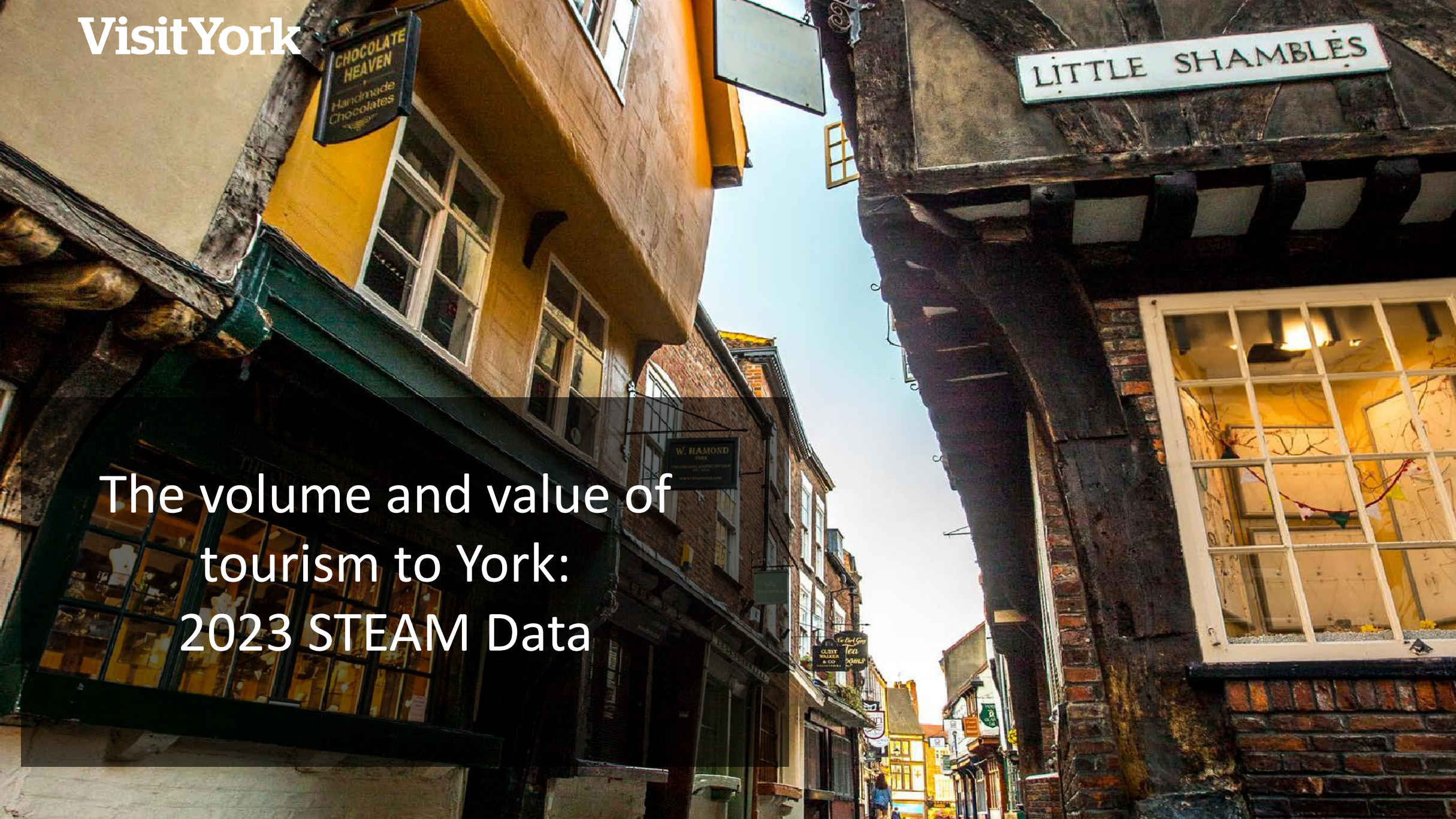
LITTLE SHAMBLE'S

CHOCOLATE HEAVEN
Handmade Chocolates

W. HAMOND

Tea
GUEST WALKER & CO

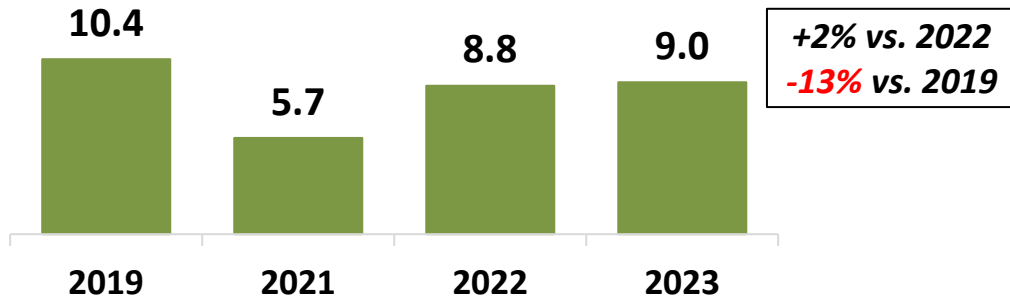
The volume and value of
tourism to York:
2023 STEAM Data



2023 York Visitor Numbers

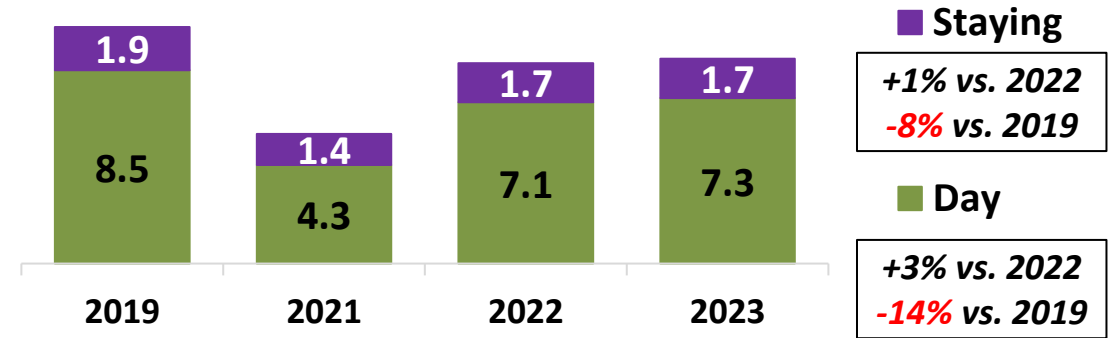
- York attracted 9 million visitors in 2023, up 2% vs. 2022, but below pre pandemic levels.

