



VISIT YORK
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KEY FACTS ON TOURISM IN YORK **(as at January 2009)**

Introduction

Visit York and its activities

Key Statistics

- Economic Impact Model
- Visitor Survey Summary
- Hotel occupancy figures
- Visits to attractions
- Business and Conference Tourism

Recent and current investment in retail, leisure and tourism

Changes in tourism in York since 1995

THE CITY OF YORK

The City of York is one of England's most historic cities - with a history dating back almost 2000 years to AD71 when the Romans founded Eboracum. Successive Anglo-Saxon, Viking and Norman invasions added to the city's colourful history.

There is visible, physical evidence - in buildings, monuments and even street-names - of all periods of English and European history in a few square miles within the walled city of York.

Located at the confluence of the rivers Ouse and Foss, the city centre is encapsulated within an almost complete medieval wall, with a street pattern developed from Roman, Viking and medieval times.

The city is dominated by York Minster, the largest Gothic cathedral in Northern Europe, and offers a range of other attractions, including the Jorvik Centre, National Railway Museum and Castle Museum, that bring some 4 million visitors to the city from all over the world each year.

SOME OF THE MAIN HISTORIC FEATURES OF YORK:

- York Minster - the largest medieval church in Northern Europe, with a wealth of Stained Glass. The Minster is on a historic site that dates back to Roman times.
- The Bar Walls - the finest remaining circuit of medieval walls in England, built during the 13th and 14th century and standing two miles in length
- The Shambles - one of the best preserved medieval streets in Europe
- Merchant Adventurers Hall - a medieval Guild Hall, built 1357-62.
- Fairfax House - an eighteenth century Town House, restored by York Civic Trust in 1984.
- Treasurer's House - the original home of the Treasurers of York Minster. Present building dates from late 16th-early 17th century
- Clifford's Tower, 13th century stone tower on an artificial mound erected by William the Conqueror.
- St William's College - built c1475 for the Minster Chantry priests
- The Guildhall - dates from the 15th century - restored after the War.
- Mansion House - built in 1725-30 as the official home of the Lord Mayor.

VISIT YORK

Visit York is a single tourism organisation for the city of York, established to strengthen the promotion and development of tourism in York and build on achievements in the past few years.

The company's activities will be focused on the concerns of visitors, businesses and stakeholders – covering such areas as marketing and promotion of the city as a visitor destination, development of the quality of York's product offer, improved market research, better visitor information service provision, training and skills projects, growing York's gateway role with the rest of the region and better communication with businesses and stakeholders – all the while growing the scale of private and public sector investment in tourism activity.

Visit York unites York Tourism Bureau, the York Hospitality Association and the Council's tourism team (formerly partners in the First Stop York tourism partnership) in a company limited by guarantee which will be able to work with businesses, stakeholders, Yorkshire Forward and the Yorkshire Tourist Board much more effectively.

Visit York is not just a membership organisation but works with all businesses in different ways. The overall aim is to grow the value of tourism by 5% annually (meeting Yorkshire Forward's regional target) and improve the quality of the visitor experience. Among the main aims of Visit York is to maximise the economic and employment advantages of tourism in York to the benefit of businesses, employees, residents and visitors. It will build on concerted action which started in 1995 and made major progress on:

improved visitor numbers
longer visitor stays
higher spending per head and in total
increased turnover levels
more employment opportunities for local residents.



In the meantime the Visit York Board is developing a business plan at the moment and is already establishing a set of priorities which will help achieve the 5% growth target:

- Leisure and business tourism marketing – using improved branding to build on the success of York as the European Tourism City of the Year
- Business engagement - talking to businesses, creating events, training initiatives and improved communications to inform businesses of new opportunities arising from

marketing activities, new events and product investment – and listen to businesses' needs

- Complete the transformation of the Visitor Information Centre service to a world class visitor services operation in new premises in Blake Street that will generate additional business to hundreds of York and Yorkshire accommodation providers, attractions, event organisers etc
- Working with partners to influence and improve York's visitor offer – seeking to attract new tourism investment into the city, improve public spaces and in general seeking to raise the quality of the visitors' experience – to encourage them to spend more money in York and stay longer
- Working with partners on events, festivals and the evening economy – all further opportunities to grow business in the city, and engage with visitors and residents
- Contribute fully to the growth of tourism and the visitor economy throughout Yorkshire – extending York's gateway role for visitors to the rest of Yorkshire, and working with Yorkshire Forward, the Yorkshire Tourist Board and other tourism partners to establish the Yorkshire Tourism Network, making the most of York as the region's strongest city tourism brand
- Working with businesses to identify and resolve their skills and training needs and good employment practices

CURRENT PLANS

In the meantime, in 2007 a new Tourism Strategy and Action Plan was published. This identifies a set of clear objectives for tourism in York:

developing the city's visitor economy
increasing length of stay and visitor spending
identifying, meeting and exceeding customer/visitor expectations.

