

	This quarter: Oct-Dec 2022	vs. previous: Jul-Sep 2022	vs. last year: Oct-Dec 2021	vs. pre-Covid: Oct-Dec 2019	Summary
<b>Hotel Accommodation: STR data provided by HAY (December data still outstanding)</b>					
Average Occupancy (Oct-Nov)	85%				<ul style="list-style-type: none"> <li>Average hotel occupancy levels were in line with the summer months and with October-November 2019</li> <li>The average daily rate was slightly lower than last year, but higher occupancy levels resulted in higher average revenue per available room</li> </ul>
Average Daily Rate (Oct-Nov)	£101.06				
Average Revenue Per Available Room (Oct-Nov)	£87.98				
<b>Airbnb Accommodation: AirDNA data provided by T-Stats</b>					
Average Occupancy	71%				<ul style="list-style-type: none"> <li>Average occupancy fell from 78% in July-September to 71% this quarter, though this was slightly higher than the 68% seen in October – December 2021</li> <li>Average daily rate and monthly rev par was slightly lower than the previous quarter, largely due to a dip in November.</li> <li>December monthly rev par was second only to August at £3,847</li> </ul>
Average Daily Rate	£139.69				
Monthly Revenue Per Available Room	£3,446.64				
Average Active Listings	1,971				
<b>City Centre Footfall: Springboard data provided by City of York Council</b>					
Total Footfall	2,478,424				<ul style="list-style-type: none"> <li>Total footfall for October to December was slightly higher than in the summer months at 2.48 million vs. 2.46 million in July to September</li> <li>Parliament Street footfall was slightly lower at 1.86 million vs. 1.87 million in July to September</li> </ul>
Total Parliament Street Footfall	1,858,428				
Total Micklegate Footfall	619,996				
<b>Visits to Attractions: Data provided by York based attractions</b>					
Total Visits to Big Attractions (n=10*)	484,144				<ul style="list-style-type: none"> <li>Attraction visits fell compared to the summer months, as would be expected this time of year, as certain attractions close or reduce their hours</li> <li>On a positive note, overall visits to big attractions were higher, on average, in October-December than in 2019, showing a strong end to the year</li> </ul>
Total Visits to Small Attractions (n=7**)	32,958				
Total Visits to All Attractions (n=17)	517,102				
<b>VIC and York Pass visits: Visit York data</b>					
Total Visits to VIC	38,448				<ul style="list-style-type: none"> <li>VIC visits for October to December were down 9% vs. 2021 and 48% vs. 2019, while York Pass visits were down 22% vs. 2021 and 33% vs. 2019</li> </ul>
Total Visits to Attractions Using York Pass	8,190				

\*City Cruises York, City Sightseeing York, Clifford's Tower, JORVIK Viking Centre, York Art Gallery, York Castle Museum, York Dungeon, York Minster, York's Chocolate Story, Yorkshire Museum

\*\*Barley Hall, DIG, Goddards, Holgate Windmill, Merchant Adventurers Hall, The Bar Convent, York Cold War Bunker

Report date:  
20th January 2023

Indicator	2022	vs. 2021	vs. 2019	Summary
<b>Hotel Accommodation: STR data provided by HAY (December data still outstanding)</b>				
<b>Average Occupancy (Jan-Nov)</b>	<b>75%</b>			<ul style="list-style-type: none"> <li>Average occupancy levels for January to November 2022 were higher than 2021, but still below 2019 levels (84%)</li> <li>Higher daily room rates have led to a higher average revenue per room than either 2019 (up 9%) or 2021 (up 30%)</li> </ul>
<b>Average Daily Rate (Jan-Nov)</b>	<b>£98.89</b>			
<b>Average Revenue Per Available Room (Jan-Nov)</b>	<b>£76.04</b>			
<b>Airbnb Accommodation: AirDNA data provided by T-Stats</b>				
<b>Average Occupancy</b>	<b>65%</b>			<ul style="list-style-type: none"> <li>Airbnb performance has exceeded both 2021 and 2019 across all performance measures. Compared to 2019, average figures for the year have increased:               <ul style="list-style-type: none"> <li>By 3% to 63% for occupancy</li> <li>By 37% from £100.96 for average daily rate</li> <li>By 47% from £2,027 for monthly REVPAR</li> <li>By 23% from 1,579 for active listings</li> </ul> </li> </ul>
<b>Average Daily Rate</b>	<b>£138.43</b>			
<b>Monthly Revenue Per Available Room</b>	<b>£2,969.46</b>			
<b>Average Active Listings</b>	<b>1,938</b>			
<b>City Centre Footfall: Springboard data provided by City of York Council</b>				
<b>Total Footfall</b>	<b>9.26 million</b>			<ul style="list-style-type: none"> <li>Overall footfall levels for the year almost reached 10 million, and were 17% higher than in 2021, though still 15% down on 2019</li> <li>Micklegate footfall was 23% higher than 2021, while Parliament Street footfall was 15% higher</li> </ul>
<b>Total Parliament Street Footfall</b>	<b>6.95 million</b>			
<b>Total Micklegate Footfall</b>	<b>2.31 million</b>			
<b>Visits to Attractions: Data provided by York based attractions</b>				
<b>Total Visits to Big Attractions (n=10*)</b>	<b>2.02 million</b>			<ul style="list-style-type: none"> <li>Attraction visits have almost doubled since 2021, when the pandemic forced most to stay closed until May. Others, such as Clifford's Tower and the Cold War Bunker, were closed all year</li> <li>Visits are still down on 2019, though big attractions show greater recovery, with visits at 89% of 2019 levels</li> </ul>
<b>Total Visits to Small Attractions (n=7**)</b>	<b>139,541</b>			
<b>Total Visits to All Attractions (n=17)</b>	<b>2.16 million</b>			
<b>VIC and York Pass visits: Visit York data</b>				
<b>Total Visits to VIC</b>	<b>181,079</b>			<ul style="list-style-type: none"> <li>VIC footfall in 2022 was 50% higher vs. 2021 but still 47% down on 2019</li> <li>Total York Pass visits in 2022 were 37% up on 2021, but still 37% down on 2019</li> </ul>
<b>Total Visits to Attractions Using York Pass</b>	<b>49,848</b>			

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Report date: 20<sup>th</sup> January 2023