

## YORK/NATIONAL TOURISM TRENDS: RESULTS TO JULY 2006

### a) York trends (figures from the Yorkshire Tourist Board, based on a sample of accommodation providers of different sizes)

In 2005 calendar year bed and room occupancy figures were down 2-3% on 2004. Trends so far in 2006 are mixed – better at the start of the year than in the summer.

Bed occupancy	1998	1999	2000	2001	2002	2003	2004	2005	2006
January	31.8%	29.0%	29.8%	22%	24.2%	24.5%	27.5%	27.8%	25.3%
February	35.4%	41.4%	46.8%	40.6%	42.7%	43.4%	44.2%	40.6%	43.0%
March	48.2%	48.7%	48.0%	42.0%	48.0%	44.8%	44.3%	43.5%	39.6%
April	59.0%	54.8%	60.0%	51.4%	46.7%	52.9%	53.2%	45.8%	51.6%
May	61.6%	60.1%	56.0%	55%	48.5%	54.7%	57.3%	50.2%	49.1%
June	57.7%	60.2%	58.6%	57.3%	59.1%	53.1%	60.7%	52.9%	49.6%
July	71.4%	71.5%	56.2%	52.4%	62.1%	58.7%	61.5%	58.0%	57.0%
August	74.2%	68.9%	64.7%	62.9%	62.8%	62.9%	63.2%	61.0%	
September	67.8%	67.2%	61.9%	56.2%	54.2%	55.9%	53.8%	52.7%	
October	66.1%	67.0%	61.1%	49.5%	62.3%	54.9%	56.5%	56.8%	
November	46.9%	48.9%	30.2%	49.4%	50.5%	43.9%	46.5%	45.1%	
December	40.5%	39.9%	33.6%	33.1%	37.7%	36.1%	42.8%	41.4%	
<b>Annual average</b>	<b>55.0%</b>	<b>54.8%</b>	<b>50.6%</b>	<b>47.7%</b>	<b>49.9%</b>	<b>48.8%</b>	<b>50.9%</b>	<b>48.0%</b>	

Room occupancy	1998	1999	2000	2001	2002	2003	2004	2005	2006
January	44.8%	39.1%	41.3%	31.9%	38%	37.2%	39.8%	40.3%	38.8%
February	52.0%	53.9%	59.4%	51.3%	58.2%	57.4%	56.0%	53.9%	59.0%
March	60.9%	62.2%	67.1%	55.9%	64.7%	60.2%	59.7%	54.4%	57.2%
April	70.2%	68.0%	71.1%	61.9%	62.2%	65.3%	63.8%	61.6%	65.1%
May	73.4%	70.7%	70.6%	70.3%	64.8%	66.7%	70.5%	63.3%	62.5%
June	76.7%	76.3%	69.1%	73.2%	73.1%	65.9%	75.2%	70.3%	59.3%
July	82.8%	84.1%	67.6%	66.6%	75.4%	73.0%	76.0%	74.5%	70.9%
August	81.1%	75.0%	73.7%	77.6%	74.8%	74.9%	76.1%	72.5%	
September	82.3%	82.7%	77.8%	65.5%	69.7%	71.9%	72.3%	71.8%	
October	78.4%	80.4%	73.5%	60.2%	77.3%	68.5%	72.5%	74.1%	
November	60.4%	64.5%	47.6%	63.5%	61.9%	59.3%	65.8%	63.9%	
December	50.0%	51.2%	41.4%	41.5%	51.4%	44.6%	53.8%	54.5%	
<b>Annual Average</b>	<b>67.7%</b>	<b>67.3%</b>	<b>63.3%</b>	<b>60.0%</b>	<b>64.3%</b>	<b>62.1%</b>	<b>65.1%</b>	<b>62.9%</b>	

The **Visitor Attractions Monitor** assesses the number of visitors to a sample of attractions in the city. Here's some comparisons with the same month a year earlier:

Jan 04 (cf Jan 03)	+4%	May 05	-5.7%
Feb 04	-5%	June 05	-22.9%
Mar 04	-3%	July 05	-3%
Apr 04	+5%	Aug 05	+3%
May 04	-5%	Sept 05	+4%
June 04	+12%	Oct 05	+1.8%
July 04	+7%	Nov 05	+9.8%
Aug 04	+4%	Dec 05	-1.1%
Sept 04	+1%	Jan 06	+8%
Oct 04	+1%	Feb 06	+9.9%
Nov 04	-4%	March 06	-31.4% (Easter late)
Dec 04	+6%	April 06	+75.2% (Easter= April)
Jan 05 (cf Jan 04)	+1%	May 06	-2.3%
Feb 05	+1%	June 06	-5.8%
Mar 05	+36% (Easter was early)	July 06	+2.7%
April 05	-24%		