The Strategy identifies the key priorities for tourism. These priorities (and NB this list is not exhaustive) will include:

Promotion of York as a visitor destination through a combination of marketing, market research, product development and visitor information activities. Visit York will lead this, and these services are being enhanced.

Strategic long-term investment, designed to renew and enhance York's visitor offer and encourage the high-spending, long-stay visitor by adding value to their visit. Components will include:

- Investment in the quality of place, corridors and linkages between the key attractions
- Supporting major investment propositions that benefit tourism: The Minster East Front, York Central, Cultural Quarter, Terry's
- High quality, innovative VIC provision
- Support for events and festivals as a means of bringing new and returning longer stay visitors to the city
- Generating high quality hotel development
- Developing York as a Gateway to the rest of Yorkshire

Ensuring that the marketing and promotion of such investment priorities is taken fully into account, to promote York to clearly identified target markets, complementing regional and national marketing activities. Visit York will lead on this.

Creating the environment for other organisations and partners, including the commercial sector, to invest in and grow their business activities in York.

KEY STATISTICS ON YORK TOURISM

- 4.09 million visitors a year (2007 estim)
- £364 million spent in York each year (2007 estim)
- 10,646 jobs in York created by tourism (2007 estim)
- 50.6% bed occupancy 2007, 64.2% room occupancy
- Visitors - largest representation in the 45-64 age-groups and in the ABC1 age-groups
- 15% of visitors are from overseas (around a quarter of these from North America)
- 80% of visitors in 2007-08 are repeat visitors
- Travel to York (2007-08)

Car	59%
Train	27%
Regular Bus	3%
Coach tour	10%

Conferences and corporate events:

- Over 34,500 business events in York each year – 48% corporate, 30% public bodies, 23% associations and charities
- Business related events are worth £132.4 million of direct value to venues.
- Over 1.3 million delegates attending events in York
- Very high levels of satisfaction with both the venue and York

REVENUE GENERATED BY TOURISM (rounded, in £ Millions)

	1997 est.	1998 est.	1999 est	2000 est	2001 est	2002 est	2003 est	2004 est	2005 est	2006 est	2007 est
Hotels	£48 mn	£49 mn	£56mn	£55mn	£65mn	£75mn	£72mn	£72mn	£84mn	£87mn	£72mn
Food and Drink	£36 mn	£33 mn	£34mn	£35mn	£38mn	£42mn	£44mn	£43mn	£44mn	£53mn	£67mn
Local transport	£3 mn	£3 mn	£4mn	£6mn	£4mn	£5mn	£5mn	£4.5mn	£5mn	£5mn	£6mn
Visitor attractions	£28 mn	£23 mn	£24mn	£20mn	£23mn	£25mn	£24.5mn	£23mn	£29mn	£25mn	£32mn
Shops	£94 mn	£100 mn	£97mn	£93mn	£91mn	£96mn	£92mn	£92mn	£93mn	£105mn	£126mn
Evening entertainment	n/a	n/a	n/a	£3mn	£3mn	£6mn	£5mn	£6mn	£9mn	£7mn	£4mn
Multiplier effect	£37 mn	£37 mn	£38mn	£37mn	£39mn	£44mn	£42.5mn	£42.5mn	£47mn	£49mn	£54mn
TOTAL	£246.7m	£244.4m	£253.8m	£248.8m	£264.3m	£292.9m	£284.7m	£283.6m	£311.8mn	£332.9mn	£363.6mn

YORK – BUSINESS, CONFERENCE AND CORPORATE TOURISM

One of York's specific market segments is the business and corporate sector.

There are more than 50 venues in the city which cater for meetings, conferences, exhibitions, dinners and drinks receptions (excluding weddings and private parties) plus others within easy travelling distance. These range from hotels and education establishments to historic attractions and other unique venues.

Key facts and figures

In a survey of *York's business, conference and corporate venues*, carried out by Visit York in 2007-08:

- Over 34,500 business related events took place in York – over 29,400 of them were conferences and meetings
- 48% of them were corporates, 30% public bodies and 23% associations and charities
- 57% were one day conferences - 43% involved staying overnight.
- Business related events generated an estimated £132.4mn of direct value to venues in York in 2007. 70% of this value was from residential events, about 30% was from non-residential.
- There were an estimated 1.3 mn delegates attending events in York – generating an estimated 1.8 mn delegate days.
- Peak months for conferences in 2007 were the autumn (especially October), and early Summer (especially June). Quietest months were August followed by January and February.
- Most events had 50 or less delegates (average number was 35), but 10% had more than 100 delegates.

