

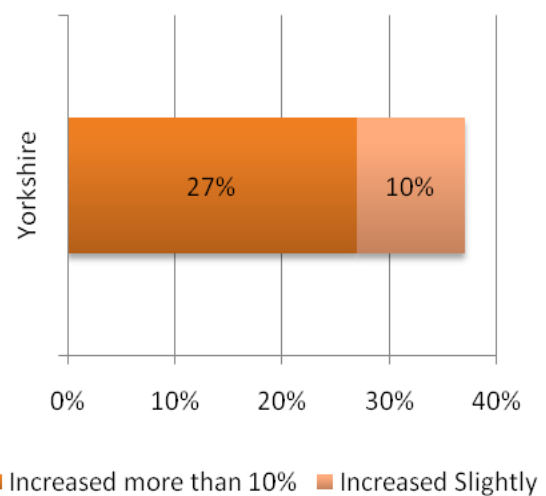
Introduction

Welcome to Yorkshire runs a monthly visitor attraction monitor and this report illustrates the findings for December 2009. For the purpose of comparisons, 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. Twenty three attractions were closed during December 2009 due to winter season closure. The sample for this report was 112 attractions.

Overview of Yorkshire Region

Overall, visitor attractions in Yorkshire continued to perform well in December 2009, despite the bad weather. 27% of those attractions which responded revealed that their visitor numbers had increased by more than 10%, while 10% reported a slight increase compared to December 2008.

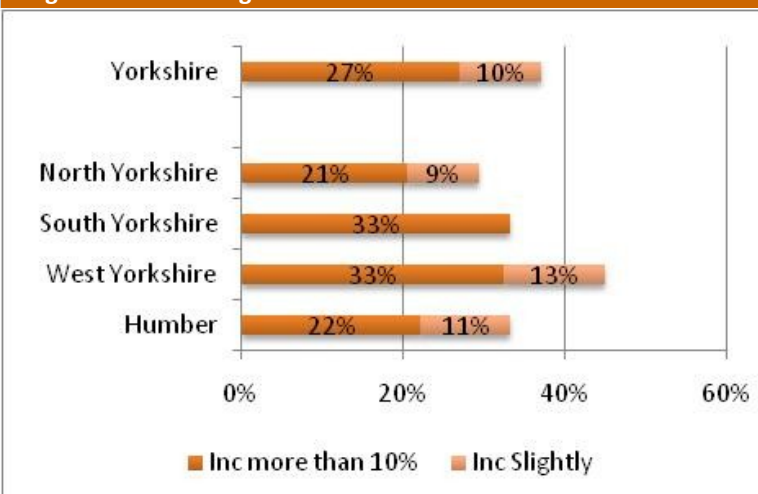
Attractions reported that Christmas events such as festive markets had a positive impact on visitor numbers. Increased school visitor numbers also helped to boost visitor numbers during December 2009.



Total Visitor Numbers Month on Month Trend 2009

Responding attractions from Humber reported a 58% increase in third party visitors. By type of attraction, museums reported a 42% increase in school visitors during December 2009 compared to December 2008.

