

## Tourism Intelligence Update – year end 2018

2018 ended with an overall increase in visits made to attractions, more hotel room nights sold, meaning an increase in overnight stays and more people visiting the city centre.

250 new hotel rooms opened in York in 2018, a year-on-year increase in room supply of 8%. Demand also grew, with a 3% uplift in the number of hotel room nights sold, to over 900k hotel room nights sold in 2018. However, there was also an overall dip in average hotel room occupancy levels of 3% vs 2017, to 77.5% of hotel rooms occupied throughout the year, as demand grew at a slightly slower pace than supply. Average room rates are on a par with those seen the previous year, at £106 per room.

Overall there were 3.4m visits to the city's attractions, almost 300k more than in 2017 (up by 8%), although there were many fluctuations throughout the year with weather and other challenges. Usage of the York Pass was at its second highest ever, but still 15% behind the record setting 2017. City centre footfall grew by 2% in 2018, which is all the more impressive when this is compared to the national decline of the same margin. However footfall through the Visit York Information Centre declined by 7% year on year. 2018 saw the launch of the new Visit York website, which delivered 30% annual growth in sessions by the end of the year as a result of the improved content, especially at key times such as Christmas. In November and December one third of all of our web traffic went to the Christmas feature page.

### Summary of tourism performance indicators for 2018 (January to December):

- 77.5% of hotel rooms occupied
- £105.99 average hotel room rate
- 917,318 hotel room nights sold
- 3,381,612 visits to attractions
- 79,750 visits to attractions using a York Pass
- 1,461,594 sessions on [www.visitYork.org](http://www.visitYork.org) (including on the mobile site)
- 363,298 customers through the Visit York Information Centre

### Summary of tourism performance indicators for December 2018:

- 77% of hotel rooms occupied
- £122.11 average hotel room rate
- 75,566 hotel room nights sold
- 203,806 visits to attractions
- 2,273 visits to attractions using a York Pass
- 161,812 sessions on [www.visitYork.org](http://www.visitYork.org) (including on the mobile site)
- 21,041 customers through the Visit York Information Centre

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 Email: [zoe.rawson@makeityork.com](mailto:zoe.rawson@makeityork.com)