VISITOR SURVEY APRIL 2007-MARCH 08 COMPARED WITH 06-07, 05-06, 04-05, 03-04 AND 02-03
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	07-08	06-07	05-06	04-05	03-04	02-03
Numbers surveyed (including booster survey)	1000	1001 5051	1000	1184	1095 4676	1009 1418
UK v Overseas:						
UK	85	85	81	75.6	77.3	81
Overseas	15	15	19	24.4	22.7	19
Of overseas:						
N America	25	26	32	26	21	45
Europe	44	47	34	37	44.5	35
Australasia	16	14	22	19	14	13
Far East	11	6.5	5	10.8	12.4	1.5
Rest of the world	4	6.5	7	6.2	8.1	u/k
Of UK:						
Yorkshire/Humber	29	29	28	22	27	24
London/SE/East	15	17	15	20	21	23
North East	10	11	7	7	11	10
North West	9	12	13	15	12	13
Midlands (East/West)	16	14	17	19	17	
Type of accommodation						
3-star hotel	34	32	37	35	38	34
1-2 star hotel	7	14	12	9	15	16
Guest house/B&B	31	30	24	20	29	29
Caravan park	3	6	2	5	2	n/k
Staying with friends	16	10	12	9	5	7
Self-catering	3	3	4	4	3	3
Youth hostel	2	2	4	4	3	3.5
Camp site	1	2	1	1.5	1	3.5
Main reason for visit						
Leisure	79	84	84	89	89	89
Shopping	15	11	7	8	7	7
Business	4	4	3	3	3	3
Education	3	4	4	3	4	3
Visiting friends + relatives	11	9	8	6	4	4
Organised or independent?						
Travelling on organised trip	11	12	12	9	8	10
Independent	89	88	88	91	92	90
Percent obtaining information before coming to York?	40	37	41	41	46	49
Of those who sought information, sources:						
Internet	61	59	62	58	54	43
Friends/relatives	18	5	6	11.5	21	23
York TIC	11	4	8	13	15	16
Other TICs	5	2	4	11	14	16
Travel agents	8	8	8	u/k	u/k	u/k

07-08 06-07 05-06 04-05 03-04 02-03

Use of TIC since coming to York (of those who looked for information at all)

47 34 45 42 37 35

How long since last visit?

First time visitor	20	21	24	22	23	26
Repeat visitor	80	79	76	78	77	74
Visited > 1 years ago	27	36	36	48	46	43
Visited > 5 years ago	22	23	39	28	29	27

Only 58% of the visitors were repeat visitors in 1995-96

Overseas visitors – place of entry to the UK

London	35	43	38	53	62	62
Manchester	24	24	26	14	13	14
Other airport	9	13	11	5	7	9
Other ports	5	4	4	5	9	3
Hull/Humber ports	7	2	4	8	7	10
Leeds Bradford Airport	7	6	7	1	2	

How to get to York:

Car	59	59	60	65.5	65	64
Train	27	25	28	22.5	23	23
Coach tour	10	10	8	8.4	8	8
Regular bus	3	4	3	3	2	3

How did you get to the centre?

Foot	39	50	50	44	53	49
Car	22	20	22	25	25	26
Park and Ride	18	13	15	15	12	12

Visitors' likes and dislikes (NB unprompted): Likes

History	79	81	70	81	81	83
Museums and attractions	60	52	57	47	48	47
Variety of things to see/do	31	34	37	26	25	18
Interesting buildings	46	35	25	33	22	30
Shops	33	30	20	21	19	18
Compactness	34	23	32	21	17	16
Food/restaurants/pubs	26	14	13	-		
Events and Festivals	4	2	3	1.6		

Dislikes (unprompted)

None	59	65	67	67	65	67
Parking	15	8	11	10	8	5
Traffic	14	8	7	7	6	7
Crowds/queues	12	8	6	7	5	4
Expensive	2	3	2	3	3	
Weather	1	2	2	2.5	3	
Signposting	4	1	1	2	2	

Comments on certain statements (% agreeing):

York's an expensive place to visit	33	28	29	29	30.4	-
Traffic in centre is a problem	32	23	24	28.5	28	30
Impossible to park near centre	18	10	15	13	11	12
Crowds spoil your enjoyment	14	11	9	17	11	14
York's a dull place in evening	4	3	2	3	3	5

% enjoying York more than other places

	07-08	06-07	05-06	04-05	03-04	02-03
More	61	66	63	63	64	61
The same	32	29	29	29	31	35
Less than	3	1	1	1	1	1

% who've already visited, or are intending to visit, somewhere else on their present visit to York:

Anywhere	49	43	41	47	48	47
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Of those, % wanting to visit/already visited.....

