

# VisitYork

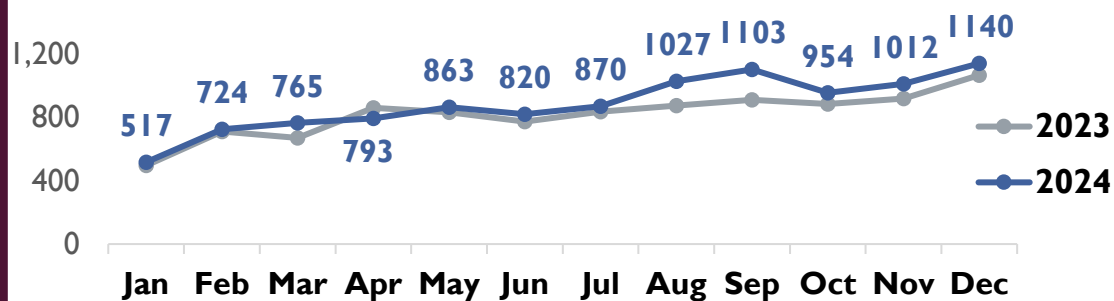
## QUARTERLY TOURISM DASHBOARD

RESULTS FOR:  
Q4 2024 AND 2024

PUBLISHED: FEBRUARY 2025



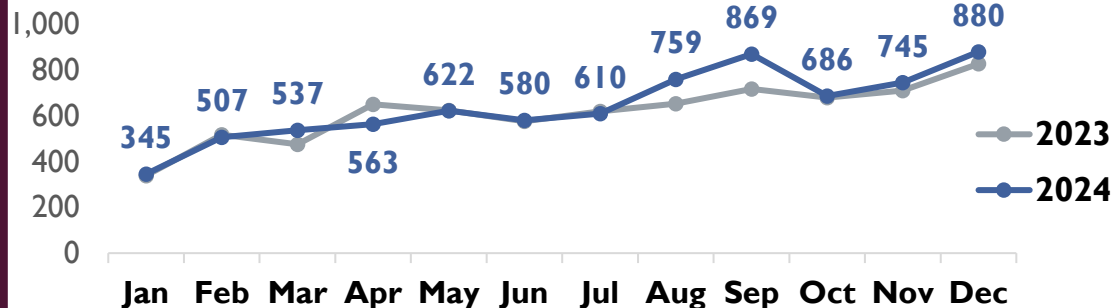
### Monthly City Centre Footfall (000s)



- Footfall in the final quarter of 2024 was higher than any other, driven by footfall at the Christmas Market in November to December.
- October to December footfall was also 8% higher than the same period the previous year.
- Total footfall in 2024 reached **10.59 million**, up 8% vs. 2023.

	2024	+/-% vs. 2023
Q1 (Jan-Mar)	2.01M	+7% ↑
Q2 (Apr-Jun)	2.48M	+1% ↑
Q3 (Jul-Sep)	3.00M	+14% ↑
Q4 (Oct-Dec)	3.11M	+8% ↑
YTD	10.59M	+8% ↑

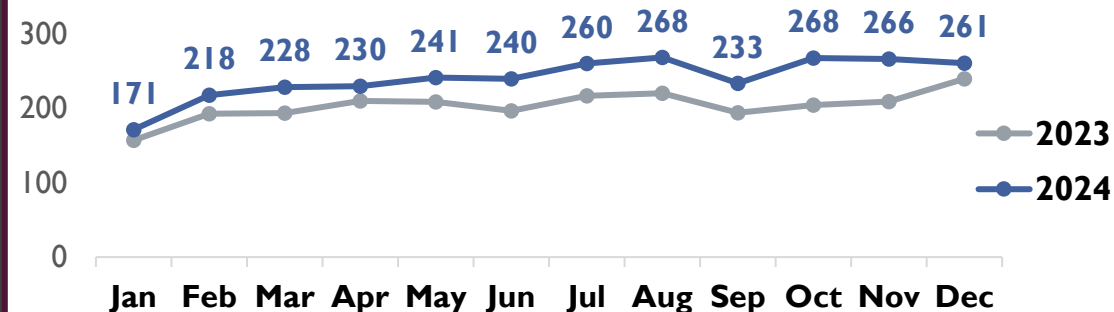
### Monthly Parliament Street Footfall (000s)



- **2.31 million** counts were recorded on Parliament Street during Q4 (Oct-Dec), with almost 880,000 counts recorded in December alone.
- Footfall in Q4 2024 and for the whole of 2024 increased by 4% compared to the same periods in 2023.

