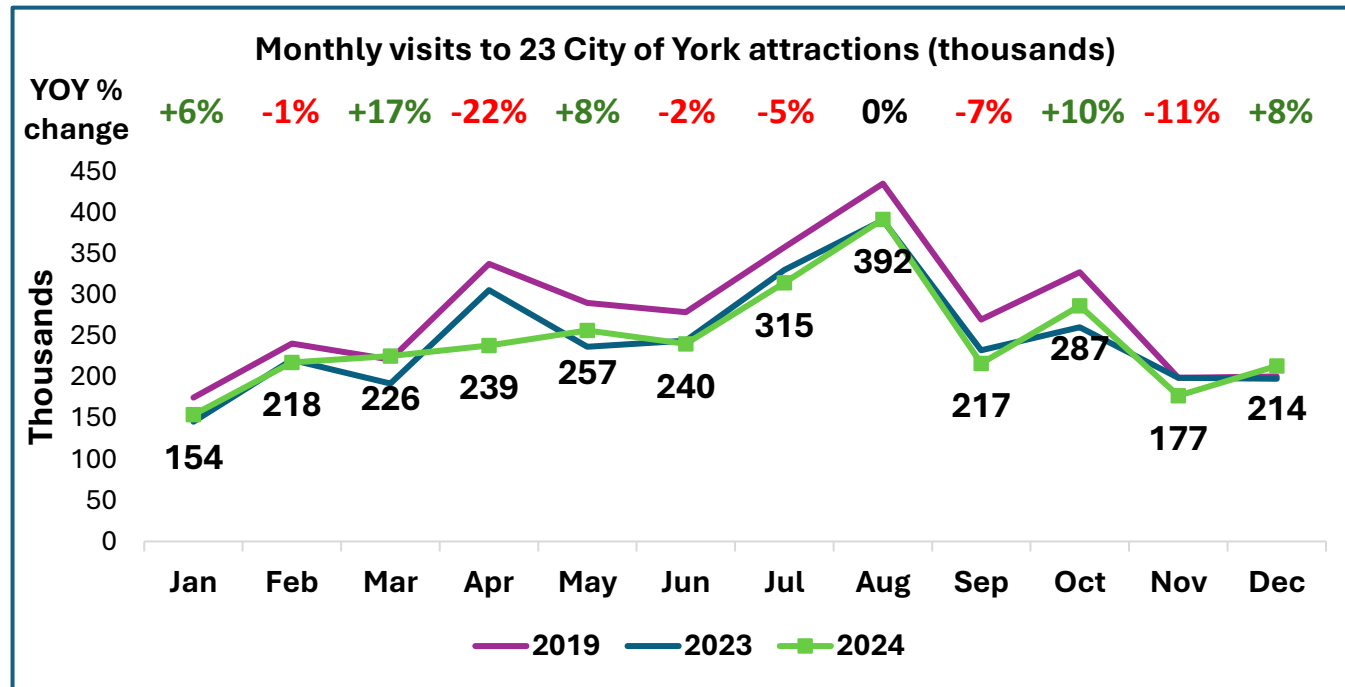
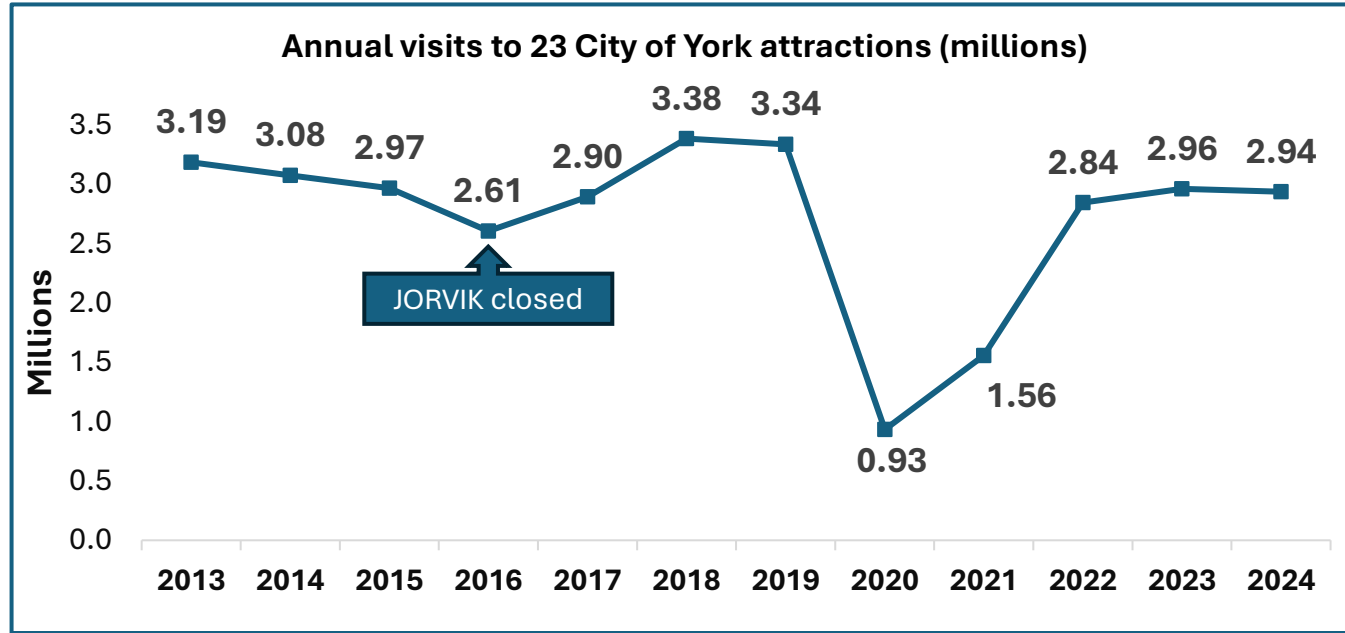


