## **Tourism KPIs: December 2020**

## ANNEX 2

## VisitYork A PART OF MakeltYork

	Hotel room occupancy	Average room rate	Room nights sold	Visits to Big att. (prov.)	Small att. (prov.)	Using Y. Pass	Sessions on visityork.org	VY Socia	al Media Impressions	City centre footfall
Dec '20	29.44%	£104.71	9,806	32,426	1,938	121	109,396	951	974,475	644,792
Dec '19	89.24%	£121.00	29,636	169,298	6,676	2,424	193,843	624	648,541	921,878
% change vs Dec '19	-67%	-13%	-67%	-81%	-71%	-95%	-44%	52%	50%	-30%

- 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 visityork.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%.

YTD 2020	33.55%	£65.27	222,092	857,678	62,896	13,074	1,155,245	10,748	14,470,795	6,148,696
vs 2019	57.42%	£75.34	729,717	2,910,977	157,694	74,723	1,964,388	14,296	11,712,444	10,859,132
% change vs Jan-Dec '19	-42%	-13%	-70%	-71%	-60%	-83%	-41%	-25%	24%	-43%

Climate: Ave temp 4.5°C.