Anywhere in Yorkshire	79	73	71	72	80	70
Yorkshire countryside	51	48	44	51	57	51
Yorkshire seaside	40	34	33	35	31	25
Harrogate	15	12	18	10	9	5
London	18	17	18	24	19	16
Edinburgh	12	13	14	15	12	9

What did you think of York?

Better than expected	28	26	27	27	26	26
Worse than expected	2	1	1.5	1.5	1	1
Same	68	70	65	65	68	70

Likelihood of visiting York again (old question)

Very				56	57
Fairly				26	25
Not very				8	9
Not at all				2.5	2.5
Don't know				7	6.5

Frequency of intended visits to York (new question):

	07-08	06-07	05-06	04-05	03-04	02-03
At least once a year	45	43	40	36.5		
Every two years	10	11	12	14		
Less frequently	39	39	33	36		
Never	3	2	3	4		

Profile of visitors

16-24	8	5	7	7	6	6
25-34	15	10	13	11	14	16
35-44	20	18	19	19	22	22
45-54	18	23	21	21.5	24	24
55-64	19	23	20	23	22	19
65+	20	19	19	18	11	12

Socio-Economic Groups

AB	21	14	18	21	26	28
C1	32	39	31	33	38	38
C2	24	27	28	25.5	22	20
DE	15	13	16	16	14	15

% of people with access to the internet

80	79	78	78	78	76
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NEW: Evening economy questions: First asked in 2005-06

	07-08	06-07	2005-06
Spent time in York in the evening?	58	51	50
No	39	41	44
If yes, what did you do:			
Meal/eat out	71	60	50
Ghost walk	2	4	17
Pub/bar	33	22	16
Walking/sightseeing	18	17	14
Awareness of new lighting initiatives?			
Yes		18	14
No		72	71
Have you seen the new lighting?			
Yes		17	14
No		70	67
If yes, opinions:			
Attractive/good/beautiful/liked		72	68
Adds to atmosphere/impressive		8	14
Disappointed/could be better		3	5

Attractions – awareness of them and intention to visit

	Awareness						Intention to visit/already visited					
	07-08	06-07	05-06	04-05	03-04	02-03	07-08	06-07	05-06	04-05	03-04	02-03
Minster _____	90	95	91	93.5	93.5	95	35	41	46	43.5	45	51
NRM _____	83	89	87	87	88	90	45	50	53	54.5	48	46
Jorvik _____	83	84	82	85.5	91	90	29	21	25	26.5	39	38
Castle Museum_	72	77	76	82	86	87	31	25	38	39	35	38
Shambles _____	75	82	73	78	81	83	43	57	43	43	48.5	48
Bar Walls _____	76	78	60	66	68	58	22	19	18	17.5	19	18
Clifford's Tower_	57	58	55	54	60	57	11	9	13	9.5	12	9
River Trips_____	48	60	54	55	60	59	9	10	9	6.5	10	12
York Dungeon__	54	54	50	50	59.5	62	12	9	8	8.5	9.5	9
Tour Bus _____	38	49	47	45	53	57	7	8	6	6.5	6.5	10
Yorkshire Wheel	61						24					

YORKSHIRE TOURIST BOARD'S HOTEL OCCUPANCY SURVEY: YORK

* NB new sampling frame used from July 2000

<u>Bed Occ %</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Average %	53.5	46.5	47.1	54.3	53.3	52.3	56.7	55.8	55.0	54.8	50.6	47.7	49.9	48.8	50.9	48.0	46.7	50.6	

<u>Room Occ %</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Average %	65.1	60.3	59.0	65.7	64.7	62.9	67.5	65.4	67.7	67.3	63.3	60.0	64.3	62.1	65.1	62.9	59.6	64.2	

The distinction between bed and room occupancy:

This is seen as linked to the different tourist markets. A conference destination may prefer to look at room occupancy - i.e. a single conference delegate in a double room counts as 100% room occupancy - but 50% bed occupancy. In contrast family holidaymakers will probably occupy more or all of the beds in each room. Maximising bed occupancy is therefore more significant for holiday destinations. Given that York is interested in both leisure and conference visitors, we wish to see continued improvements in both tables.

