

Tourism Intelligence Update – August 2019

August 2019 has mainly shown results consistent with the previous summer months' numbers in terms of footfall and visits to the attractions.

Footfall through the city centre and the Visit York Information Centre both decreased compared to August 2018, by 11% and 4% respectively. This drop also matches the 7% decrease in the number of visits made to the big attractions. All of which indicates the continuous trend that day trips were down vs July and August 2018, possibly due to this year's weather not matching up to prolonged heatwave and dry spell in 2018. After a period of growth for the small attractions, August have recorded a slight decrease in visitors vs August 2018; year on year results are still very positive with 15% growth. Visits to attractions with the York Pass are steadily increasing over the summer month with August 2019 showing a 4% increase vs August 2018.

However, overnight stays appear to be growing in number, as data from the hotels showed that hotel room occupancy grew by 5% from August 2018, to 90.7% of York's hotel rooms occupied – breaking the 90% mark in August for the first time. This resulted in an growth in the total number of hotel room nights sold in the city of 7%, to more than 93,000 room nights sold and an increase of more than 6,000 nights. The average room rate was also higher than last year, up 5% to £118.68.

Sessions on the Visit York website were 24% higher than in August 2018, with Christmas webpage gaining position in TOP 5 most visited pages. The social media accounts on Facebook, Twitter and Instagram, however have seen a significant downfall with 44% decrease in new followers and 41% less impressions vs August 2018. Last Year Visit York has launched a York Christmas Festival event page on Facebook in August, which has brought a significant increase of followers – this contributed to a reverse in results this year. Year on year, however, impressions are still up (29%) and number of new followers stays the same.

Summary of tourism performance indicators for August 2019:

- 90.7% of hotel rooms occupied
- £118.68 average hotel room rate
- 93,661 hotel room nights sold
- 430,658 visits to attractions
- 14,214 visits to attractions using a York Pass
- 168,798 sessions on www.visitYork.org (including on the mobile site)
- 1,457 new followers across Visit York social media channels (FB, IG, TW)
- 1,313,854 impressions on social media (FB, IG, TW)
- 38,216 customers through the Visit York Information Centre

Occupancy survey expansion

It's time to get on board with our new and expanded occupancy survey – we are looking for self-catering and B&B property owners to participate in this benchmarking study for York. For more information, please read more here <https://www.visitYork.org/members/about-us/research-and-statistics/occupancy-survey>

To find out any more about our Research and Insights or to discuss your specific tourism intelligence queries, contact Make It York's Senior Research and Insight Executive, Zoe Rawson
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