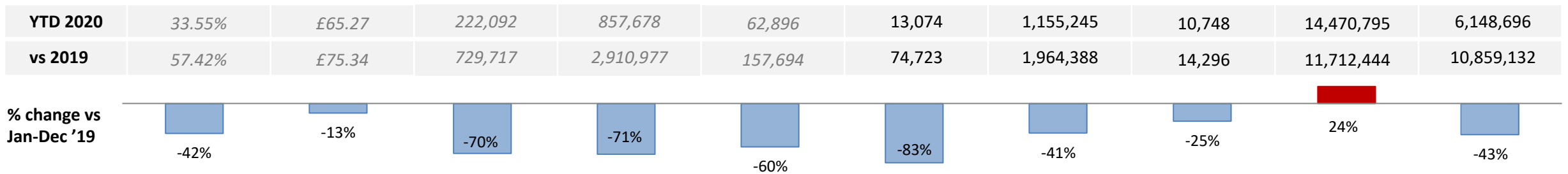


- December data for hotels shows a -67% decrease in hotel occupancy vs December 2019, most likely as December followed a 4-weeks long national lockdown period in November that brought down the consumer confidence to travel. ARR is down slightly with a -13% decrease vs December 2019. In terms of room nights sold, the hotels sector has seen a significant decrease this month with almost 20,000 less room nights sold vs the same month last year. Year to date all of the metrics continue to show a decline.
- Provisional data shows a significantly lower number of visitors to the attractions, with big attractions receiving -81% less visitors and small attractions showing a -71% decrease in visitors vs December 2019. This is also due to the reduced number of people travelling and many attractions operating at reduced capacity or being closed completely. Year on year data continues to show a decrease with big attractions reporting a -71% drop in visitors and small attractions showing a -60% decrease when compared to 2019.
- The number of visits using York Pass is significantly down (-95%) compared to December 2019, which is due to a reduced number of visitors travelling to York.
- Sessions on visitoryork.org have decreased (-44%) vs December 2019. However, social media channels have continued to rise in both number of followers (52% up) and impressions (50% up) vs December 2019. A number of impressions gained can be attributed to the Visit York Christmas Special video attracting viewers on Christmas Eve. Year to date, the number of impressions on social media appears to be the only positive indicator with a 24% growth year on year.
- City centre footfall is down by -30%, when compared to December 2019, while year to date the numbers are down -43%.



Climate: Ave temp 4.5°C.

[Find out more about the profile of visitors to York and consumer sentiment here](#)