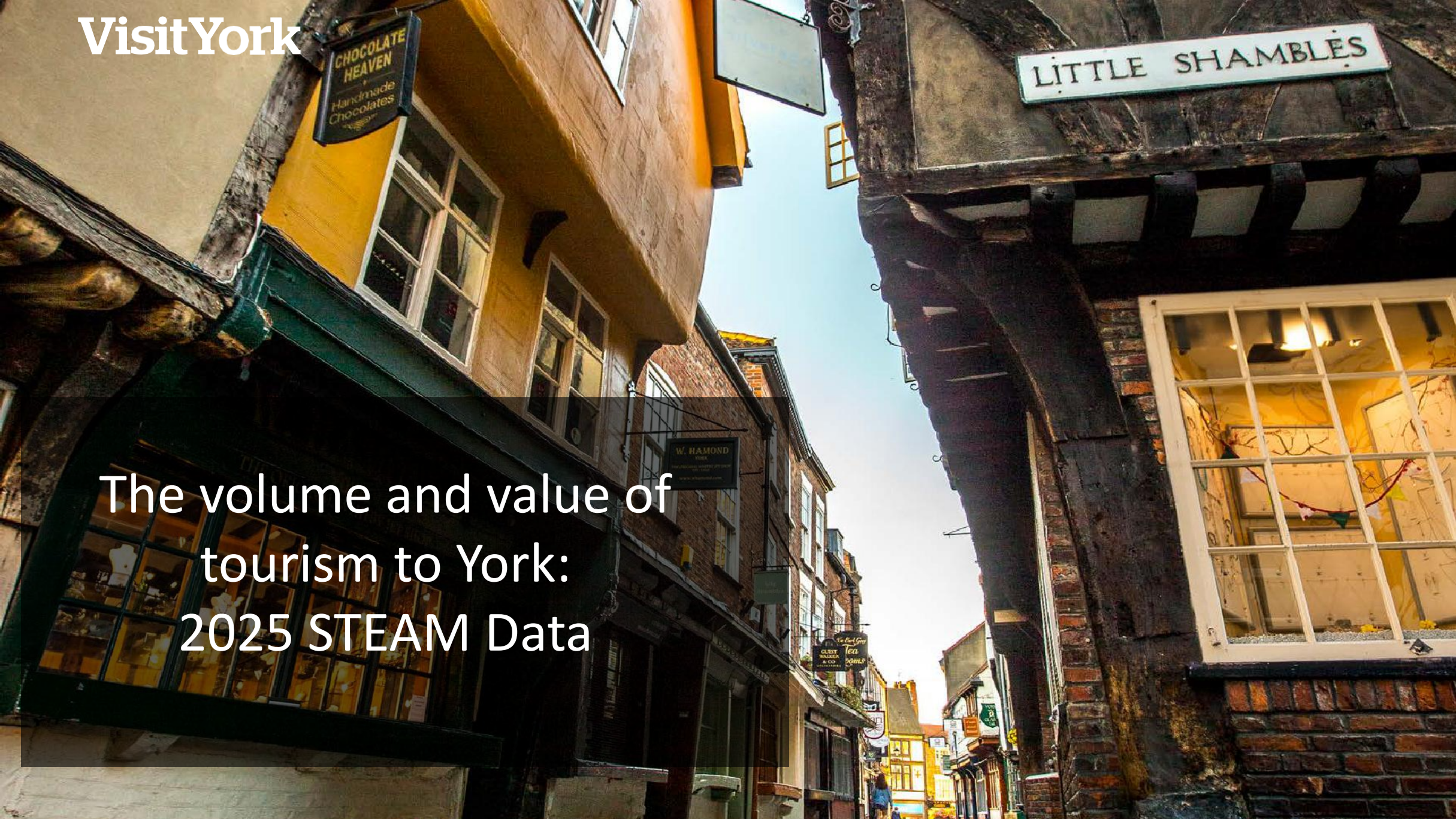




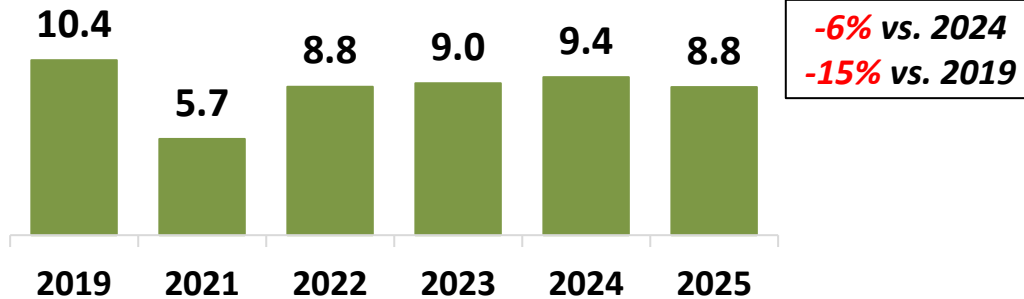
VisitYork

The volume and value of tourism to York: 2025 STEAM Data

2025 York Visitor Numbers

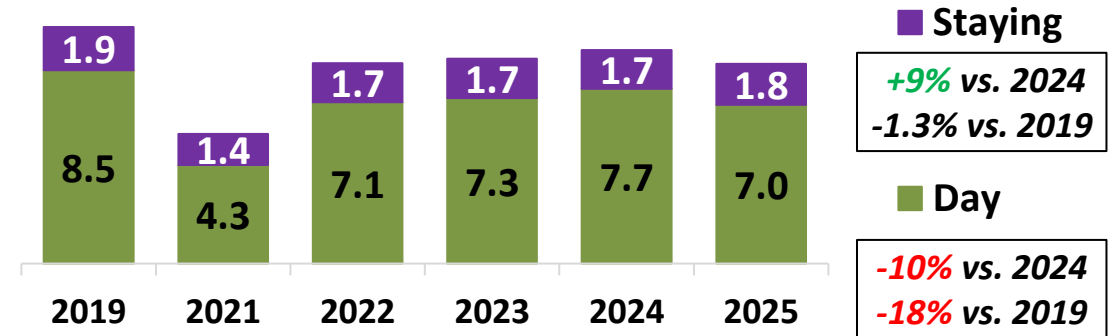
- York attracted 8.8 million visitors in 2025, This is down 6% on 2024 and 15% on pre pandemic levels.

