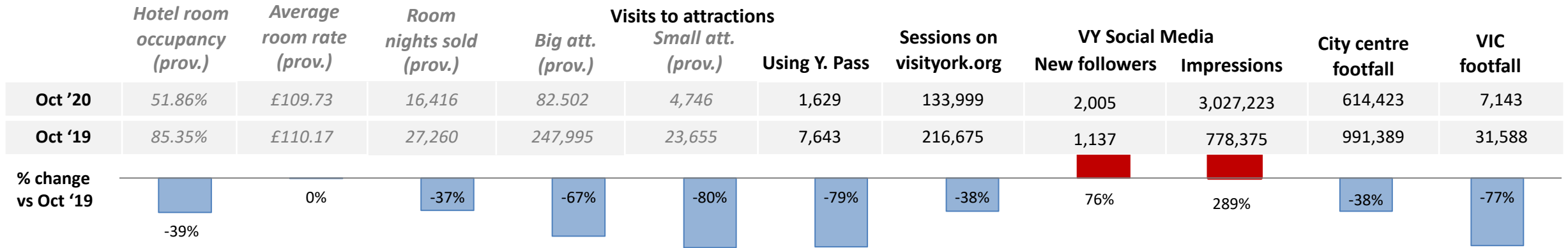
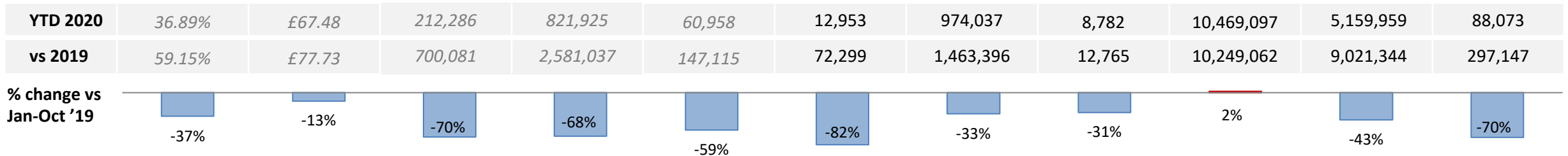


Tourism KPIs: October 2020



- The provisional data for hotels shows a -39% decrease in hotel occupancy vs October 2019, however the average room rate is on par with the same month last year - thanks to the government's support scheme allowing hospitality businesses to reduce their VAT from 20% to 5%. October 2020 has also continued the downward trend in terms of room nights sold, with a -37% decrease vs October 2019. Year to date all of the metrics continue to show a decline.
- Big attractions have had significantly less visitors in October vs the same month last year (-67%), while small attractions have seen a decrease of -80% in visitors. This is due to big attractions operating at a reduced capacity with pre-booked visits only and many small attractions deciding not to re-open in 2020 after the lockdown was lifted. October 2019 also includes numbers from school visits during half-term – group visits were not possible this year due to Covid-19. Year on year data continues to show a decrease with big attractions reporting a -68% drop in visitors and small attractions showing a -59% decrease when compared to 2019.
- The number of visits using York Pass is significantly down (-79%) compared to October 2019, which is due to a reduced number of visitors travelling to York.
- Sessions on visityork.org have decreased (-38%) vs October 2019. However, social media channels have seen a major rise in both number of followers (76% up) and impressions (289% up) vs October 2019. This is due to the paid social media campaign promotion of 'Light and Dark' and the October half-term/Halloween offer.
- City centre footfall is down by -38%, when compared to October 2019, while year to date the numbers are down -43%. Footfall into the Visitor Information centre has decreased significantly (-77%) vs October 2019.



Climate: Ave temp 10°C. **Events:** York's Medieval & Magical Treasure Trail, York Mediale 2020, York Design Week

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