

Tourism Intelligence Update – November 2018

York is one of the few destinations to buck the widely reported national trends of fewer people on the UK high street in the run up to Christmas 2018. In November 2018, York welcomed more people into the city centre, more overnight guests in hotels and more visitors to attractions than in November 2017.

For the second month in a row, both the average hotel room occupancy rate and the number of hotel room nights sold have increased (by 1% and 6% respectively, year-on-year) as demand for an overnight stay in York increases above and beyond the growth in available hotel rooms. However, average room rates and revenue per available room both dipped by 2% compared to November 2017.

Visits to attractions also continued to grow for the sixth consecutive month and were 6% higher than the same time last year. Although the larger attractions fared better than the smaller ones in November, who reported a dip from November 2017 to November 2018.

Although visits to attractions with a York Pass were lower than the record level achieved in 2017, 2018 is the second busiest year for York Pass users, 3,414 visits to York's attractions made by a York Pass holder.

With the launch of York Christmas in November, the Christmas pages of visityork.org have attracted almost double the number of users compared to November 2017, who then continued to view other pages of the website. Sessions were 90% higher than this time last year.

City centre footfall was 3% up year-on-year, a remarkable achievement given the national average was 3% down, the latter possibly explained by Black Friday driving shoppers online and Brexit uncertainty. However the Information Centre footfall dipped month on month (Nov 2018 v Nov 2017) by almost a fifth, due in part to the fact that the Visitor Centre hosted the Aesthetica Short Film Festival ticket hub in November 2017 but this moved to York Theatre Royal for November 2018.

Summary of tourism performance indicators for November 2018:

- 80.1% of hotel rooms occupied
- £106.01 average hotel room rate
- 78,137 hotel room nights sold
- 209,848 visits to attractions
- 3,414 visits to attractions using a York Pass
- 257,177 sessions on www.visityork.org (including on the mobile site)
- 23,630 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

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