BED-STOCK IN YORK

Number of bed-spaces:

	2007*	2006	2005	2004	2003	2002	2001	2000	1999	
Bed and breakfast	317	2,050	1,811	1,519	1,718	1,916	2,037	2,402	2,427	(11% seasonal in 04)
Guest Houses	2,236	1,213	1,060	915	902	889	810	947	1,049	(8% seasonal in 04)
Three/Four star hotels	1,466	3,358	3,335	3,214	3,216	3,218	3,328	2,920	2,814	
Country house hotels	154	305	383	443	419	395	395	435	502	
Inns	176	174	187	177	185	192	183	267	267	
Travel Lodge-style	374	866	853	841	803	766	239	215	207	(5% seasonal in 04)
Farmhouse/townhouse	14	488	458	427	395	362	243	42	35	
University	1,200	1,097	807	807	1,400	1,500	1,400	1,600	1,600	seasonal (140 days/yr.)
Unserviced	2,823	1,913	1,913	1,562	1,506	1,449	1,288	1,065	u/k	seasonal (180 days/yr.)
TOTAL	8,760	12,514	11,876	10,910	11,549	11,693	11,011	11,038	10,854	
Year round	4,737	9,504	9,156 est	8,273	8,185	8,097	7,707	7,495	7,428	
Seasonal	4,023	3,010	2,720 est	2,637	3,364	3,596	3,304	3,543	3,426	

* There are been major changes to the number of bed spaces in some accommodation categories this is due to reclassification by accommodation providers, new categories and an update of the YTB database.

INVESTMENT SINCE 1995 IN RETAIL, LEISURE AND TOURISM IN YORK

Leisure/attractions

- The **Jorvik Viking Centre** reopened following a £4.8 mn. refurbishment from November 2000, introducing a whole range of new technology innovations
- A £3.2 mn **City Screen cinema** has opened behind Coney Street, on the bank of the Ouse. The three screens have 230, 140 and 120 seats respectively and show art house new releases, vintage movies and popular films. There are also two restaurants and a cafe bar.
- **The National Railway Museum** - £4 million scheme to improve facilities through a new wing for the museum. This opened in July 1999.
- The £1 million restoration of the Great West Door of **York Minster** has been completed as a key part of a full £4 million restoration project.
- The £2 mn. **National Centre for Early Music** has opened at a refurbished medieval church, St Margaret's, Walmgate. This early music educational centre, supported by a £1.5 mn. lottery grant, will attract visitors from around the world.
- **York Dungeon** - £1 million expansion to double in size has been completed - a further £200,000 refurbishment has been agreed.
- New £11mn Next Generation/David Lloyd sports, health and fitness centre off Hull Road has now opened as **Next Generation Club – Heslington**.
- There was a £110,000 investment in work to extend and improve the **National Railway Museum** site prior to the Railfest event in May and June 2004. Work included new track laying. The National Railway Museum has recently secured the **Flying Scotsman** following public donations and £1.8mn from the National Heritage Memorial Fund
- The Warner Village Cinema at Clifton Moor has been relaunched as **Vue**, with improvements to the foyer area. The multiplex originally opened in March 1990.
- **York Art Gallery** has secured a £272,000 grant through the Heritage Lottery Fund to improve the entrance and main gallery. York Museums Trust has created a new gallery for temporary exhibitions in front of the main entrance and learning space, with a continental-style café seating area. The total investment is £445,000. The Trust was awarded £96,550 by the Esmée Fairbairn Foundation to display a world class collection of ceramics for an exhibition at York Art Gallery in 2005.
- **York Castle Museum** has undergone a £125,000 facelift including improvements to the reception and shops area.
- A £250,000 project has been completed to turn an underground **Cold War bunker** at Shelley House, Acomb, into an educational attraction run by the Cold War Conservation Trust. The bunker is now owned by English Heritage.
- The **Yorkshire Film Archive's** new base is at the Fountains Learning Centre, York St John's College. Clifton-based property consultants Lightly and Lightly recently supervised the installation of a new temperature and humidity control system to ensure the safety of some 3,500 historic films. The Archive received a grant of nearly £1mn from the Heritage Lottery fund and Yorkshire Forward. There is a Public Access viewing Room.
- **The Bar Convent** has been modernised to include new conference facilities, a refurbished cafe and 15 bedrooms.
- The £10 million Tattersall Stand at **York Racecourse**, built by Shepherd Construction, has opened.
- **Waterworld**, the former Ryedale Leisure Pool opened in 1997, at a cost of £5.5 million
- There has been a £200,000 investment in improvements to the **Merchant Adventurers Hall**, including the treatment of medieval timbers and the installation of a lift and other improvements to help disabled visitors. This work was funded by an English Heritage lottery grant.