Annual Visitor Numbers (millions)



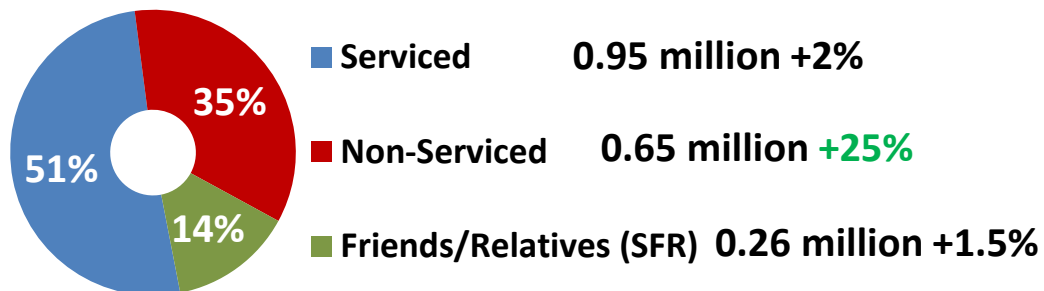
- The number of staying visitors increased 9% on 2024 with day visitors dropping by 10% over the same period.

No. of Day vs. Staying Visitors (millions)



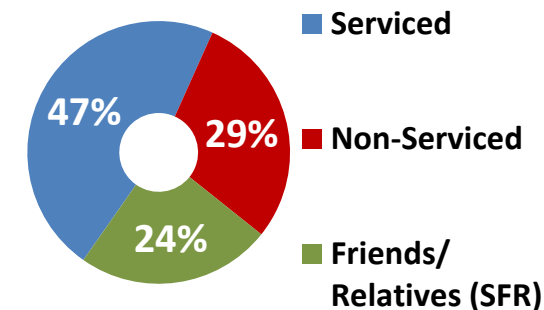
- All accommodation sectors have seen growth in those staying compared with 2024.

