

## Tourism Intelligence Update – May 2019

The Key Performance Indicators for May 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 9% compared to May 2018, and the overall year to date footfall is on par with the last year. Similar to the last month, the Visit York Information Centre also saw a 9% decrease in visitors through the doors vs May 2018, with a smaller decrease (4%) in numbers for the year to date.

The number of hotel room nights sold grew by 8% compared to May 2018, with almost 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 April. Average room rate remained on par with May 2018, at £109.94. For the year to date, all three measures are showing positive results with slight, however steady increases.

Overall visits to attractions dropped by 7% vs May 2018, although this is in comparison with the busiest recorded May in 2018. Continuing the trend of this year, small attractions continued to attract more visitors throughout 2019 with 17% increase in visits in May vs same month in 2018. As in previous months, the results are very mixed with 12 attractions reporting growth and 10 reporting a decline. Big attractions overall are showing a decline in visitor numbers, with 9% decrease this month vs May 2018. Year on year the figures are reflecting the monthly results with decline for big attractions (-4%) and significant increase for small attractions (24%).

Visits to attractions made with a York Pass slightly increased (4%) vs May 2018, continuing to show a positive trend after the launch of the re-branded York Pass on 2 April 2019.

April 2019 results have shown a 60% increase in sessions on [visityork.org](http://visityork.org) compared to the last year. The new website launched on 16 April 2018, and this month is the first full month period when we are comparing the same website.

Social media has shown a decrease for the first time since the beginning of this measurement. May 2019 recorded a 17% decrease in new followers and a 4% decrease in impressions vs May 2018. Important to note that in 2018 Visit York focused on gaining more followers across all social media platforms, and this year we are focusing more on keeping up the engagement. Year on year both numbers are up however with 21% increase in new followers and 66% increase in impressions.

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

- 80.5% of hotel rooms occupied (provisional)
- £109.94 average hotel room rate (provisional)
- 83,049 hotel room nights sold (provisional)
- 287,634 visits to attractions (provisional)
- 8,111 visits to attractions using a York Pass
- 131,421 sessions on [www.visityork.org](http://www.visityork.org) (including on the mobile site)
- 837 new followers across Visit York social media channels (FB, IG, TW)
- 721,965 impressions on social media (FB, IG, TW)
- 30,031 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.visitork.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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