Annual Visitor Numbers (millions)



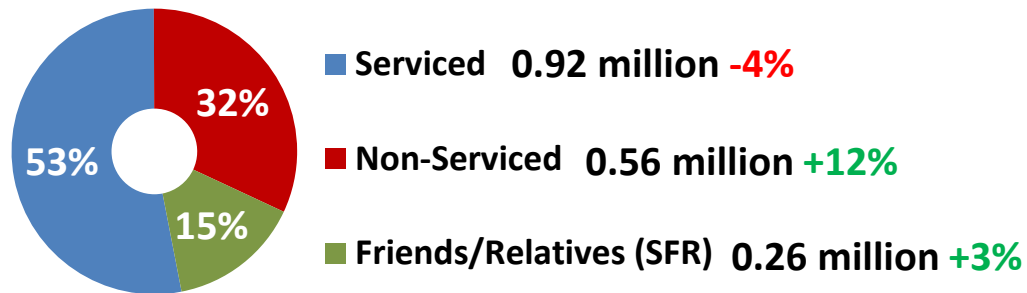
- Despite a 3% increase, day visitors have still not recovered as well as staying visitors post-pandemic.

No. of Day vs. Staying Visitors (millions)



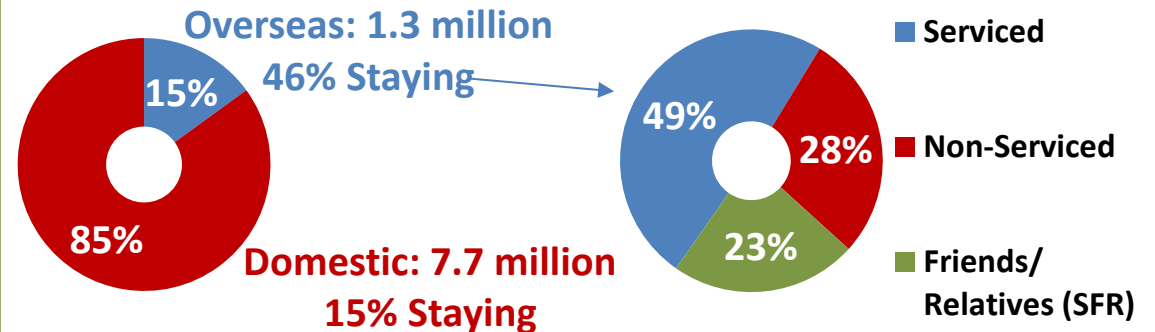
- Most overnight visitors continue to stay in serviced accom., though there has been a notable shift to non-serviced.

