

Tourism KPIs:

February 2015

	Hotel room occupancy	Average room rate	Visits to attractions			Sessions on visitoryork.org	Online accom. bookings	Conf. enquiries	City centre footfall	VIC footfall
			Big att.	Small att.	Using Y. Pass					
Feb '15	71.9%	£70.82	227,393	26,008	4,498	173,066	157	35	676,121	29,199
Feb '14	74.0%	£68.28	199,017	21,913	4,177	155,936	283	24	612,445	29,250
% change vs Feb '14	-3%	4%	14%	19%	8%	11%	-45%	46%	10%	0%

- The majority of KPIs have shown positive growth compared with February 2014, in particular there was good news for the attractions, visitoryork.org, the conference desk and for city centre footfall.
- Average hotel room occupancy rate dropped 3% from last February to 71.9%, although room rates showed growth of 4% to £70.82.
- There were 253,401 visits to attractions in February, 15% more than this time last year. Several attractions welcomed large numbers of visitors during the Residents' Festival and for other events (including the Viking Festival) over half term.
- The continuing fall in the number of bookings will be addressed by some planned targeted activity with the aim of turning this round.
- As well a higher number of conference enquiries this year, the number of confirmed bookings in February was more than double confirmed last year (7 vs 3).

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Yr to date: Jan-Feb 15	66.2%	£67.88	354,568	40,912	6,932	361,783	439	59	1,221,261	48,620
Jan-Feb 14	65.4%	£64.05	323,885	38,236	6,543	320,049	623	63	1,053,073	52,912
% change vs Jan - Feb '14	1%	6%	9%	7%	6%	13%	-30%	-6%	16%	-8%

New news: The latest economic impact of tourism in York have been revealed this month, showing that the number of visitors to the city have remained the stable and as a result of spend per trip increasing, the total value of tourism in York is 5% higher than in the previous year, rising to £573m, which supports 5% more jobs (more than 19,000). This data is for 2013 and has been compared to the analysis of equivalent data from 2012. <http://www.visityork.org/media/news/News-release-annual-tourism-figures.aspx>

York's **6.7m** visitors per year are worth **£573m** to the local economy and support **19,000 jobs**

Visitor satisfaction score = 4.55/5, 77% likely to return and 99% likely to recommend

Climate: Ave temp 3.5°C, sunshine 95.5 hrs, rain 37.5 days. Flood alerts – 26-27 Feb (river didn't flood). **Events:** 31 Jan and 1 Feb Residents' Festival, 14-22 Feb JORVIK Viking Festival