

Tourism Intelligence Update – September 2018

September continued with the visitor trends that have been seen throughout this year; that is the overall number of people in York (staying in hotels, visiting attractions and in the city centre) was higher than in September 2017, but with fluctuations from business to business.

Both hotel room supply and demand is higher than this time last year, with almost 200 additional rooms available (+6%) and nearly 3,000 more room nights sold (+4%) this year. As the growth in demand is slightly below the increased supply, there is a resulting dip in the proportion of rooms occupied to 85.6%, 2% lower than in September 2017 and down 1% when compared to the September average over the last ten years. Average Room Rate and Revenue Per Available Room values are also down year-on-year, by -1% and -4% respectively, to £108.95 (ARR) and £93.83 (RevPAR).

In total, there were 6% more visits made to York's attractions than in September 2017, with the big attractions leading this growth. Overall 16 attractions reported more visits than last year, and 8 reported no change or fewer. The best performing attractions saw growth of over 20%, whereas those who found September to be a challenging month reported drops of up to a third. Visits to attractions by York Pass holders were second only to the peak in 2017 (although 18% down on last year) and 2% above average for this time of year.

The new website continues to draw in new users and increase sessions and page views, with both the number of sessions and the number of new users up by 46% compared to this time last year.

City centre footfall is 2% up year-on-year but customer numbers through the Visit York Information Centre are 15% below September 2017.

Summary of tourism performance indicators for September 2018:

- 85.6% of hotel rooms occupied
- £108.95 average hotel room rate
- 83,431 hotel room nights sold
- 291,118 visits to attractions
- 7,197 visits to attractions using a York Pass
- 155,180 sessions on www.visit york.org (including on the mobile site)
- 31,292 customers through the Visit York Information Centre

Summary of tourism performance indicators for Quarter 3 2018 (July to September):

- 85.1% of hotel rooms occupied
- £111.75 average hotel room rate
- 254,343 hotel room nights sold
- 1,121,651 visits to attractions
- 30,299 visits to attractions using a York Pass
- 388,989 sessions on www.visit-york.org (including on the mobile site)
- 111,860 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