No. of Staying Visitors by Accommodation Type (millions)



- Overall 15% of visitors were from overseas. Of these, 46% stayed in York, the highest proportion in serviced accom.

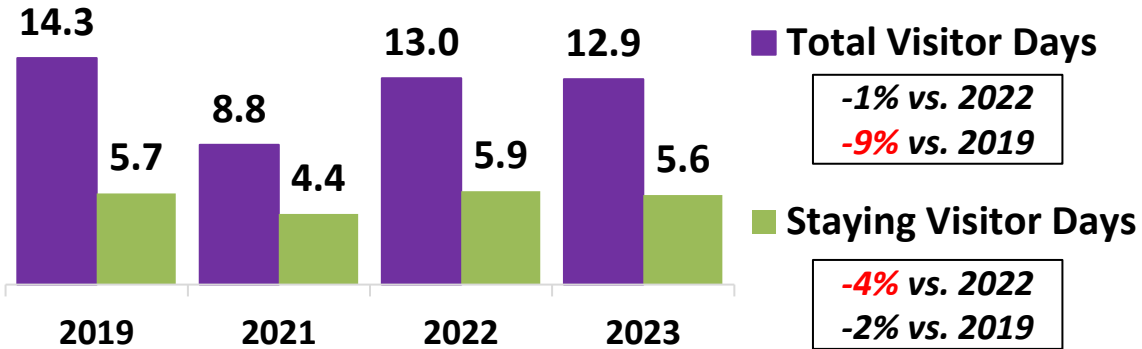
No. of Overseas vs. Domestic Visitors and Overseas Accommodation Type



2023 York Visitor Days

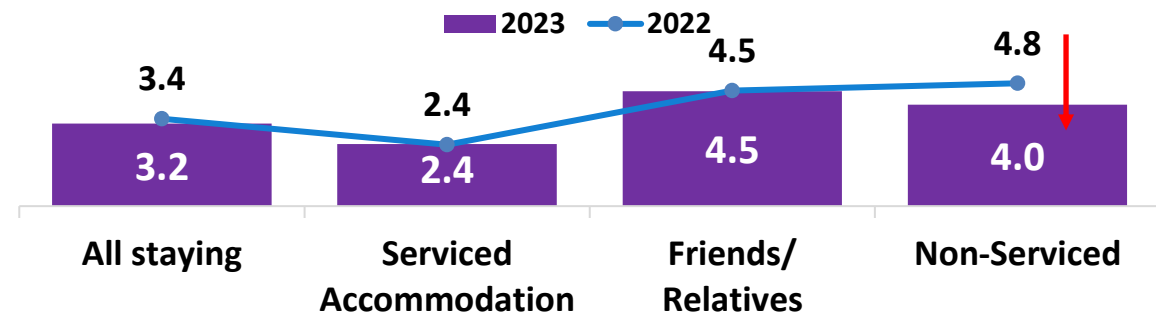
- Visitors spent a total of 12.9m visitor days in York. In addition to 7.3m day visits, 1.7m staying visitors spent 5.6m nights.

Annual Visitor Days* (millions)



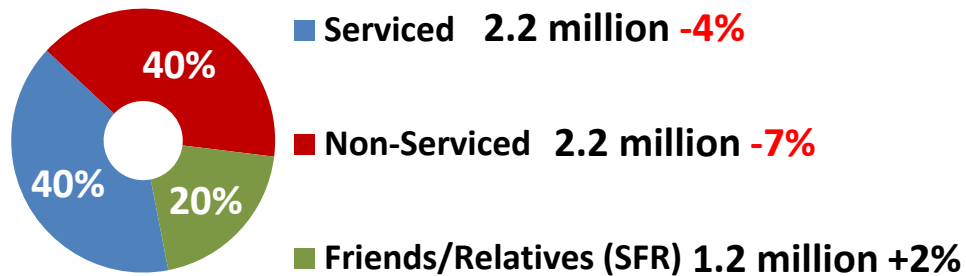
- Overnight visitors stayed 3.2 nights on average, a slight fall since 2022 due to shorter average LOS in non-serviced accom.

