

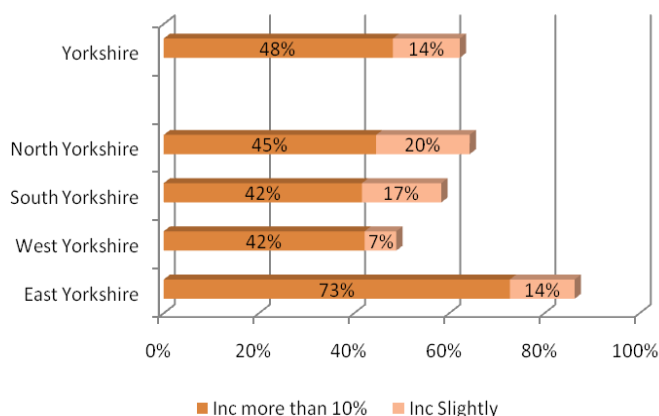
Introduction

Welcome to Yorkshire runs a monthly Visitor Attraction Monitor and this report illustrates the findings for September 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. Three establishments were closed during September due to refurbishment. The sample for this report was 135 attractions.

Overview

Overall performance was strong in September, with **nearly two thirds (62%) of attractions in the region reporting an increase in visitor numbers** compared to September 2008.

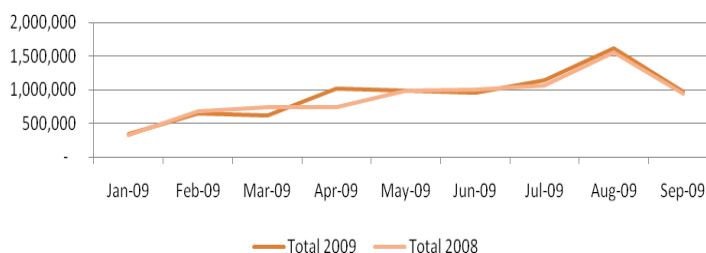
Regional and Sub-regional Performance



East Yorkshire (86%) saw the greatest increase in visitor numbers, with nearly **three quarters of attractions** reporting an increase in visitor numbers of more than 10%. A large number of events in the region have helped to boost visitor numbers during the month. The Freedom Festival and the Clipper 09/10 Round the World Yacht Race, which began in Hull saw a significant increase in visitor numbers to East Yorkshire this month.

North Yorkshire (64%) and South Yorkshire (58%) also reported an increase in visitor numbers compared to September 2008.

Total Visitor Numbers Month on Month Trend 2009

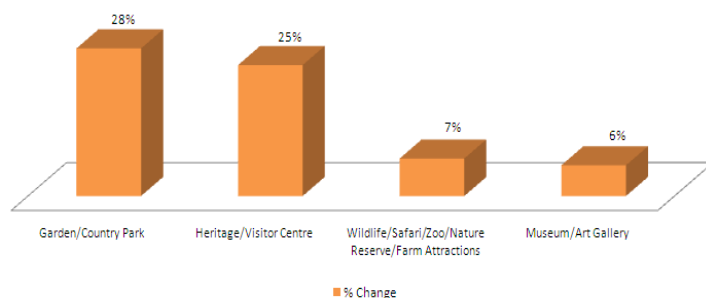


Compared to 2008, leisure visitor numbers increased by 4%, while the number of third party visitors increased 11% on September 2008.

East Yorkshire reported a 25% increase in the number of school visitors compared to 2008. All counties reported an increase in the number of third party visitors, but more significantly West Yorkshire (40%) and East Yorkshire (30%) reported the highest increases in third party visitors.

A number of attractions this month reported that visitor numbers had increased in September 09 due to good weather and special events. Other comments included UK residents taking holidays in the UK rather than going abroad, increased promotions including marketing by Welcome to Yorkshire, and more specifically Visit York.

