Welcome to Yorkshire
yorkshire.com

Yorkshire Visitor Attraction Monitor

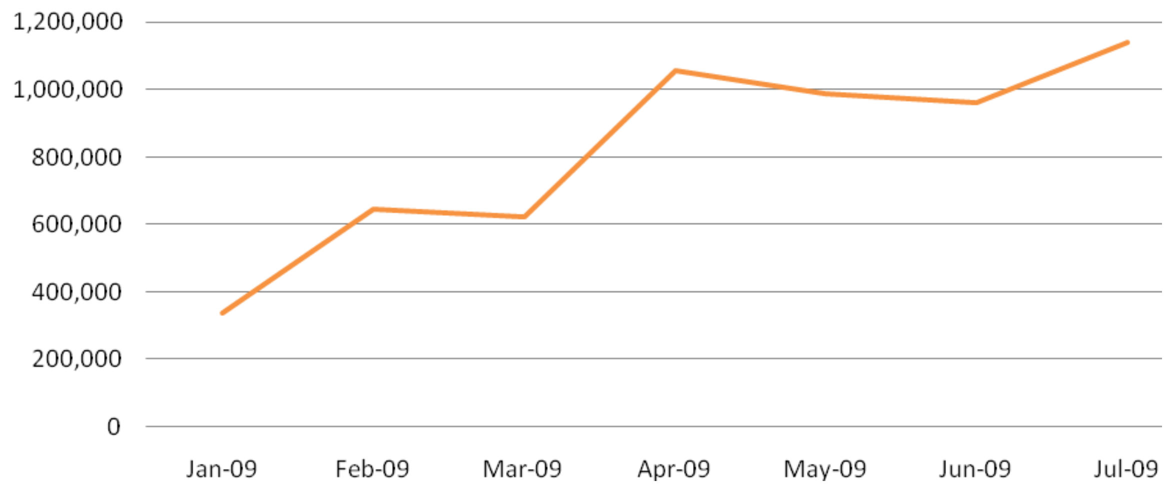
Report: July 2009

Published 4th September 2009

Introduction

Welcome to Yorkshire runs a monthly Visitor Attraction Monitor and this report illustrates the findings for July 2009. For the purpose of comparison, only those attractions providing data for both 2009 and 2008 have been included in the analysis. Month on month trends do not necessarily report using the same sample. Two establishments were closed during July due to refurbishment. The sample for this report was 120.

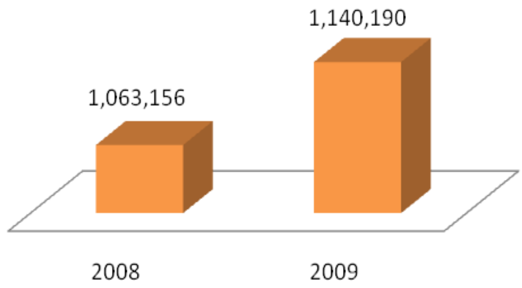
Total Visitor Numbers Month on Month Trend 2009



Overall, visitor attraction figures have **increased 7.2%** on July 2008. Month on month, visitor numbers to Yorkshire have continued to **increased 7%** over the last three months.

Total Visitor Numbers (2008 – 2009)

Total Visitor Numbers to Yorkshire in July 2009 compared with July 2008



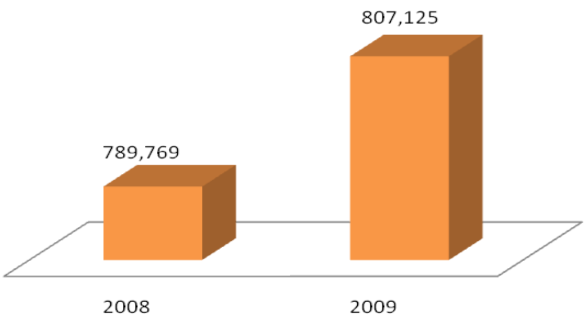
Overall **attraction performance for July 2009 compared to July 2008 saw an increase of 7%.**

Reasons stated by attractions included: The Great Yorkshire Show, more people holidaying in this country, the school holidays, increased advertising and promotions with northern newspapers.