Average Length of Stay (LOS)[†] (nights)



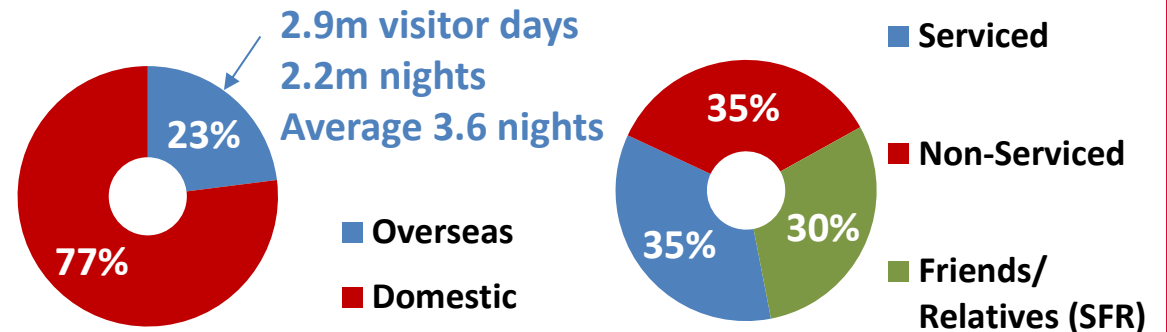
- Staying visitor days fell partly due to fewer visitors and a fall in available bedstock (serviced) and shorter stays (non-serviced).

No. of Visitor Days by Accommodation Type



- The average length of stay was longer for overseas visitors, especially those staying with friends/relatives (4.6 nights).

No. of Overseas vs. Domestic Days and by Overseas Accommodation Type



Source: 2023 STEAM report by Global Tourism Solutions (UK) Ltd 2024.

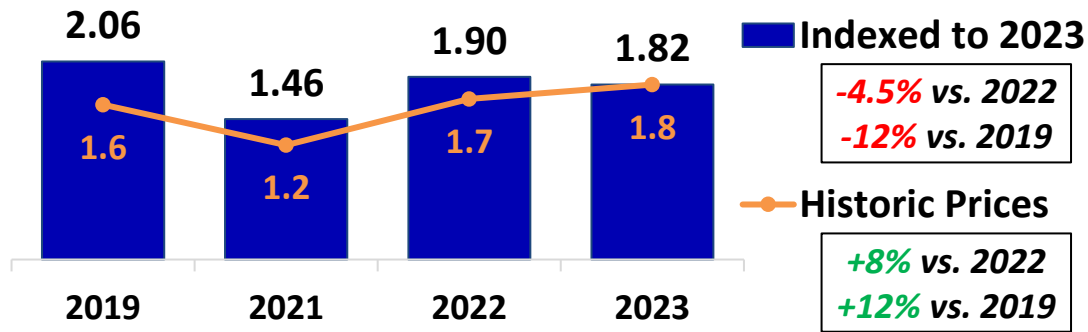
*Visitor days is the no. of days spent in an area by different visitor types. 1 day visitor = 1 visitor day.

[†]Average length of stay = visitor numbers divided by visitor days

2023 York Economic Impact

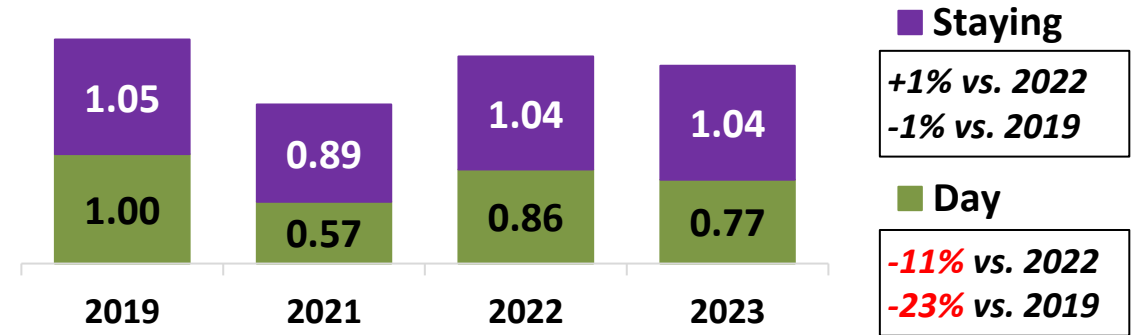
- The value of tourism to York in 2023 was £1.8 billion, an 8% increase vs. 2022, but a 4.5% fall when adjusted for inflation.