Total Visitor Numbers by Type of Attraction (% Change)

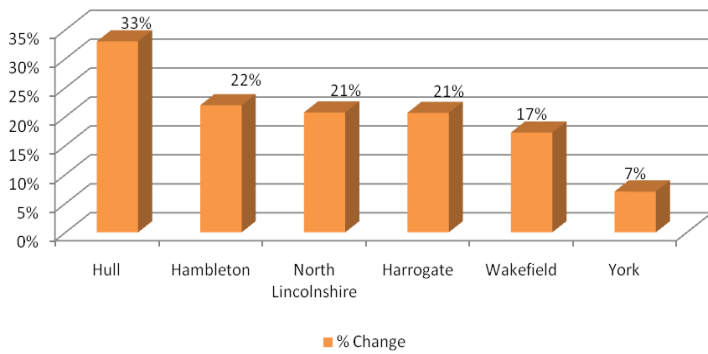


Gardens and country parks (28%) reported the highest increase in visitor numbers while heritage and visitor centres (25%) also saw an increase in visitor numbers during September 09, mainly due to special events encouraged by excellent weather.

Wildlife and farm attractions reported the third highest increase of 7%, while museums and art galleries reported a 6% increase in visitor numbers during September 09.

Yorkshire Visitor Attraction Monitor Report 2009

% Change of Total Visitor Numbers by District



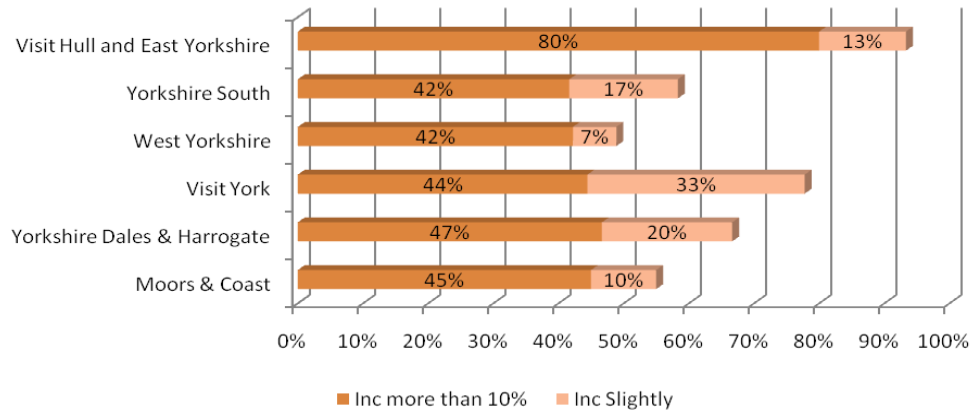
When analysing results by district, the following areas showed significant increases in visitor numbers.

Hull (33%) reported the highest increases in total visitor numbers, stating the Clipper 09/10 Round the World Yacht Race and Freedom weekend as having a significant impact on visitor numbers. Hambleton (22%) reported the second highest increase, followed by North Lincolnshire (21%) and Harrogate (21%), Wakefield (17%) and York (7%).

Attractions also reported that increased marketing activity and promotions by Welcome to Yorkshire continued to have a positive effect. The current economic situation also continues to have a positive effect on visitor numbers to Yorkshire attractions, with increasing reports of more people visiting Yorkshire instead of taking short breaks abroad.

Detailed Monthly Results

Performance by Area Tourism Partnership



Visit Hull and East Yorkshire saw the greatest improvement, with almost all responding attractions (93%) reporting an increase in visitor numbers. Visit York reported (77%), followed by Yorkshire Dales and Harrogate (67%) and Yorkshire South (59%).

Type of Attraction

Overall performance continued to be strong throughout September continuing the monthly trend. Over **two thirds of indoor attractions** and just **over half of pay-to-enter attractions reported an increase in visitor numbers** compared to September 2008.

A number of **outdoor attractions** held a **special event** during September, which, encouraged by the good weather **increased third party visits by 32%**.

