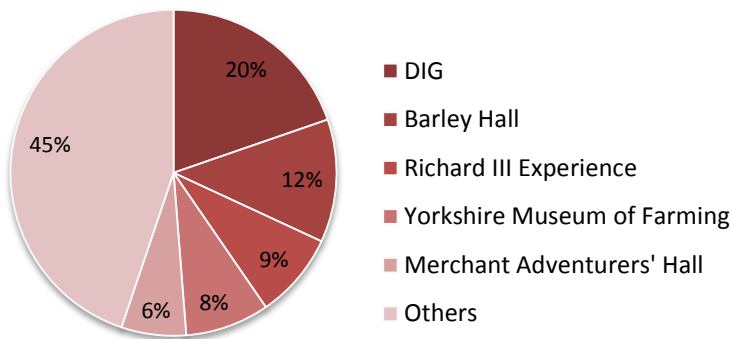


There are fifteen attractions participating in the York Small Attractions Monitor: the Bar Convent, Barley Hall, the Cold War Bunker, DIG, Fairfax House, the Henry VII Experience at Micklegate Bar, Holgate Windmill, the Mansion House, the Merchant Adventurers' Hall, the Quilt Museum, the Richard III Experience, Treasurer's House, the York Army Museum, York Brewery and the Yorkshire Museum of Farming. In 2014 these fifteen attractions have welcomed a total of **262,573 visitors**, or an average of 18,217 per attraction. The number of visitors to attractions in the small attractions group in 2014 ranged from approx. 2,500 to over 51,000. Comparable visitor numbers from 2013 show that the number of visitors to the small attractions **decreased by just 1%** in 2014.

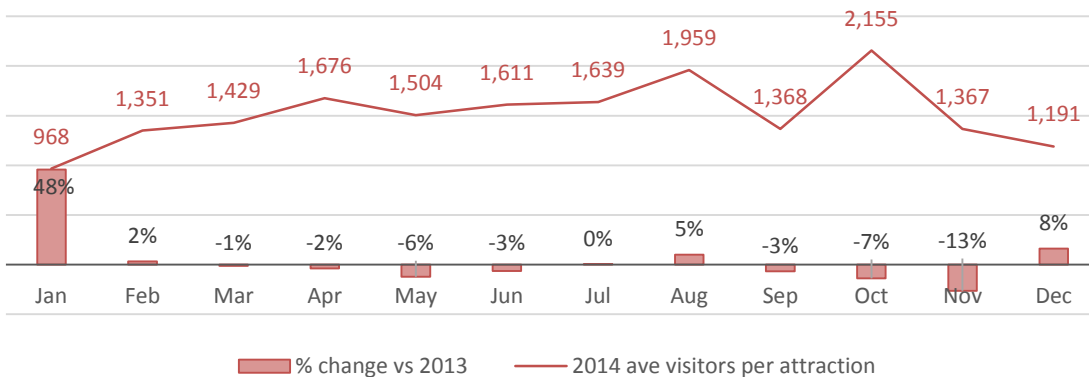
### Visitors to York's small attractions



Those attractions who grew their visitor numbers in 2014 reported a positive response to new events or exhibitions at their attractions, increasing opening hours and joint ticketing.

The chart below shows the seasonal pattern of the average number of visitors per attraction. Peaks in the average number of visitors per attraction can be seen to coincide with school holidays; Easter, Summer and October half term. October half term has generated the highest number of visitors per month in both 2014 and 2013, due to a variety of exhibitions at the attractions and tie ups with the Illuminating York festival.

### Seasonal pattern of visitors to small attractions



**For further information, please contact Zoe Rawson at Visit York ([zoe.rawson@makeityork.com](mailto:zoe.rawson@makeityork.com)).**

The attractions monitor is run by Visit York on behalf of the Small Attractions Group, which comprises 15 of York's smaller attractions.