Annual Economic Impact (£billions)



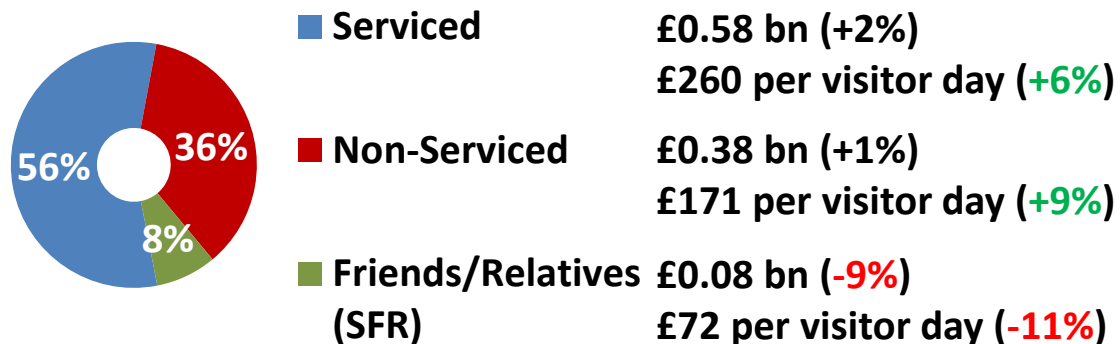
- The economic impact of staying visitors has recovered to pre-pandemic levels, while the impact of day visitors is still down.

Economic Impact by Day and Staying Visitors (£billions – indexed to 2023)



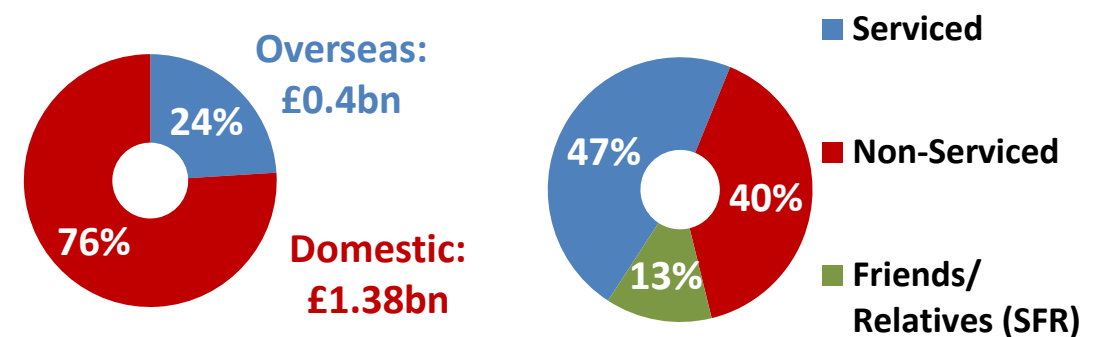
- A higher economic impact per visitor day has compensated for the lower number of staying visitor days.

Economic Impact by Accommodation Type (2022 indexed to 2023)



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

Overseas vs. Domestic Visitors



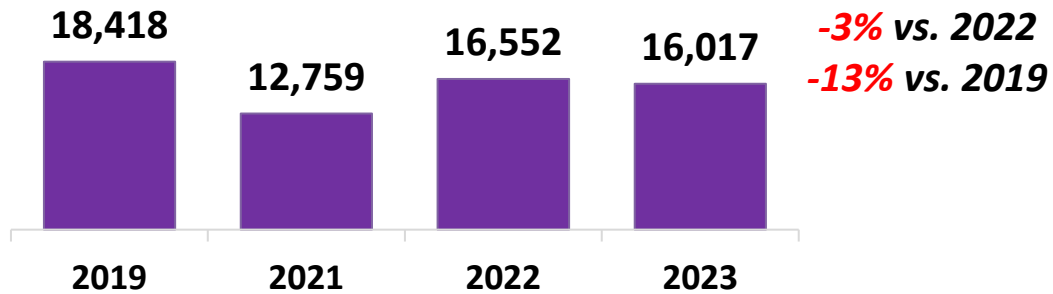
Source: 2023 STEAM report by Global Tourism Solutions (UK) Ltd 2024.