NB: Total figures include leisure and school visitors, but exclude third party visitors.

Visitor Numbers (2008 – 2009)

Total Leisure Visitor Numbers to Yorkshire in July 2009 compared with July 2008



Overall leisure visitor numbers **for July 2009 have increased 2%** on July 2008.

The current economic situation is having a positive effect on visitor numbers to Yorkshire attractions with many reporting an increase due to more people visiting Yorkshire instead of short breaks abroad. The Great Yorkshire Show was reported as having a positive effect. The school holidays, promotions in northern newspapers, special events and exhibitions, TV coverage such as the Welcome to Yorkshire TV advertising and an increase in visitors with season tickets were all reported as having a positive effect.

Care should be taken when interpreting the results where the sample size is small. Data is not available for categories with five or less to ensure confidentiality and robustness.

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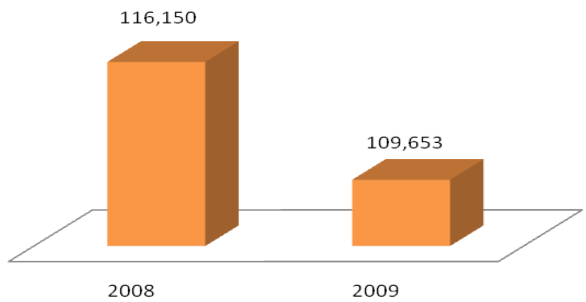
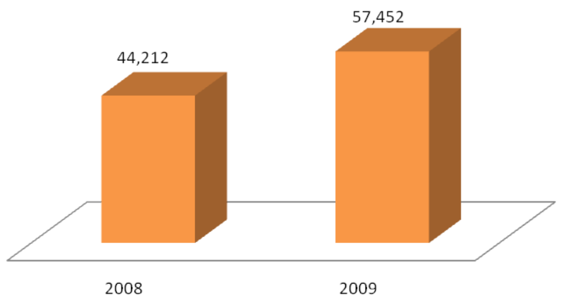
Total School Visitor Numbers to Yorkshire in July 2009 compared with July 2008



Overall school visitor numbers for July 2009 have decreased slightly on July 2008. However this is reflected in the increase in leisure visitors due to the summer school holidays.

During July 09, visitor attractions in East Yorkshire reported a **25% increase** in school visitors compared to July 08 due to events held during the first week on July before the summer school holidays started.

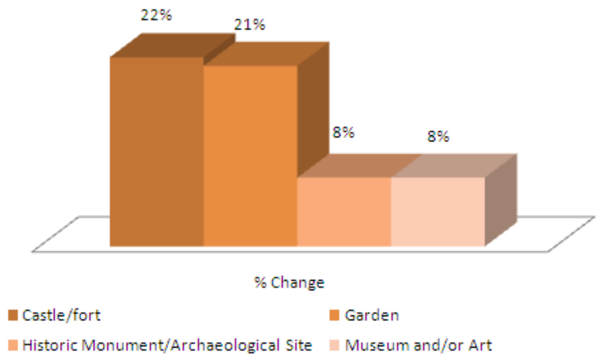
Total Third Party Visitor Numbers to Yorkshire in July 2009 compared with July 2008



Overall third party visitor numbers for July 2009 have **increased by 30%** on July 2008 reportedly due to an increase in family based events, the Great Yorkshire Show, family exhibitions and special events.

Visitor attractions in South Yorkshire performed particularly well with a significant increase in third party visitors during July 09 reportedly due to special events.

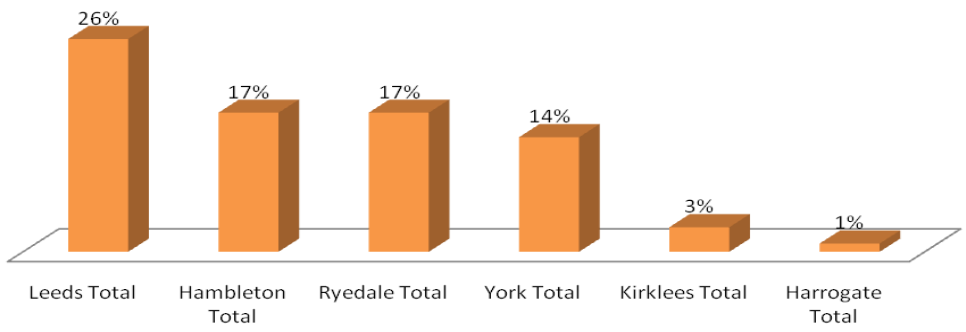
Total Visitor Numbers by Type of Attraction (% Change)