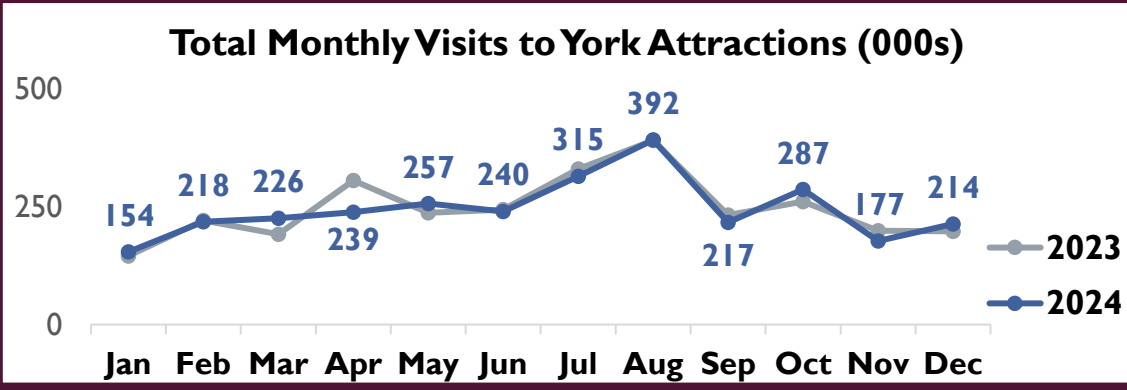
	2024	+/-% vs. 2023
Q1 (Jan-Mar)	1.39M	+4% ↑
Q2 (Apr-Jun)	1.77M	-4% ↓
Q3 (Jul-Sep)	2.24M	+13% ↑
Q4 (Oct-Dec)	2.31M	+4% ↑
YTD	7.7M	+4% ↑

### Monthly Micklegate Footfall (000s)



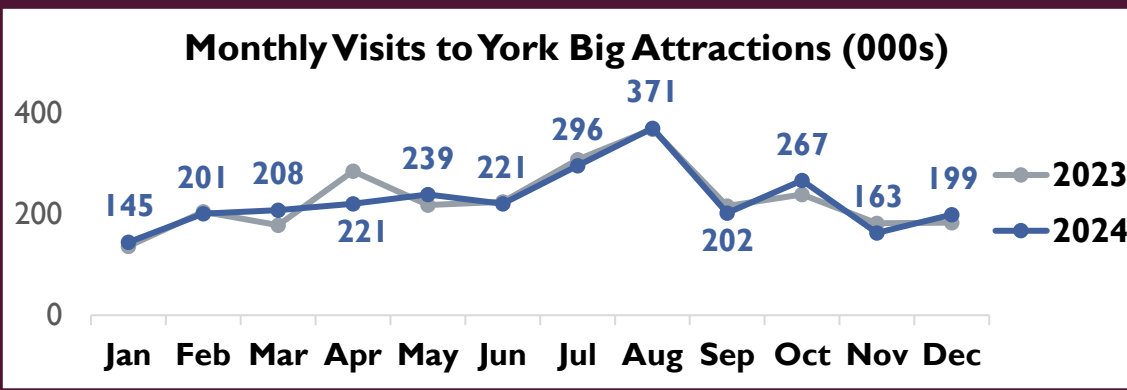
- Highest quarterly footfall counts were also recorded on Micklegate in Q4 (Oct-Dec), an increase of 22% compared to Q4 2023.
- Unlike Parliament Street, footfall was higher in October and November than in December.
- Total 2024 footfall was **2.88 million**, 18% higher than in 2023.

	2024	+/-% vs. 2023
Q1 (Jan-Mar)	0.62M	+14% ↑
Q2 (Apr-Jun)	0.71M	+16% ↑
Q3 (Jul-Sep)	0.76M	+21% ↑
Q4 (Oct-Dec)	0.79M	+22% ↑
YTD	2.88M	+18% ↑