- A new art gallery has opened in the basement of the **Treasurer's House** as an extra attraction in the National Trust owned property. Another contemporary art gallery has opened in the Postern Tower on Fishergate.
- **A Quilt Museum and Gallery** opened on 7 June at St Anthony's Hall, Peasholme Green. This will be Europe's only museum dedicated to quilting and textile arts, and will be the national headquarters of the Quilters' Guild of the British Isles. St Anthony's Hall, a draw in its own right, is one of only four remaining medieval guild halls in York.

Hotel developments

- £3mn, 90-bed **Travelodge** in Piccadilly has opened
- £4mn, 100-bed Quality Hotel (**now Hotel 53**) in Piccadilly opened in June 2001.
- £5mn 80-bed **Queens Hotel** in Skeldergate opened in July 2000.
- £2.5mn 87-bed **Premier Lodge** in Blossom Street, opened in October 2001.
- £6mn, 104-bed **Ramada Encore**, opened in 2002, on the corner of George Hudson Street and Micklegate.
- The **Monkbar Hotel** has undergone a £2.5 mn. expansion and redevelopment, including 57 new bedrooms, two new conference suites, three lounges and two new bars.
- The **Marriott Hotel** has undergone a £1.8mn. refurbishment programme as part of its changeover from the Swallow Hotel. The hotel has 108 rooms.
- A £3mn, 350-seater **conference centre** opened at the Royal York Hotel in September 2000. A £1.4mn leisure centre has now opened.
- £3mn investment is taking place at **Aldwark Manor Hotel**, which is expanding from 28-60 bedrooms.
- **Bootham Bar Hotel** in High Petergate has been bought for £500,000 and £150,000 more has been invested to create a boutique-style hotel with every bedroom uniquely decorated.
- **Novotel** completed a £2 million refurbishment of their Fishergate hotel.
- **The York Pavilion Hotel** in Fulford has been expanded in a five year project costing £1.5 million.
- **Swallow Hotel** - £500,000 management/conference centre now open, part of over £1 million of improvements.
- **Jarvis International Hotel** (formerly Fairfield Manor Hotel) - £5m redevelopment has been completed.
- **Churchill Hotel** is undergoing a £1.5mn refurbishment and extend from 14 to 32 bedrooms
- 44 bed **Hotel du Vin** opened on The Mount in November 2007: £9mn investment
- £4mn refurb of all 200 bedrooms in the **Park Inn**, North Street
- £2mn refurbishment of **Ibis York**, The Mount, completed

Retail, cafés and bars

- The latest **Jinnah Restaurant** has opened in York on the site of the former Haxby Court Hotel, in a £100,000 investment.
- There has been a £500,000 revamp of **Macmillan's Bar** in Rougier Street to produce a larger bar area and dance floor.
- **Revolution vodka bar** opened off Coney Street following the granting of a licence.
- The luxury bar chain **The Living Room** opened in Bridge Street, employing 35 staff.
- **Zara** and **H&M fashion stores** will operate from the new retail development in Spurriergate.
- **York Brewery** in Stonegate has a no-frills pub and shop selling merchandise and bottled beers.
- **Marks and Spencer's** £1.3mn revamped food hall opened in April 2004
- **The former British Gas showrooms** in Davygate have been redeveloped for a 25,000 sq.ft. Borders book store/cafe and an 11,000 sq.ft. JJB Sports goods shop.

- A top fashion retailer **New Look** opened a store in Stonegate Walk in 2004, with 50 full and part-time jobs. The company already has a store at Monks Cross.
- The Tetley Pub Company has invested £1.4 million in a café bar, **Harkers**, that has opened in St Helen's Square. More than £5 million has been invested in pub refurbishments in the Micklegate area alone since 1990.
- The former Lloyds Bank in Lendal has been converted to **The Varsity**, a £1.5 mn bar investment by Banks's Brewery.
- **3-7 Coney Street** has been sold for £7.15 mn. and four new stores have opened, including **Mango**, the international fashion retailer.
- **Wetherspoons** opened a £1.2mn, 350-seater bar in Piccadilly in 2002. 30 jobs created.
- **Buzz sushi bar** in 202-4 Swinegate has opened.
- **Café Pasta** is moving into restaurant premises in Lendal, following a £500,000 refurbishment..
- **Budgens Supermarket**, traditionally based in the south-east and East Anglia, has opened a store on the corner of George Hudson Street and Micklegate.
- **Mcdonald's restaurant chain** in Blake Street has undergone a £500,000 facelift, including a new style café for coffee and cakes.
- The **former York College for Girls**. Low Petergate, has been converted into a restaurant, five retail outlets and 17 apartments.
- The £4.5 million expansion of **Bhs's** city centre department store has opened. **Gap** has moved into part of the extended development in Davygate.
- **Marks and Spencer** have redeveloped their flagship city centre store in a £16.5 million scheme. A further store, "**Home**", has opened in Coppergate.
- £90 million **Monks Cross** shopping development (200,000 sq.ft.) opened in September 1998. Earlier, **Asda** opened a new 55,000 sq. ft. store at Monks Cross in an £18 million investment.
- £60 million Designer Outlet Village at **Naburn** opened in November 1998.

