

## Tourism Intelligence Update – July 2019

July 2019 gave a mixed bag of results, as we have seen in many other months this year. The data indicates that overnight visitors may have grown in number, whereas day visitors may have decreased.

Footfall through the city centre and the Visit York Information Centre both decreased compared to July 2018, by 8% and 9% respectively. This drop also matches the 10% decrease in the number of visits made to the big attractions. All of which indicates that day trips were down vs July 2018, possibly due to this year's weather not matching up to prolonged heatwave and dry spell in 2018.

However, overnight stays appear to be growing in number, as provisional data from the hotels showed that hotel room occupancy grew by 8% from July 2018, to 90.4% of York's hotel rooms occupied. This resulted in an growth in the total number of hotel room nights sold in the city of 10%, to more than 93,000 room nights sold and an increase of more than 8,000 nights. The average room rate was slightly higher than last year, up 1% to £115.11.

As in previous months, visitors to the small attractions have acted differently to those going to the big attractions and July saw the seventh consecutive month where visits to the small attractions outperformed those to the big attractions. This month the small attractions saw an 11% year-on-year increase in visits, which matches the growth in visits to attractions by York Pass holders, which is also up 11%.

Visit York's digital marketing channels reported a successful month. Sessions on the website were 40% higher than in July 2018, with logins through a mobile device or tablet now accounting for the lion's share; 71% of all sessions were on a mobile device or tablet (60% up on this time last year). The social media accounts on Facebook, Twitter and Instagram gained almost 500 more new followers (51% up on July 2019, with 1,440 new followers in July 2019). Impressions almost doubled to more than 1.4 million, up 90% year on year.

### Summary of tourism performance indicators for July 2019:

- 90.4% of hotel rooms occupied (provisional)
- £115.11 average hotel room rate (provisional)
- 93,320 hotel room nights sold (provisional)
- 335,527 visits to attractions (provisional)
- 10,598 visits to attractions using a York Pass
- 136,884 sessions on [www.visit-york.org](http://www.visit-york.org) (including on the mobile site)
- 1,440 new followers across Visit York social media channels (FB, IG, TW)
- 1,469,679 impressions on social media (FB, IG, TW)
- 34,303 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.visit-york.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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