- The 23 York-based attractions in the Visit York monthly attractions monitor recorded a total of **2,937,283** visitors in 2024.
- The top three most visited attractions in York remain the National Railway Museum, York Minster and the JORVIK Viking Centre.
- Overall, attraction visits fell slightly, down 1% compared to 2023, and are still 12% lower than in 2019.
- Factors impacting visitor attraction numbers in 2024 included an early Easter falling in March, causing April figures to be lower than previous years. A number of named storms including Storm Bert and Storm Darragh affected city centre footfall and river levels. Also, the industrial dispute between rail workers and companies was only finally resolved towards the end of 2024, ending over two years of rail strikes.
- Despite these challenges, many attractions performed well in 2024, with several increasing their numbers compared to last year and / or achieving visitor numbers higher than those seen in 2019.



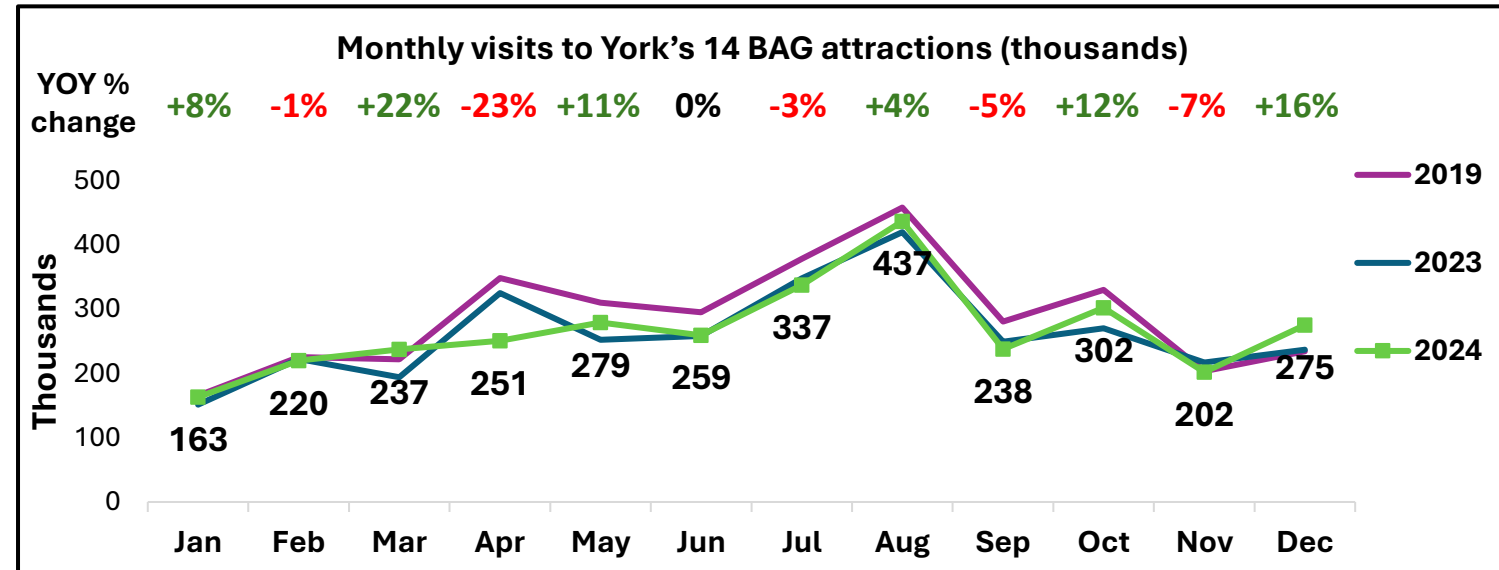
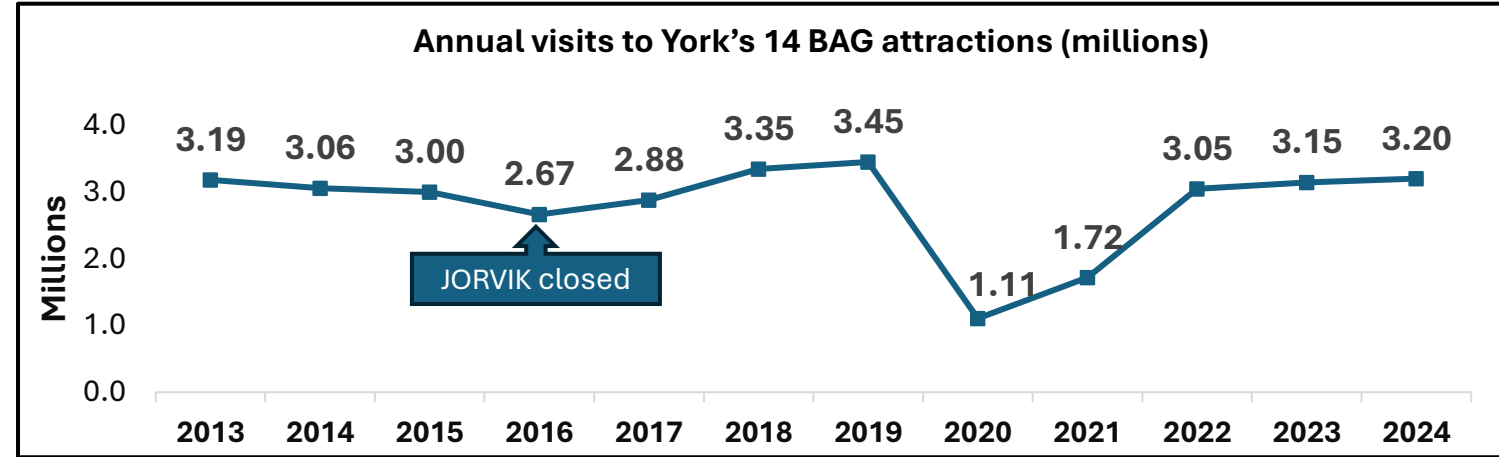
#### City of York Big Attractions

- City Cruises York
- City Sightseeing York
- Clifford's Tower  
*(Closed Nov 2020-Apr 2022)*
- JORVIK Viking Centre  
*(Closed 2016)*
- National Railway Museum
- York Art Gallery  
*(Closed 2013 and 2014)*
- York Castle Museum
- York Dungeon
- York Minster
- York's Chocolate Story
- Yorkshire Air Museum  
*(N.B. no data prior to 2018)*
- Yorkshire Museum  
*(Closed Apr 2020-Jul 2021)*