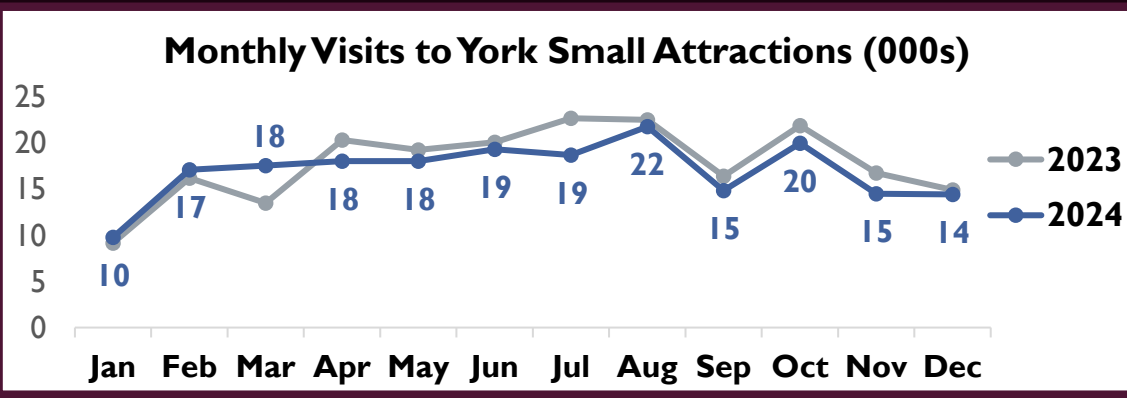
- York attractions saw **678,231** visits in Oct-Dec 2024, up 3% from 2023.
- Annual visits totalled **2.94 million**, a slight decrease of 1% year-on-year.
- Gains in early and late 2024 were offset by lower Spring/Summer numbers, as visitor attractions faced the challenge of unpredictable weather and stretched household budgets.

	2024	+/-% vs. 2023
Q1 (Jan-Mar)	<b>598,215</b>	<b>+7%</b> ↑
Q2 (Apr-Jun)	<b>736,427</b>	<b>-7%</b> ↓
Q3 (Jul-Sep)	<b>924,410</b>	<b>-3%</b> ↓
Q4 (Oct-Dec)	<b>678,231</b>	<b>+3%</b> ↑
YTD	<b>2.94M</b>	<b>-1%</b> ↓



- York's big attractions welcomed **629,275** visitors in Oct-Dec 2024, up 4% vs. 2023.
- Total annual visits reached **2.73 million**.
- The Phoenix Light Show at York Minster, commemorating the 1984 fire, saw October achieving highest monthly visitor figures, while Christmas at York Castle Museum resulted in December being the attraction's busiest month.

	2024	+/-% vs. 2023
Q1 (Jan-Mar)	<b>533,722</b>	<b>+6%</b> ↑
Q2 (Apr-Jun)	<b>680,937</b>	<b>-6%</b> ↓
Q3 (Jul-Sep)	<b>869,077</b>	<b>-3%</b> ↓
Q4 (Oct-Dec)	<b>629,275</b>	<b>+4%</b> ↑
YTD	<b>2.73M</b>	<b>0%</b> =



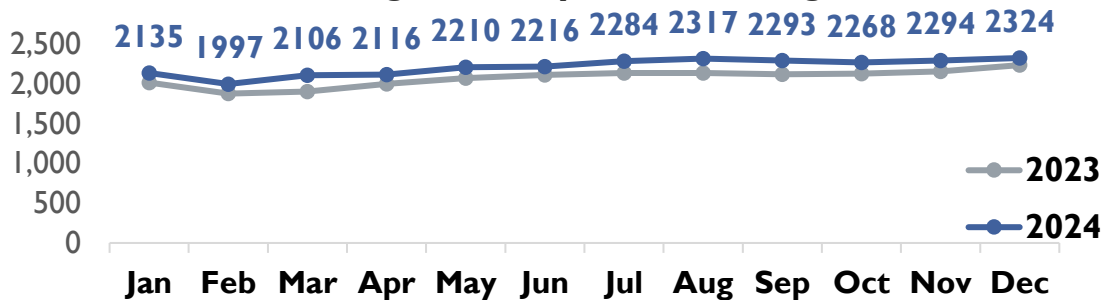
- A total of **204,272** visits were made to York's small attractions in 2024, a decrease of 4% compared to the same time the previous year.
- Following a strong first quarter due to an early Easter (up 14% vs. 2023), subsequent months have seen visitor numbers tracking below last year, as some smaller paid attractions struggle to compete for visitors' leisure time.

	2024	+/-% vs. 2023
Q1 (Jan-Mar)	<b>44,493</b>	<b>+14%</b> ↑
Q2 (Apr-Jun)	<b>55,490</b>	<b>-7%</b> ↓
Q3 (Jul-Sep)	<b>55,333</b>	<b>-10%</b> ↓
Q4 (Oct-Dec)	<b>48,956</b>	<b>-9%</b> ↓
YTD	<b>204,272</b>	<b>-4%</b> ↓

Source: 23 City of York Visitor Attractions in the York Attractions Monitor.