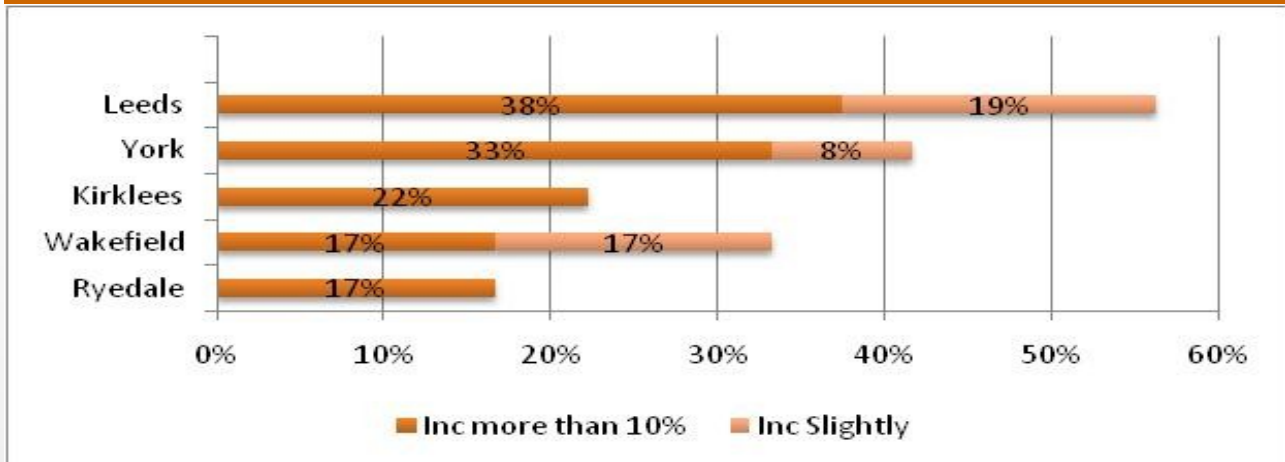
Regional and Sub-regional Performance



Visitor attractions in South and West Yorkshire also reported increases in visitor numbers, with 33% of responding attractions from each county reporting an increase in visitor numbers of more than 10%.

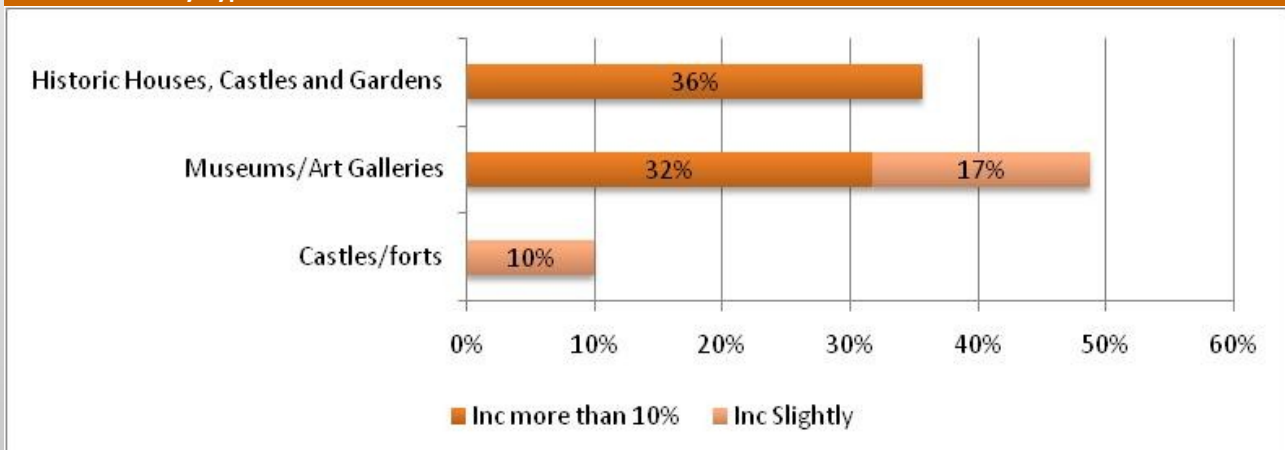
Attractions in West Yorkshire and North Yorkshire also reported increases in visitor numbers.

Performance by District



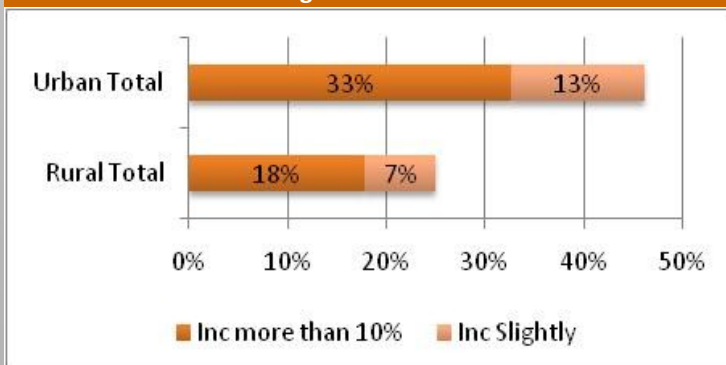
The Leeds district also performed well with 38% of attractions reporting an increase of more than 10%. Attractions reported that continued increases in school visitors and festive events such as Christmas parties helped to encourage visitor numbers during December 2009.

Performance by Type of Attraction



Due to the bad weather during December 2009, indoor attractions experienced better attendance. Historic houses and museums both reported an increase of more than 30% in visitor numbers of more than 10%.

Overview of Yorkshire Region



The festive season brought more visitors to urban attractions, with more than a third (33%) reporting an increase in visitor numbers of more than 10%.