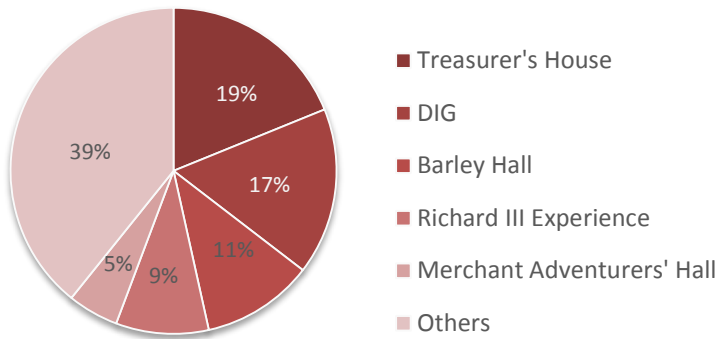


There are thirteen attractions participating in the York Small Attractions Monitor: the Bar Convent, Barley Hall, the Cold War Bunker, DIG, Fairfax House, the Henry VII Experience at Micklegate Bar, Holgate Windmill, the Mansion House, the Merchant Adventurers' Hall, the Richard III Experience, Treasurer's House, the York Army Museum, and York Brewery. Another small attraction, the Mansion House, had closed for refurbishment in August 2015 and re-opened to the public until the end of 2017; and so the Mansion House data has been excluded from this analysis.

In 2017, York's small attractions welcomed a total of **287,307 visitors (22,101 visits per attraction on average)**. Number of visits per attraction ranged from approx. 2,800 to over 54,000. Comparable visitor numbers from 2016 show that the number of visits to the small attractions **increased by 19%** in 2017.

Visitors to York's top 5 small attractions



Those attractions who grew their visitor numbers in 2017 reported a positive response to new events or exhibitions at their attractions, increased opening hours and joint ticketing - particularly in the case of the JORVIK Group Attractions, with the re-opening of JORVIK in April 2017 and the JORVIK Pastport offering entry to DIG, Barley Hall, the Richard III and Henry VII Experiences.

The chart below shows the seasonal pattern of the average number of visitors per attraction. Peaks can be seen to coincide with school holidays; Easter, Summer and October half term, with the summer months delivering the highest number of visits per month in 2017.



For further information, please contact Zoe Rawson, Senior Research and Insight Executive at Make It York (zoe.rawson@makeityork.com 01094 554459).

The attractions monitor is run by Visit York on behalf of the Small Attractions Group, which comprises 14 of York's smaller attractions.