

## Tourism Intelligence Update – October 2018

October saw the launch of the Haunted York campaign, in conjunction with the York Dungeon, which pulled together and promoted all of the spooky, half term events in and around the city, including the second Great York Ghost Search. The October half term was split across several weeks this year, with Scottish pupils taking their break early in the month, some English regions breaking for the holiday from Monday 22 October and local pupils having their break from Monday 29 October. This creates challenges for tourism providers, especially those hosting special event, but overall has resulted in a greater number of people in York in October.

For the first time in nine months, the hotel sector has reported both an overall increase in the number of room nights sold across the city and growth in average room occupancy rates, showing that demand has outpaced the growing supply this month. 82.6% of York's hotel rooms were occupied in October, which is 1% higher than this time last year and has delivered almost 5,000 more room nights (up 6% to more than 83,000). Average Room Rates are slightly down year-on-year, by -2% to £107.49 (ARR).

In total, there were 6% more visits made to York's attractions than in October 2017, with the majority of the attractions reporting year-on-year growth.

The new Visit York website continues to deliver positive growth in the analytics, with sessions up by a huge 56% vs October 2017, taking the annual change to +15%.

City centre footfall is 5% higher than this time last year, but customer numbers through the Visit York Information Centre are 14% down when compared with October 2017.

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

- 82.6% of hotel rooms occupied
- £107.49 average hotel room rate
- 83,230 hotel room nights sold
- 321,767 visits to attractions
- 8,891 visits to attractions using a York Pass
- 193,700 sessions on [www.visitYork.org](http://www.visitYork.org) (including on the mobile site)
- 32,534 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)