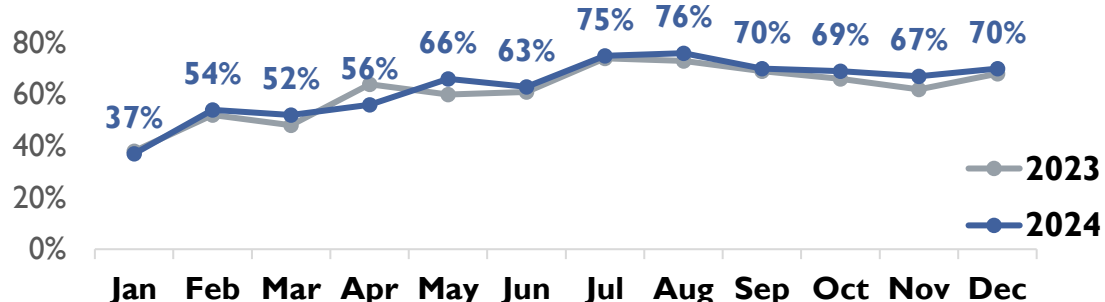
## Average Monthly Active Listings



- There was an average of 2,295 active listings on Airbnb/Vrbo in Q4 (Oct-Dec) 2024, a 6% increase compared to Q4 2023.
- Listings reached their highest level, 2,324, in December.
- The average number of listings in 2024 was 2,213, a 7% increase in supply vs. 2023.

	2024	+/-% vs. 2023
Q1 (Jan-Mar)	2,079	+8% ↑
Q2 (Apr-Jun)	2,181	+6% ↑
Q3 (Jul-Sep)	2,298	+8% ↑
Q4 (Oct-Dec)	2,295	+6% ↑
YTD	2,213	+7% ↑

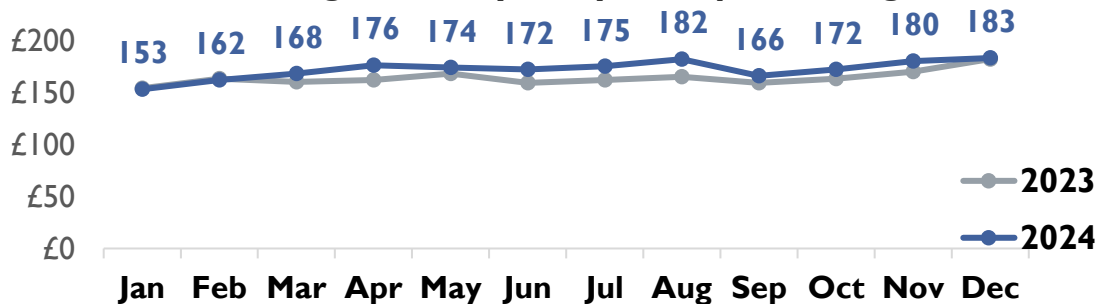
## Average Monthly Occupancy (per Listing)



- Despite the increase in supply, occupancy rates also increased in 2024, up 3% vs. 2023.
- Average occupancy per listing in December was 69%, up 5% vs. December 2023, and the highest quarterly increase in 2024.
- Occupancy rates remained steady in Q2 (Apr-Jun), most likely due to Easter falling in March.

	2024	+/-% vs. 2023
Q1 (Jan-Mar)	48%	+4% ↑
Q2 (Apr-Jun)	62%	0% →
Q3 (Jul-Sep)	74%	+2% ↑
Q4 (Oct-Dec)	69%	+5% ↑
YTD	63%	+3% ↑

## Average Monthly Daily Rate per Listing



- The average daily rate (ADR) per listing exceeded 2023 levels from March onwards, resulting in an average ADR of £172 in 2024.
- This was an increase of 5% vs. 2023, above the UK rate of inflation over the same period.
- ADR in Q4 was £178, higher than any other quarter and 4% above Q4 2023.

	2024	+/-% vs. 2023
Q1 (Jan-Mar)	£161	+1% ↑
Q2 (Apr-Jun)	£174	+7% ↑
Q3 (Jul-Sep)	£174	+8% ↑
Q4 (Oct-Dec)	£178	+4% ↑
YTD	£172	+5% ↑