

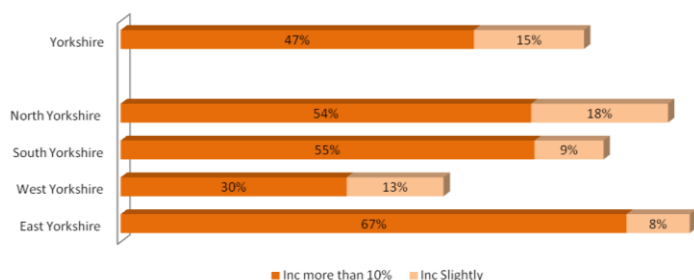
Introduction

Welcome to Yorkshire runs a monthly Visitor Attraction Monitor and this report illustrates the findings for August 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. Four establishments were closed during August due to refurbishment. The sample for this report was 131.

Overview

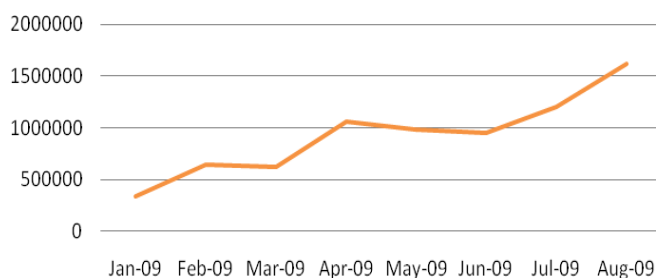
Overall performance was strong in August, with **nearly two thirds of attractions in the region reporting an increase in visitor numbers** compared to August 2008. Even more encouragingly, around **one in three attractions reported visitor number increases of more than 25%** this August, while one in ten saw visitor numbers more than double.

Regional and Sub-regional Performance



North (72%) and East Yorkshire (75%) saw the greatest increases in visitor numbers, with around **three quarters of attractions** reporting an increase in visitor numbers of more than 10%.

Total Visitor Numbers Month on Month Trend 2009



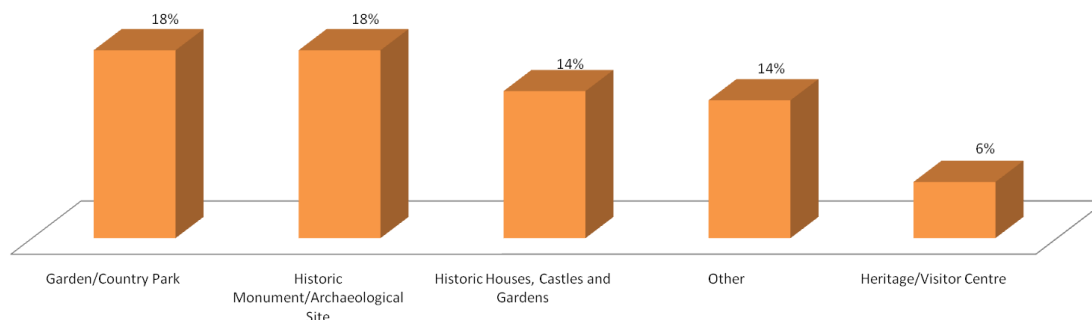
Overall, month on month, visitor numbers to Yorkshire have continued to **increase by 35%** on July 09. Compared to 2008, visitor attraction figures have increased 4%.

Attractions this month reported that visitor numbers had increased in August 09 due to additional advertising and monthly marketing campaigns. Attractions also reported that marketing by Welcome to Yorkshire and press releases had also resulted in additional PR coverage, such as BBC Look North.

Total Visitor Numbers (2008 – 2009)

Compared to 2008, leisure, school and third party visitor numbers remained level. Attractions reported slightly higher third party visitors, due to an increase in the number of special events that were held throughout the month of August, compared to August 2008, but also, helped by the good weather during these events.