Infrastructure and other developments

- **Consort Hotels** have opened headquarters at Clifton at a cost of £1 million. They have merged with Best Western - the HQ of the combined group is in York.
- **York's Park and Ride Service** has been expanded by the Rawcliffe Bar service (751 spaces) which opened in February 2000 on Shipton Road. This follows the completion two years earlier of the £1.3 mn. opening of the Grimston Bar site, Hull Road. In summer 2004 the Monks Cross park and ride opened (750 spaces).
- **York Railway Station** - £1.5 million spent on maintenance and improvement works in 1997-98, with a further £3 million of improvements later
- A new £20mn County Stand at **York racecourse** has been completed
- £2.2 million new **Millennium pedestrian bridge** across the Ouse has opened.
- **NB Infrastructure improvements**, e.g. £200mn. M1 extension to the A1 and A64, which opened in 1999.
- A **£600,000 footbridge** has opened from York Station to the NRM.
- The £3.5mn **Monks Cross Park and Ride** opened in 2004 with 750 spaces.
- York hosted the 2005 **Royal Ascot meeting** while a new grandstand is constructed at the Berkshire course. 224,000 people came to the Knavesmire for the meeting. The race track is now a complete circuit loop allowing it to accommodate longer races of over two miles.
- An £11mn new flyover has opened at Bilbrough Top on the **A64 between York and Tadcaster**, allowing a gap in the central reservation to be closed.
- Some of York's city **bus stops** are being equipped with signs showing exactly when the next bus will arrive. The service is part of the £900,000 Bus Location and Information Sub System (BLISS).
- A major £636,000 revamp of **York Railway Station** has started, including improved facilities for cyclists, pedestrians and disabled bus passengers.

- There has been £30,000 invested in improving train information services at **Poppleton Station**. The station has over 73,000 passengers.
- **York Business Park**, a 60 acre business site to the west of York, has undergone £10 million of investment in on-site infrastructure works. Occupiers include Travel Inn, Wetherby Whaler and Bengal Brasserie
- Through a Farm Diversification Scheme, **York Golf Range** (with 18 driving bays) and **York Touring Caravan Site** (with berths for 20 caravans) have been established at Strensall.
- New **car park variable message signs** at key locations give motorists early warning if a car park is full and where alternative parking provision is available. There will be a network of 24 such signs located around the Inner Ring Road.

FUTURE PLANS

These include:

- **York Central** – a 30-35 acre site to the west of York station, with proposals for a mixed-use office core alongside housing, restaurants and bars and tourism and leisure uses (near to the National Railway Museum)
- **Hungate** – a ten acre site, mainly featuring housing but with business uses and public open space
- **The Barbican Centre** – redevelopment proposals include improvements to the auditorium and the development of hotel accommodation

(updated June 2008)

YORK TOURISM 1995-2008

Tourism Strategy and Action Plan produced March 2007. First Visitor Survey October 1995.

Key facts on progress from 1993 (last date of stats before FSY) and 2007:

	1993	2007	Difference
Average length of stay (days)	2.7	3.95	31.6%
Total number of nights stayed by visitors:	1.56mn	2.03mn	23.2%
Visitor spending (£mn)	205	364	77%
Employment (jobs)	8397	10,646	21.2%

What was York tourism like in 1995?

Attractions	No City Screen cinema in Coney Street No NRM extension (The Works) No Jorvik refurbishment Neither of the major new grandstands at York racecourse were open No Millennium Bridge Bar Convent still to open as a museum/attraction No National Centre for Early Music BUT: Friargate Waxworks Museum, the "old" City Screen with limited programme and York Arts Centre were still open - as was the Barbican Centre!
Shopping	No Monks Cross or Designer Outlet shopping centres No Borders Books or other new shops in Davygate Marks and Spencer was still being expanded in Parliament Street - and no Home store in Coppergate either No Virgin Store, Mango, French Connection etc
Nights out	None of the "new bars" - Slug and Lettuce, Pitcher and Piano, Orgasmic, Casa, Living Room, Harkers, Ha-Ha, Varsity etc No open air pavement cafes
Accommodation	No budget hotels in York at all, either on the outskirts of York or in the city centre. Accommodation stock (bedspaces) principally guest houses and B&Bs No Conference Centre at the Royal York Hotel
Getting to/around York	No A1/M1 link road round Leeds No brown signs on A1/A64 Only two park and rides
Marketing	Effectively, no internet Similarly no e-mails Very few mobile phones Very few budget airlines No dedicated tourism PR (or conference?) resource We had three TICs run by two separate organisations - Guide Friday and York Tourism Bureau
Events	No Festival of Food and Drink No Residents First Weekend St Nicholas Fayre existed - established in 1992 - but there was no wider Christmas promotion of York. No Chinese, Roman or Science Festivals.