No. of Staying Visitors by Accommodation Type (millions) and % change vs 2024



- Overall, 18% of visitors were from overseas. Of these, 47% stayed in York.

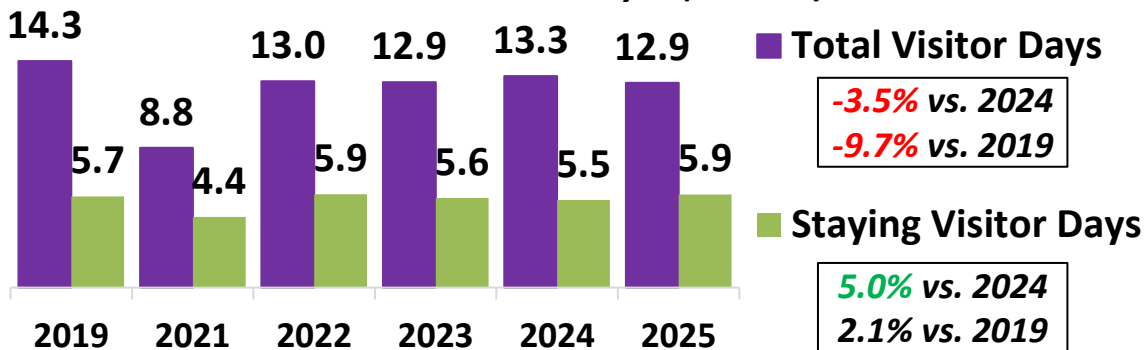
Overseas staying visitors by Accommodation Type



2025 York Visitor Days

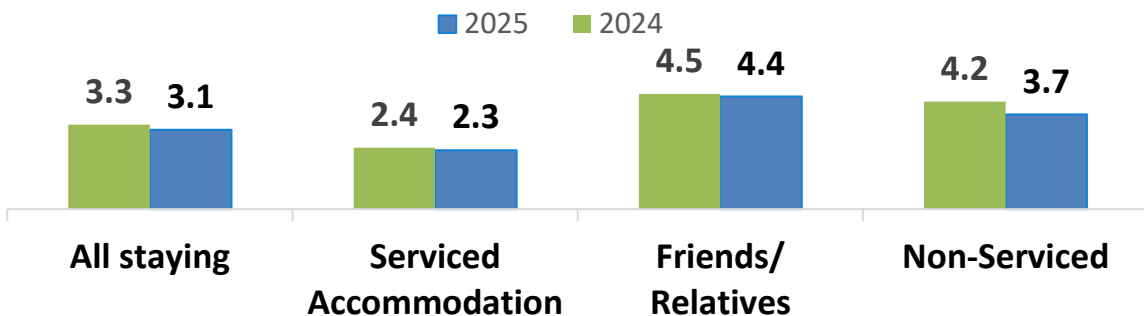
- Visitors spent a total of 12.87m visitor days in York. 5.86 million of these visitor days were from staying visitors.

Annual Visitor Days* (millions)



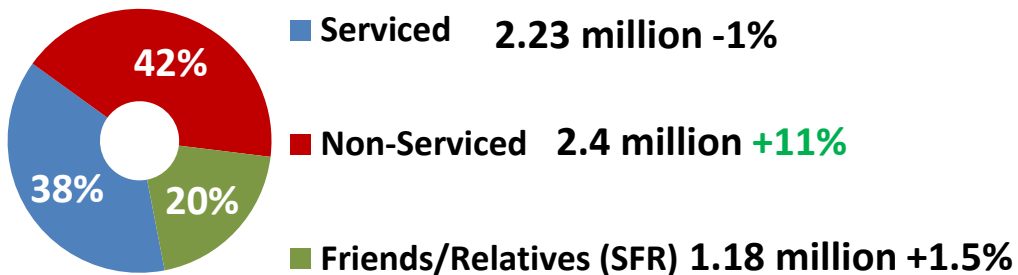
- Overnight visitors stayed 3.1 nights on average, a slight decrease on 2024.

