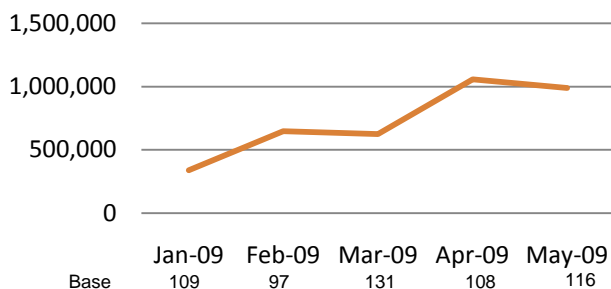


Introduction

Welcome to Yorkshire runs a monthly Visitor Attraction Monitor and this report illustrates the findings for May 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. Number of establishments closed during May was 2 who were closed from refurbishment.

Total Visitor Numbers Month on Month Trend 2009

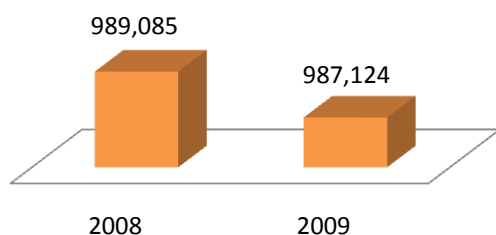
Total Visitor Numbers Month on Month Trend



Month on month visitor figures continued to **increase**, May experienced a slight fall compared to April, which included the Easter holiday, but compared to May 2008, total visitor numbers remained level.

Total Visitor Numbers (2008 – 2009)

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



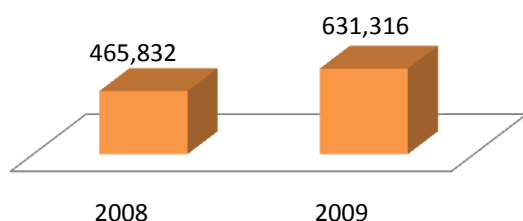
Overall **attraction performance for May 2009 compared to May 2008 remained level, with a 0.2% decrease**

Reasons stated by attractions included: the good weather, the two Bank Holiday weekends, and more people holidaying at home this year had positive effects on total visitor numbers to the region.

NB: Total Figures include Leisure and School visitors, but exclude third party visitors.

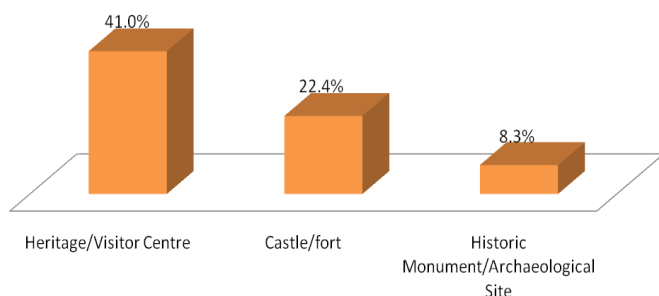
Total Leisure Visitor Numbers Month on Month Trend

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



Overall leisure visitor numbers **for May 2009 have increased 36%** on May 2008. The two Bank Holiday weekends, along with the good weather and increased marketing were all reported as having a positive effect.

Total Visitor Numbers by Type of Attraction (% Change)

