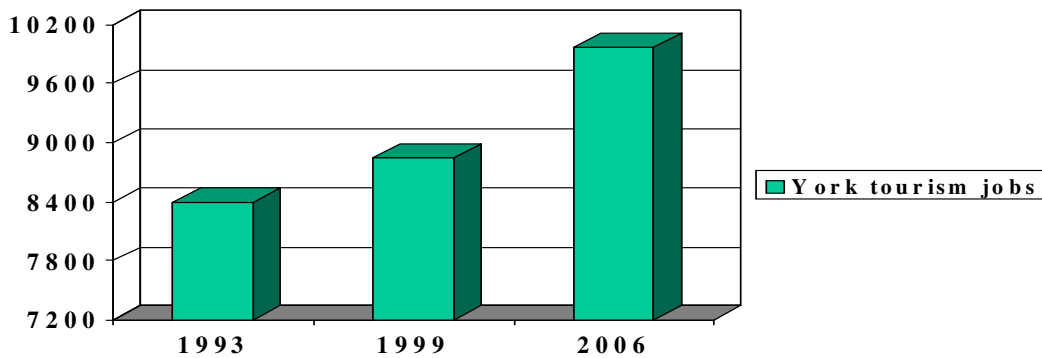
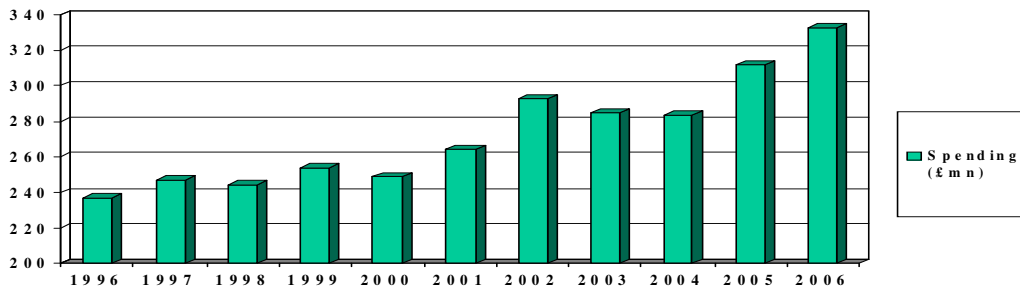


Key visitor trends between 2005-06 and 2006-07:

- Visitor spending up by £21mn to £333mn
- Employment associated with tourism up by 400 to 9,970 jobs
- Visitor numbers up by 339,000 people (especially day visitor numbers) to 4.18mn.
- Average length of stay of staying visitors up to 3.31 days

In terms of longer term trends, visitor spend has risen by 62.4% since 1993, while employment in tourism has risen by 18.7% since 1993.



YORK/NATIONAL TOURISM TRENDS: RESULTS TO JUNE 2007

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

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Bed occupancy										
January	31.8%	29.0%	29.8%	22%	24.2%	24.5%	27.5%	27.8%	25.3%	29.5%
February	35.4%	41.4%	46.8%	40.6%	42.7%	43.4%	44.2%	40.6%	43.0%	41.4%
March	48.2%	48.7%	48.0%	42.0%	48.0%	44.8%	44.3%	43.5%	39.6%	47.4%
April	59.0%	54.8%	60.0%	51.4%	46.7%	52.9%	53.2%	45.8%	51.6%	46.8%
May	61.6%	60.1%	56.0%	55%	48.5%	54.7%	57.3%	50.2%	49.1%	51.5%
June	57.7%	60.2%	58.6%	57.3%	59.1%	53.1%	60.7%	52.9%	49.6%	57.3%
July	71.4%	71.5%	56.2%	52.4%	62.1%	58.7%	61.5%	58.0%	57.0%	61.2%
August	74.2%	68.9%	64.7%	62.9%	62.8%	62.9%	63.2%	61.0%	56.0%	
September	67.8%	67.2%	61.9%	56.2%	54.2%	55.9%	53.8%	52.7%	54.8%	
October	66.1%	67.0%	61.1%	49.5%	62.3%	54.9%	56.5%	56.8%	48.5%	
November	46.9%	48.9%	30.2%	49.4%	50.5%	43.9%	46.5%	45.1%	43%	
December	40.5%	39.9%	33.6%	33.1%	37.7%	36.1%	42.8%	41.4%	42.8%	
Annual average	55.0%	54.8%	50.6%	47.7%	49.9%	48.8%	50.9%	48.0%	46.7%	
Room occupancy										
January	44.8%	39.1%	41.3%	31.9%	38%	37.2%	39.8%	40.3%	38.8%	42.1%
February	52.0%	53.9%	59.4%	51.3%	58.2%	57.4%	56.0%	53.9%	59.0%	54.0%
March	60.9%	62.2%	67.1%	55.9%	64.7%	60.2%	59.7%	54.4%	57.2%	62.3%
April	70.2%	68.0%	71.1%	61.9%	62.2%	65.3%	63.8%	61.6%	65.1%	59.3%
May	73.4%	70.7%	70.6%	70.3%	64.8%	66.7%	70.5%	63.3%	62.5%	66%
June	76.7%	76.3%	69.1%	73.2%	73.1%	65.9%	75.2%	70.3%	59.3%	74.9%
July	82.8%	84.1%	67.6%	66.6%	75.4%	73.0%	76.0%	74.5%	70.9%	76.1%
August	81.1%	75.0%	73.7%	77.6%	74.8%	74.9%	76.1%	72.5%	69.5%	
September	82.3%	82.7%	77.8%	65.5%	69.7%	71.9%	72.3%	71.8%	66.6%	
October	78.4%	80.4%	73.5%	60.2%	77.3%	68.5%	72.5%	74.1%	57.9%	
November	60.4%	64.5%	47.6%	63.5%	61.9%	59.3%	65.8%	63.9%	58.4%	
December	50.0%	51.2%	41.4%	41.5%	51.4%	44.6%	53.8%	54.5%	50.0%	
Annual Average	67.7%	67.3%	63.3%	60.0%	64.3%	62.1%	65.1%	62.9%	59.6%	

Hotel occupancy trends in 2006 calendar year were down 2-3% for bed and room occupancy, but the 2007 figures (to July) have so far been better than for 2006, taking into account the different period of Easter each year). As ever individual monthly figures need to be treated with caution because of sample size variations.

c) UK trends (from International Passenger Survey, through www.statistics.gov.uk)

The latest figures available are for May 2007.

Overseas visitor numbers to the UK were static in the three months to May 2007 compared to the previous three months and total spending rose by 3%. Similarly visitor numbers in this period compared to same three months up to May 2006 were unchanged.

Over the full 12 months period to May 2007 overseas residents' visits to the UK increased by 5% compared to a year earlier (from 30.8 mn to 32.4 mn). This increase splits between Europe (+6%), North America (+2%) and the rest of the world (+6%).

NB Overseas earnings (i.e. the expenditure of overseas visitors to the UK) in this twelve month period increased by 5% to £15.4bn, and expenditure by UK residents abroad rose by 4% to £33.9bn. This has widened the "trade deficit" by £0.5bn over the previous twelve month period.