#### City of York Small Attractions

- Barley Hall
- City Walls Experience  
*(Open Apr 2022 – Nov 2024. Henry VII Experience until Mar 2020, for which visitor figures have been included above)*
- DIG
- Fairfax House
- Goddards House & Garden
- Mansion House
- Merchant Adventurers Hall
- The Bar Convent
- Treasurer's House  
*(Closed 2020)*
- York Army Museum
- Cold War Bunker  
*(Closed Apr 2020-Apr 2022)*

- The 14 attractions in the Visit York Big Attractions Group include Beningbrough Hall and Castle Howard, both located less than 15 miles outside York.
- In 2024, these 14 attractions welcomed **3,202,259** visitors. This was a year-on-year growth of 2% vs. 2023, and only 7% below the high of 3.45 million visitors seen in 2019.
- The National Railway Museum welcomed the most visitors of the group, with York Minster a close second.
- Five of the 14 attractions reported a growth in visits compared to 2023, the same number that saw higher visitor number compared to 2019, though these were not necessarily the same attractions. Larger attractions in particular are likely to have benefitted from the gradual return of international visitors.
- For most attractions, August was the busiest month. However, December was the busiest month for both Castle Howard and York Castle Museum, with their Christmas exhibitions drawing in large numbers of visitors. Meanwhile, the PHOENIX light show at York Minster, which commemorated the 1984 fire and ran for 2 weeks from October 19, resulted in October being the busiest month for the attraction.



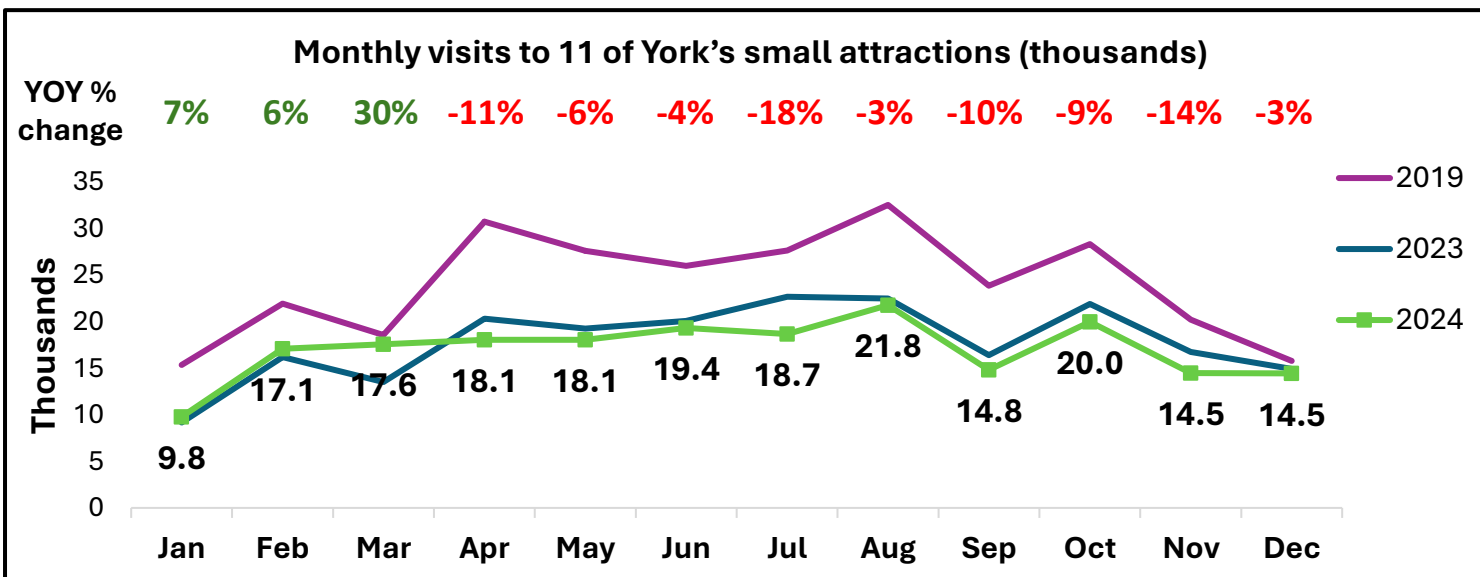
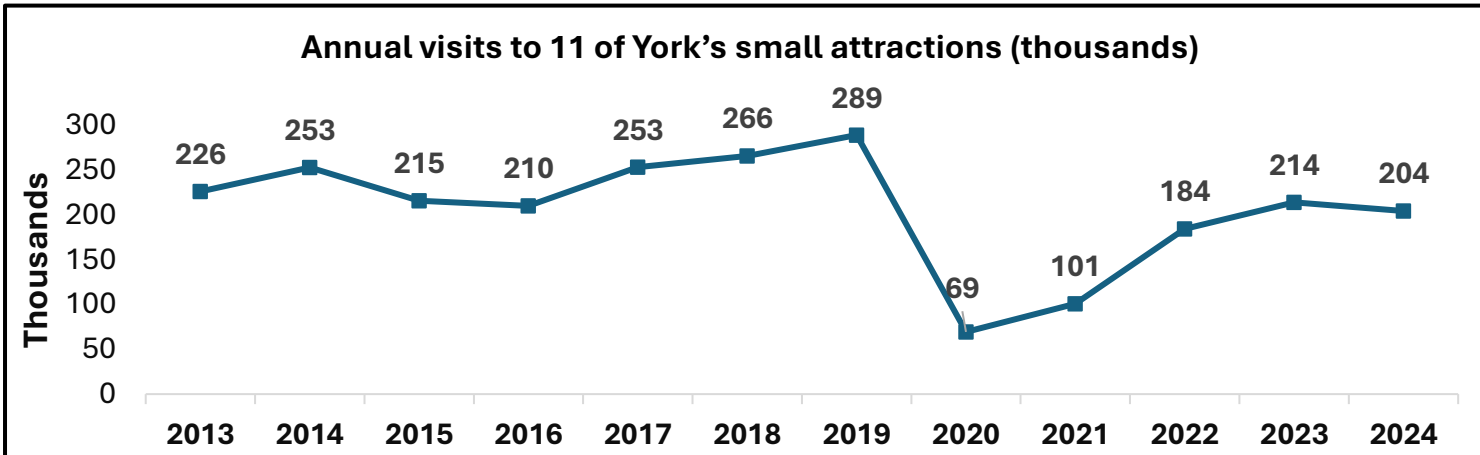
## Visit York Big Attractions Group (BAG)