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



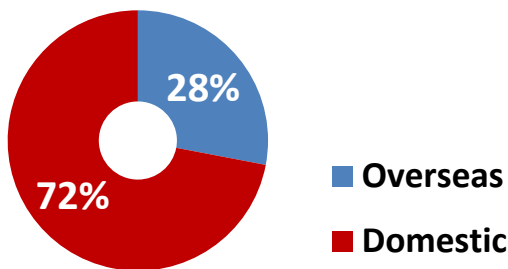
- The number of staying visitor days has increased 5% on 2024.

No. of Visitor Days by Accommodation Type



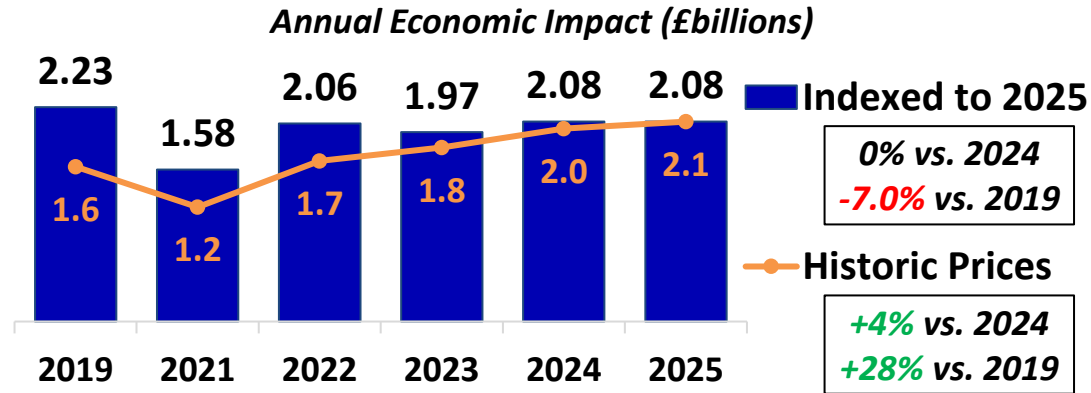
- The average length of stay was 3.66 nights for international visitors; this is higher than the average of all staying visitors of 3.1 nights.

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

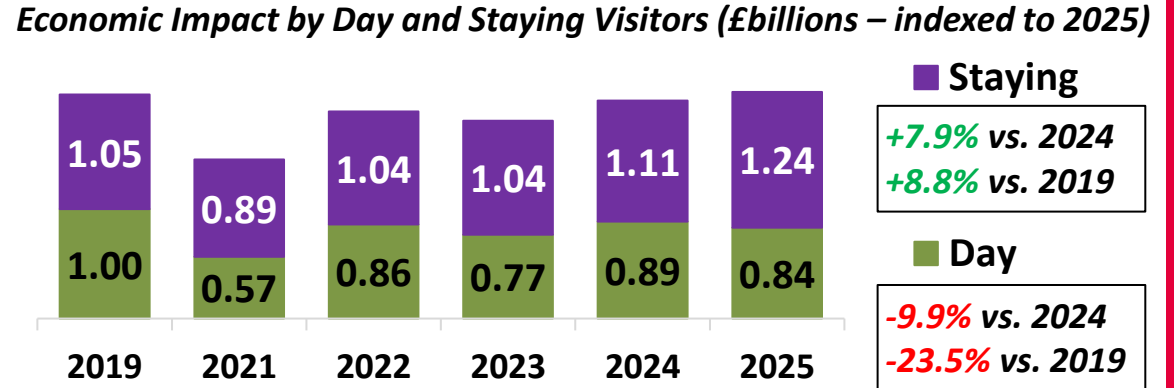


2025 York Economic Impact

- The value of tourism to York in 2024 was £2.08 billion, a 3.6% increase vs. 2024.