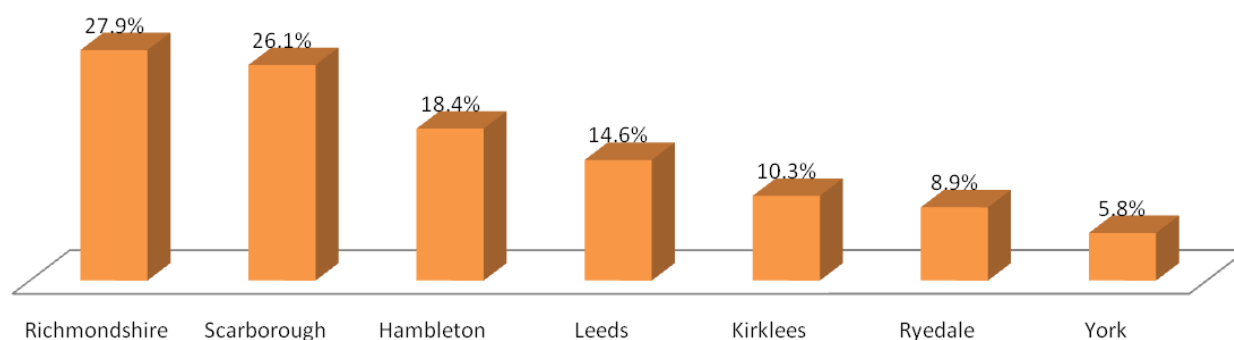


Heritage and Visitor Centres saw the greatest **increase** in visitor numbers, reporting a 41% increase on May 2008. Castles and Forts reported the second highest increase of 22%, followed by Historic monuments and Archaeological sites, reporting an 8.3% increase.

Historic houses/House and Gardens also reported very high visitor numbers.

Yorkshire Visitor Attraction Monitor Report 2009

% Change of Total Visitor Numbers by District



Richmondshire District reported the highest increase in total visitor numbers, stating the **good weather** as having a positive effect on visitor numbers. Scarborough was second highest, also stating the good weather, and more people holiday at "home" as having a positive increase. Hambleton was third highest stating the good weather over the Bank Holiday weekends and more people holidaying at home.

Detailed Monthly Results

May 2009 compared to May 2008

County Analysis	Returns	Open	% Change	Inc more than 10%	Inc Slightly	Similar	Dec Slightly	Dec mor than 10%
North Yorkshire Total	54	54	11.1	34	9	0	7	4
South Yorkshire	9	9	-41.9	4	1	0	1	2
West Yorkshire	43	41	-1.2	16	4	0	8	10
Ex-Humberside Totals	10	10	-10.9	3	0	0	4	3
Yorkshire Totals	116	114	-0.2	57	14	0	20	19

Category Analysis	Returns	Open	% Change	Inc more than 10%	Inc Slightly	Similar	Dec Slightly	Dec mor than 10%
Castle/fort	14	14	22.4	9	3	0	2	0
Garden	7	7	-26.3	3	0	0	0	3
Heritage/Visitor Centre	5	5	41.0	4	0	0	1	0
Historic House/House and Garden/Palace	16	16	6.4	9	2	0	4	1
Historic Monument/Archaeological Site	13	13	8.3	9	1	0	2	0
Museum and/or Art	43	41	-4.1	12	7	0	6	14

Size Analysis	Returns	Open	% Change	Inc more than 10%	Inc Slightly	Similar	Dec Slightly	Dec mor than 10%
1,001 - 5,000	10	10	21.7	9	0	0	0	1
5,001 - 10,000	17	17	15.7	9	4	0	1	3
10,001 - 20,000	16	16	29.6	8	2	0	3	2
20,001 - 30,000	21	20	16.6	10	3	0	3	3
30,001 - 50,000	10	9	11.4	4	2	0	1	0
50,001 - 100,000	13	13	-1.4	5	0	0	3	5
100,001 - 200,000	10	10	17.3	7	0	0	3	0
200,001 - 500,000	16	16	-8.1	2	3	0	6	3

Price Analysis	Returns	Open	% Change	Inc more than 10%	Inc Slightly	Similar	Dec Slightly	Dec mor than 10%
Free	35	33	-7.0	10	2	0	7	11
£0.01 - £1.99	5	5	16.0	3	1	0	1	0
£2.00 - £3.99	19	19	20.6	11	4	0	0	4
£4.00 - £5.99	31	31	15.8	22	3	0	3	2
£6.00 - £7.99	11	11	10.0	4	3	0	3	1
£8 plus	13	13	0.5	5	1	0	6	1

Location Analysis	Returns	Open	% Change	Inc more than 10%	Inc Slightly	Similar	Dec Slightly	Dec mor than 10%
Rural Village	33	33	11.0	20	5	0	5	2
Rural Town	19	19	8.1	11	1	0	5	2
Rural Total	52	52	9.7	31	6	0	10	4
Coastal Total	5	5	18.3	4	0	0	1	0
Urban Town	23	21	4.3	6	3	0	5	7
Large City	32	32	-7.8	14	5	0	2	8
Urban Total	55	53	-5.6	20	8	0	7	15

Care should be taken when interpreting the results where the sample size is small. Data is not available for categories with 5 or less to ensure confidentiality.