Comparisons to 2022 are shown against historic spend and/or indexed to adjust for the effects of inflation by multiplying 2022 spend by 1.134

2023 Employment Supported

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

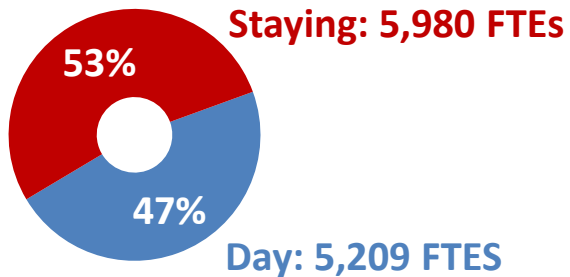
Annual FTEs Supported (Direct and Indirect)



- Staying visitors supported 53% of all direct jobs supported by tourism - almost 6,000 in total.

Day vs. Staying (Direct Jobs)

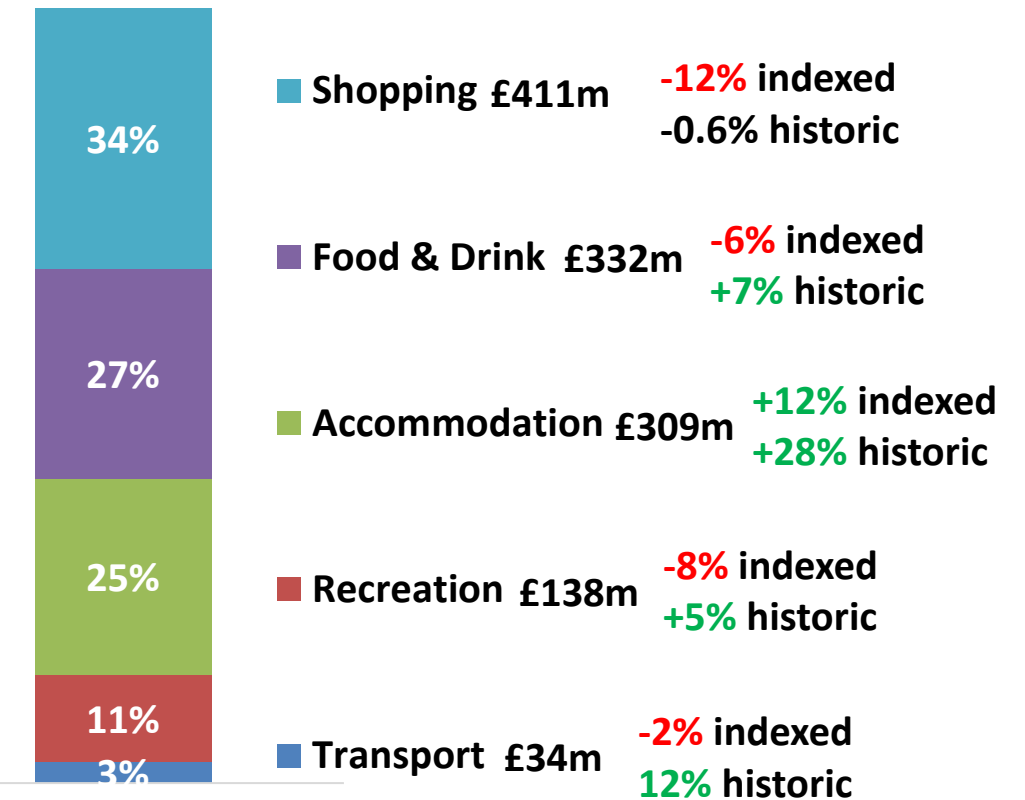
Total direct jobs supported:
11,189 FTEs



2023 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: £1.2 billion
-4.5% indexed
+8% historic



Area of Spend

Source: 2023 STEAM report by Global Tourism Solutions (UK) Ltd 2024.

Comparisons to 2022 are shown against historic spend and indexed to adjust for the effects of inflation by multiplying 2022 spend by 1.134