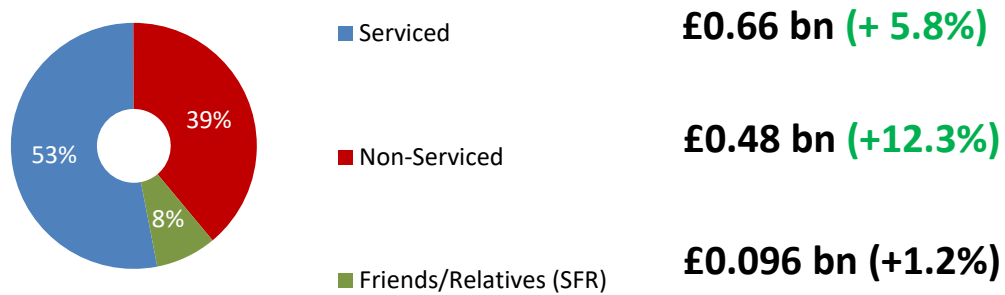


- The economic impact of staying visitors has now exceeded pre pandemic levels.



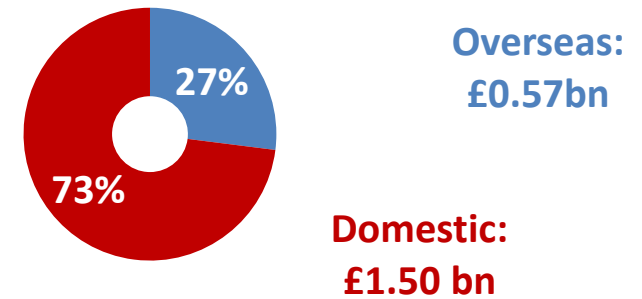
- All accommodation types have increased in economic impact compared to 2024, due to more staying visitors.

Economic Impact by Accommodation Type (2025 indexed to 2024)



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

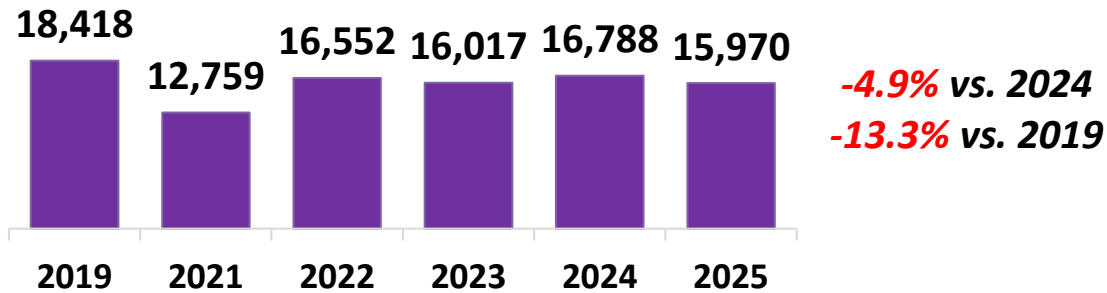
Overseas vs. Domestic Visitors



2025 Employment Supported

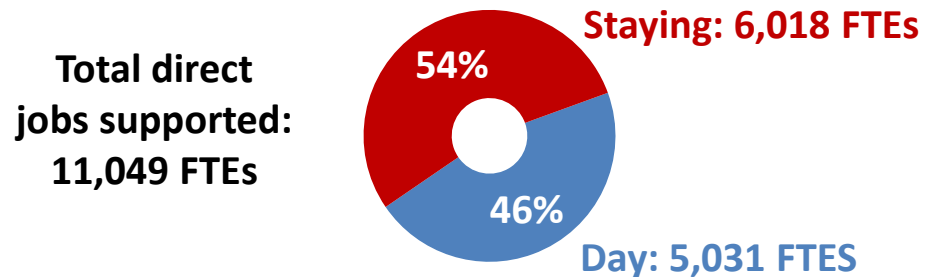
- Just under 16,000 employees (FTEs) were supported directly and indirectly by tourism in 2025.

Annual FTEs Supported (Direct and Indirect)



- Staying visitors supported 54% of all direct jobs supported by tourism.

Day vs. Staying (Direct Jobs)



2025 Distribution of economic impact (Indexed)

Total Direct Spend: £2.079billion

£677 million not categorised

