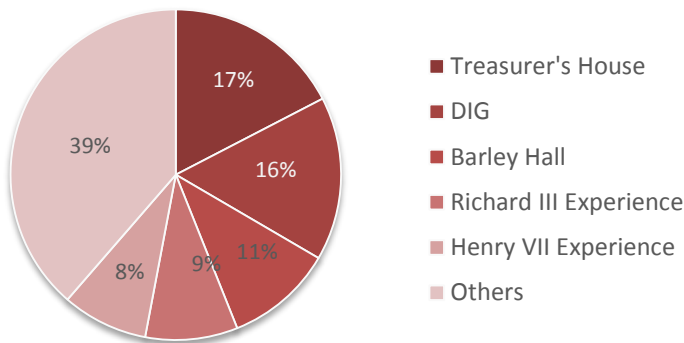


There are fourteen attractions participating in the York Small Attractions Monitor: the Bar Convent, Barley Hall, the Cold War Bunker, DIG, Fairfax House, Goddard’s House and Gardens, the Henry VII Experience at Micklegate Bar, Holgate Windmill, the Mansion House, the Merchant Adventurers’ Hall, the Richard III Experience, Treasurer’s House, the York Army Museum, and York Brewery. The Mansion House was closed for refurbishment for much of 2017

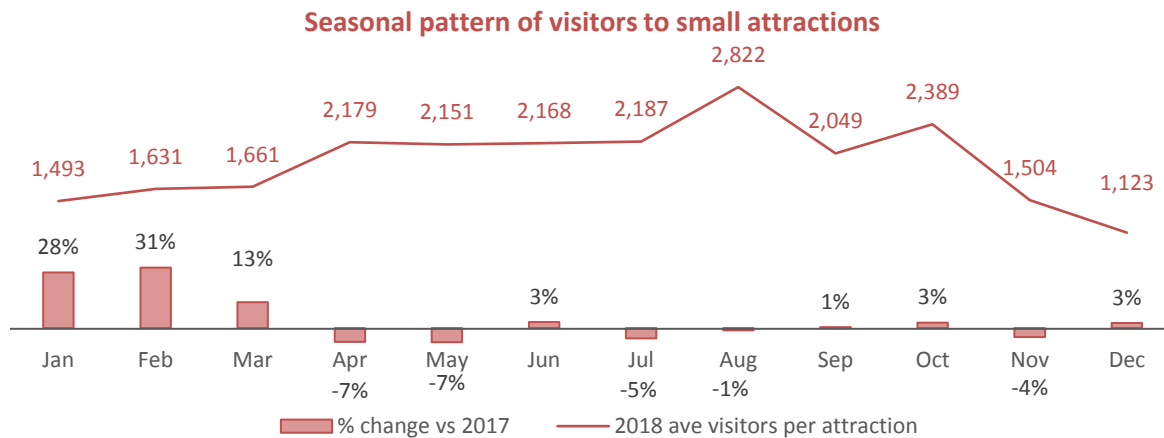
In 2018, York’s small attractions welcomed a total of **305,422 visitors (21,816 visits per attraction on average)**. Number of visits per attraction ranged from approx. 2,400 to over 53,000. Overall, there was a 7% growth in the number of visits compared with 2017, about of which is attributable to the reopening of the Mansion House. Excluding the Mansion House for comparable analysis shows that the number of visits to the small attractions **increased by 3%** in 2018, vs 2017.

Visitors to York's top 5 small attractions



Of the fourteen small attractions in the group, eleven reported year-on-year growth in the number of visits and only three saw a declining number of visitors.

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 2018. In 2018, the shoulder months showed the strongest year-on-year performance, with gains seen outside of the peak periods.



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.