3. Tourism Advisory Board									
Outputs	Measurement	Target	24/25 baseline	Q1 2025-26 Apr-Jun	Q2 2025-26 Jul-Sept	Q3 2025-26 Oct-Dec	Q4 2025-26 Jan-Mar	2025-2026	Notes
Collectively with partners and attractions, promote the visitor economy and increase visitor spend in the city to increase the value of the tourism economy in York.	Attend regular TAB meetings and provide relevant expertise and insight of performance and data.	12	12	3					
	Increase visitor spend annually Target £70pph.(Visitor Survey. Excludes accommodation. Includes zero spend and all party members, regardless of age)	£70pph by year 5 of Tourism Strategy	£54	N/a					
tional comments below: (N.B. use "Alt + enter" to s	and all party members, regardless of age)		20.	1.00					