

Tourism Intelligence Update – June 2019

Similar to May 2019, the Key Performance Indicators for June are showing mixed results with some sectors like accommodation reporting gain and others such as social media figures and footfall showing a decrease.

Footfall through the city centre went down by 10% compared to June 2018, with a 3% decrease year to date. Similar to the last month, the Visit York Information Centre saw a significant 16% decrease in visitors through the doors vs June 2018, with a smaller decrease (-7%) in numbers for the year to date.

The provisional data for the accommodation sector has reported an overall growth across all three indicators. The number of hotel room nights sold grew by 7% compared to June 2018, with over 6,000 additional room nights sold, exceeding the growth in supply since this time last year. The proportion of hotel rooms occupied has also gone up, by 5%, continuing the positive trend from previous months. Average room rate has also shown an increase to £118.03, 4% up vs June 2018. For the year to date, all three measures are showing positive results with slight, however steady increases.

Overall visits to attractions dropped by 13% vs June 2018. Continuing the trend of this year, small attractions continued to attract more visitors throughout 2019 with, lower than in previous month, but still steady 4% increase in visits in June vs same month in 2018. As in previous months, the results are very mixed with almost a 50/50 split on attractions reporting growth or decline. Big attractions overall are showing a decline in visitor numbers, with a significant fall of 15% this month vs June 2018. Year on year the figures are reflecting the monthly results with decline for big attractions (-6%) and significant increase for small attractions (20%).

Visits to attractions made with a York Pass increased by 15% vs June 2018, which is the biggest growth since the record breaking year of 2017. The year to date number has grown to be on par with 2018.

June 2019 results have shown a 33% increase in sessions on visityork.org compared to the last year. The new visityork.org website launched in April last year continues the positive trend showing a significant increase in sessions month by month with 68% growth year to date.

In June 2019 the number of new followers across Visit York social media channels has gone down further with 17% decrease vs June 2018. However, the number of impressions has grown significantly by 34% compared to the same month last year and overthrowing the negative trend of May 2019. Year to date both figures are on the rise with 10% increase in new followers and 59% growth in impressions.

Summary of tourism performance indicators for June 2019:

- 85.1% of hotel rooms occupied (provisional)
- £118.03 average hotel room rate (provisional)
- 85,025 hotel room nights sold (provisional)
- 275,154 visits to attractions (provisional)
- 7,620 visits to attractions using a York Pass
- 114,169 sessions on www.visityork.org (including on the mobile site)

- 872 new followers across Visit York social media channels (FB, IG, TW)
- 1,027,993 impressions on social media (FB, IG, TW)
- 28,998 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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