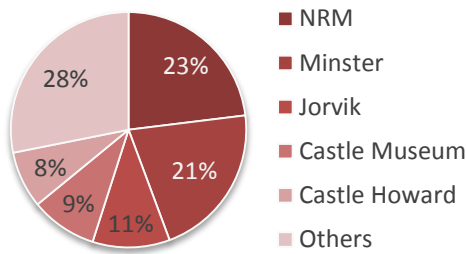


# York Big Attractions Group Monitor 2017

There are twelve attractions in the York Big Attractions Group: the National Railway Museum (NRM), City Cruises York (formerly YorkBoat), York Castle Museum, the Yorkshire Museum, York Minster, Clifford's Tower, JORVIK Viking Centre, York's Chocolate Story, the York Dungeon, York City Sightseeing, the York Art Gallery and Castle Howard (which is just 15 miles outside of York). Following flooding in December 2015, JORVIK and the York Dungeon were closed for refurbishment. The York Dungeon reopened in May 2016 and JORVIK followed in April 2017.

In 2017 these twelve attractions welcomed a total of **3,093,898 visitors**, making 2017 the second highest year on record for numbers of visits to York's big attractions. 93% of visitors were on a leisure trip, 5% were educational visitors and 2% were groups. There was an increase of **15%** in the overall number of visits to attractions, when compared with 2016. When only those attractions which were open in 2017 and 2016 are analysed, for a comparable figure, the rate of growth stands at 6%.

Visits to the top 5 big attractions



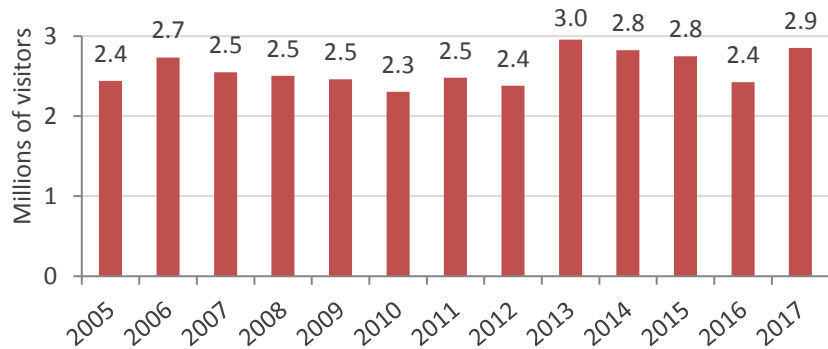
The National Railway Museum welcomed the most visitors of the group, with the Minster a close second and JORVIK returning to its usual third place, despite only opening from Easter onwards.

2017 was a positive year for many attractions; including City Cruises York, the Yorkshire Museum and the York Dungeon, all of which increased their visitor numbers from the previous year.

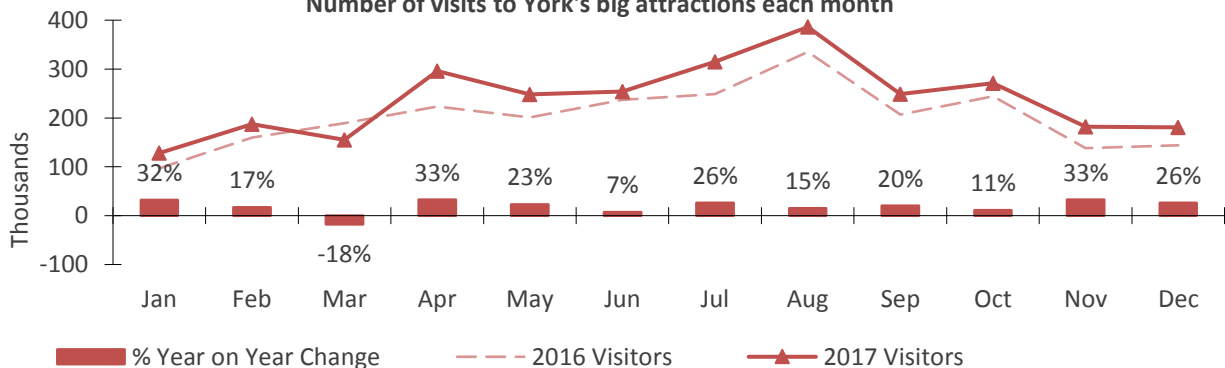
The reopening of JORVIK in April 2017 brought a boost to city from Easter onwards.

Number of visits to the city of York attractions (excl. Castle Howard) average 2.8 million visits over the last five years. The number of visits in 2017 was second only to 2013, when there were several successful exhibitions hosted by the attractions.

Total visitors to York's big 11 attractions per year



Number of visits to York's big attractions each month



For further information, please contact Zoe Rawson, Senior Research and Insight Executive at Make It York ([zoe.rawson@makeityork.com](mailto:zoe.rawson@makeityork.com)) 01904 55449. The attractions monitor is run by Make It York on behalf of the Big Attractions Group, which comprises the 12 attractions listed in this summary.