Castles and Forts saw the greatest **increase** in visitor numbers during July 09, reporting a **22% increase** on July 2008 due to concerts and festivals having a positive effect on visitor numbers.

Gardens reported the second highest increase of 21% followed by Historic monuments and archaeological sites and museums and art galleries with 8%.

% Change of Total Visitor Numbers by District



When analysing results by district, the following areas showed significant increases in visitor numbers.

Leeds District reported the highest increase in total visitor numbers, stating well supported events, summer activities and extra advertising as having a positive effect on visitor numbers. Hambleton was the second highest, stating the current economic climate as having a positive effect on visitor numbers with more people holidaying at home in the UK. Ryedale was third highest also stating the effects of the credit crunch as having a positive effect on visitor numbers with more people taking holidays in the UK.

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Detailed Monthly Results

July 2009 compared to July 2008

County Analysis	Returns	Open	% Change	Inc more than 10%	Inc Slightly	Similar	Dec Slightly	Dec mor than 10%
North Yorkshire Total	57	57	7.2	28	10	3	7	8
South Yorkshire	9	9	23.8	4	1	0	1	3
West Yorkshire	41	39	7.3	16	4	0	7	11
East Yorkshire Totals	13	13	-1.6	6	2	1	1	3
Yorkshire Totals	120	118	7.4	54	17	4	16	25

Category Analysis	Returns	Open	% Change	Inc more than 10%	Inc Slightly	Similar	Dec Slightly	Dec mor than 10%
Castle/fort	12	12	22.4	10	0	0	1	1
Gardens	4	4	21.0	2	1	1	0	0
Heritage/Visitor Centre	6	6	-5.5	4	0	0	0	2
Historic House/House and Garden/Palace	17	17	-0.2	8	1	0	4	4
Historic Monument/Archaeological Site	13	13	8.0	7	3	0	0	3
Museum and/or Art	52	50	7.6	21	8	2	8	10

Size Analysis	Returns	Open	% Change	Inc more than 10%	Inc Slightly	Similar	Dec Slightly	Dec mor than 10%
1,001 - 5,000	13	13	9.9	7	2	0	1	3
5,001 - 10,000	15	15	-2.4	7	1	1	2	4
10,001 - 20,000	17	17	31.5	9	1	0	3	4
20,001 - 30,000	21	20	4.4	11	2	0	2	5
30,001 - 50,000	10	9	11.1	5	0	2	1	1
50,001 - 100,000	15	15	-1.9	6	3	0	3	3
100,001 - 200,000	11	11	8.0	4	3	0	0	3
200,001 - 500,000	15	15	8.0	4	5	1	2	2

Price Analysis	Returns	Open	% Change	Inc more than 10%	Inc Slightly	Similar	Dec Slightly	Dec mor than 10%
Free	36	34	13.2	16	5	0	4	8
£2.00 - £3.99	24	24	12.6	11	3	1	3	6
£4.00 - £5.99	31	31	7.4	18	2	2	2	7
£6.00 - £7.99	12	12	6.6	4	1	0	4	2
£8 plus	12	12	0.4	2	6	1	2	1

Location Analysis	Returns	Open	% Change	Inc more than 10%	Inc Slightly	Similar	Dec Slightly	Dec mor than 10%
Rural Village	33	33	-2.8	14	4	2	4	9
Rural Town	20	20	1.8	9	4	2	2	3
Rural Total	53	53	-1.2	23	8	4	6	12
Coastal Total	6	6	14.8	4	2	0	0	0
Urban Town	26	24	-0.2	11	1	0	4	8
Large City	33	33	19.4	15	5	0	6	5
Urban Total	59	57	14.5	26	6	0	10	13

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