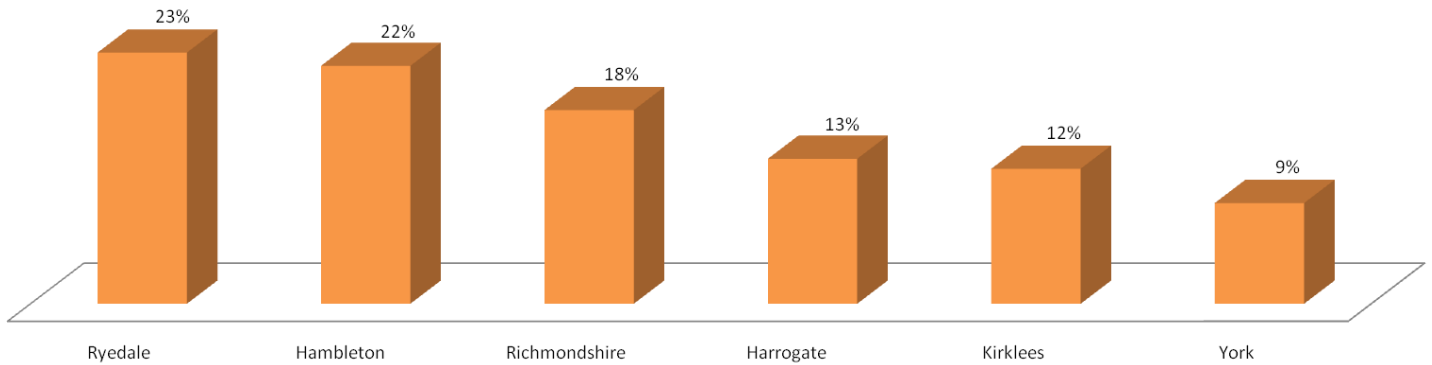
Total Visitor Numbers by Type of Attraction (% Change)



Gardens and country parks, historic monuments and archaeological sites saw the greatest **increase** in visitor numbers during August 09, reporting an **18% increase** on August 2008 due to special events encourage by excellent weather.

Historic houses, Castles and gardens reported the second highest increase of 14% as did other attractions (14%). Heritage and visitor centres saw a 6% increase.

% Change of Total Visitor Numbers by District



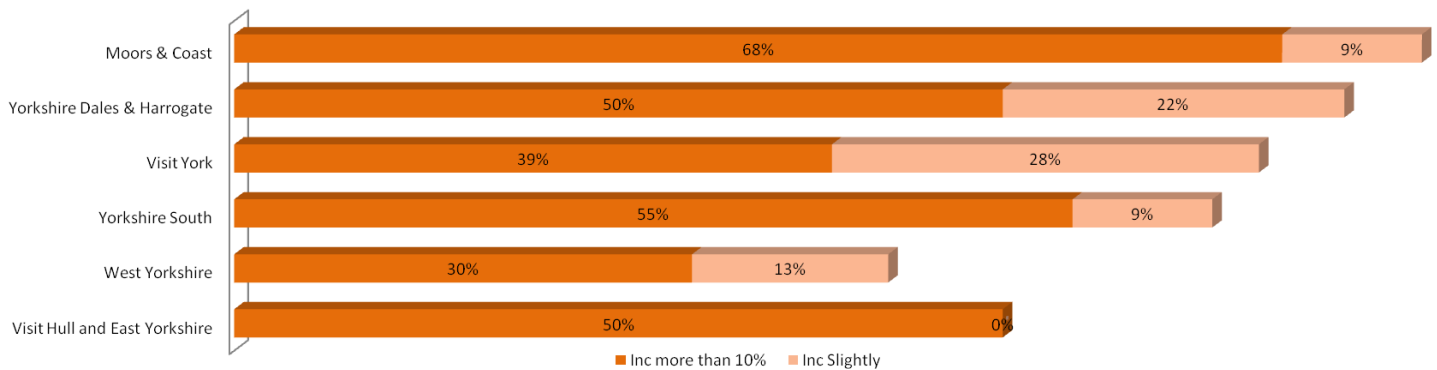
When analysing results by district, the following areas showed significant increases in visitor numbers.

Ryedale (23%) and Hambleton (22%) districts reported the highest increases in total visitor numbers, stating well supported events, an increase in the number of people holidaying in the UK and an increase in coach parties as having a positive effect on visitor numbers. Richmondshire reported the second highest with an increase of 18%, followed by Harrogate (13%), Kirklees (12%) and York (9%).

Attractions reported that the increase in visitor numbers was also attributed to increased marketing activity and promotions by Welcome to Yorkshire. The current economic situation continues to have a positive effect on visitor numbers to Yorkshire attractions, with many reporting an increase due to more people visiting Yorkshire instead of taking short breaks abroad and an increase in overseas visitors. Good weather on special event days also helped boost visitor numbers during August 09.

Detailed Monthly Results

Area Tourism Partnership Performance



Moors and Coast, Yorkshire South and Visit Hull and East Yorkshire saw the greatest improvements, with around half of all responding attractions reporting an increase in visitor numbers of more than 10%.

Type of Attraction

Overall performance was strong in August, with over **two thirds of outdoor attractions** and just over **half of pay-to-enter attractions reporting an increase in visitor numbers** compared to August 2008.