1. Beningbrough Hall (*No data prior to 2019*)
2. Castle Howard
3. City Cruises York
4. City Sightseeing York
5. Clifford's Tower (*Closed Nov 2020-Apr 2022*)

6. JORVIK Viking Centre (*Closed 2016*)
7. National Railway Museum
8. York Art Gallery (*Closed 2013-2014*)
9. York Castle Museum
10. York Dungeon

11. York Minster
12. York's Chocolate Story
13. Yorkshire Air Museum (*N.B. no data prior to 2018*)
14. Yorkshire Museum (*Closed Apr 2020-Jul 2021*)

- In 2024, York’s small attractions welcomed a total of **204,272 visitors**.
- Overall, there was a 4% decrease in visits compared to 2023 and a 29% fall compared to 2019.
- Of the eleven small attractions in the group, six reported year-on-year growth in the number of visits.
- August was the peak month for visits, followed by October.
- The first quarter of 2024 saw the strongest performance, helped by the early Easter holidays falling in March leading to a 30% year-on-year growth in visitor numbers for this month.
- By comparison, July figures were 18% down on 2023, with April, September and November also seeing double digit falls in visitor numbers.
- Higher rainfall in September and the first half of 2024, combined with the ongoing cost of living crisis, caused families to delay decisions, while hoping for better weather and last-minute deals. This makes it even harder for attractions who are all competing for visitors’ limited leisure time and spend.



## Visit York Small Attractions Group (SAG)

1. Barley Hall
2. Cold War Bunker (Closed Apr 2020-Apr 2022)
3. City Walls Experience at Micklegate Bar (Open Apr 2022 – Nov 2024. Formerly the Henry VII Experience until March 2020, for which visitor figures have been included above)

4. DIG (JORVIK)
5. Fairfax House
6. Goddards House & Garden
7. Mansion House (Closed Nov 2024 – Aug 2025)

8. Merchant Adventurers Hall
9. The Bar Convent
10. Treasurer’s House (Closed 2020)
11. York Army Museum