

## Tourism Intelligence Update – July 2020

At the end of June, the Prime Minister has announced that hotels, pubs, restaurants and museums can reopen on July 4th, after a long lockdown period.

The provisional data for hotels shows a 71% decrease in hotel occupancy and a 23% drop in average room rate, when compared to July 2019. This is due to many properties only being open for the part of the month, with some still closed and not welcoming any visitors. The number of room nights sold is significantly down (-94%) vs July 2019.

Similarly, the data for the big and small attractions shows a decrease of 87% for both, when compared to July 2019. This is taking into the account that out of many of the city’s attractions only a number of them were open in July this year - most not for the whole month. Those that were open, however, were operating on a reduced capacity to adhere to safety and social distancing measures and have reported positive visitor numbers in terms of filling in the available spaces. Year to date, visitor numbers are also down, due to full attractions closures from April to June 2020.

The number of visits using York Pass is significantly down (-96%) compared to the same month last year, however this is also connected to the situation with the attractions.

Sessions on the [visityork.org](http://visityork.org) have decreased (-21%) vs July 2019, however, report a steady growth in traffic month on month. Social media figures are both down vs July 2019, with 743 less new followers and a 29% decrease in impressions, but report on a higher engagement (3% up on July 2019), showing that York is still warm in the minds of visitors.

City centre footfall is down by 42%, when compared to July 2019. However, when looking at the difference between June and July 2020, footfall in the city centre has grown by 127%.

Footfall into the Visitor Information centre has decreased significantly, however, similar to the overall footfall in the city, there is a steady growth when compared to June 2020.

All variables report a decrease year to date, which is representative of the overall situation of the tourism sector during the Covid-19 pandemic and nationwide lockdown.

### **Summary of tourism performance indicators:**

	July 2020
<i>Hotel room occupancy (provisional)</i>	26%
<i>Average hotel room rates (provisional)</i>	£78.28
<i>Hotel room nights sold (provisional)</i>	5,924
<i>Visits to attractions</i>	47,113
<i>Visits to attractions by a York Pass holder</i>	302
<i>Sessions on <a href="http://www.visityork.org">www.visityork.org</a> (desktop and mobile sites)</i>	108,828
<i>New followers across Visit York social media channels</i>	697
<i>Impressions on social media</i>	1,040,462
<i>Customers through the Visit York Information Centre</i>	8,291
<i>City Centre Footfall</i>	585,638