The visitors were different, too:

- Over a third of York's visitors were from overseas - and over half of them were from North America.
- Far more stayed in guest houses than in 3 star standard accommodation.
- York had more visitors aged 35 or less than 55 plus.

Some dates:

First Residents First Weekend: January 6-7 1996

First Festival of Food and Drink: 20-28 September 1997

First full scale Christmas promotion – 1997 (St Nicholas Fayre started in 1992)

Key dates/actions over ten years (brief!)

1995	First Stop York tourism partnership established Visitor Survey starts October 1995 Brubakers bar installs 10 computers linked to the internet
1996	First Residents First: 6-7 January 1996 York Racecourse Tattersall Grandstand officially opens Bar Convent museum reopens Marks and Spencer store refurbished in Parliament Street Establishment of York Tourism Training Three year European Funding through Konver to boost marketing and product development activities Friargate Wax Museum closes
1997	First Festival of Food and Drink: 20-28 September Out-of-town budget hotels arrive: Holiday Inn Express and Travel Inn First pre-Christmas shopping campaign (to expand St Nicholas Fayre)
1998	ECOFIN (20-22 March 1998) First Stop York website launched - www.york-tourism.co.uk (sic!) First dedicated tourism PR resource (through FSY and York Tourism 2000) Slug and Lettuce opens - and The Quarter Monks Cross and McArthur Glen out-of-town shopping centres open. Production of the first trails guides to draw attention to many distinctive features of York (medieval churches/bar walls)
1999	The Works, £4n extension to the NRM, opens. Borders Books opens (and other shops in Davygate) Coffee chains start to open - Starbucks, Costa Coffee, Coffee Express etc - and pavement cafes A1 brown signs erected York Arts Centre closes
2000	3 November - floods reach their highest levels - business in York set back for six months Railway connections problems with huge national railway inspection programme National Centre for Early Music opens Rawcliffe Bar P&R opens City Screen opens Queens Hotel (the first of the city centre budget hotels) opens Royal York Hotel conference centre opened in September FSY-run TIC service begins

2001	Foot and mouth affects overseas visitors to UK Millennium Bridge opens More budgets - Quality Hotel (now Hotel 53), Premier Lodge Jorvik Centre reopens after £5mn redevelopment Designer Outlet P&R opens
2002	Ramada Encore opens Wetherspoons (Piccadilly) opens First Christmas Lights switch on show outside the Minster York Museums Trust launched Admission charges dropped at the NRM
2003	Funding secured from Yorkshire Forward for major investments in lighting and interpretation of the city. LSC funding for extra training initiatives in the city. York Minster charges for admission
2004	Railfest - plus £600K new footbridge from York Station to the NRM Flying Scotsman whatsonyork website First Chinese Festival First Roman Festival Monks Cross P&R opens New stores in Stonegate Walk County stand at York racecourse opens
2005	Royal Ascot at York Creation of York as a City of Festivals The Living Room opens City Art Gallery reopens after a £500K refurbishment Impressions Gallery closes Launch of DisabledGo website Many new activities being showcased to develop the evening economy in the city (ongoing - launch in October) Guy Fawkes 400 Refurbishment of the station Visitor Information Centre (November) New shops opening in Spurriergate (December)
2006	Relaunch of the ARC as DIG (March) Yorkshire Wheel (April) Constantine Exhibition at the Yorkshire Museum (March) and 1700th anniversary of the proclamation of Constantine as Roman emperor Cold War Bunker opens (English Heritage, May)
2007	Churchill Hotel is undergoing a £1.5mn refurbishment and extend from 14 to 32 bedrooms 44 bed Hotel du Vin will open on The Mount in November: £9mn investment Morrisons opened in Foss Islands Road in October. Part of a £40mn retail development
2008	Establishment of Visit York £4mn refurb of all 200 bedrooms in the Park Inn, North Street £2mn refurbishment of Ibis York completed £4mn Search Engine at the National Railway Museum: a Library, Archive and exhibitions project that opens up access to thousands of previously hidden materials The Grand Tour display of paintings in outdoor city centre locations begins in June Quilt Museum opens in St Anthony's Hall