

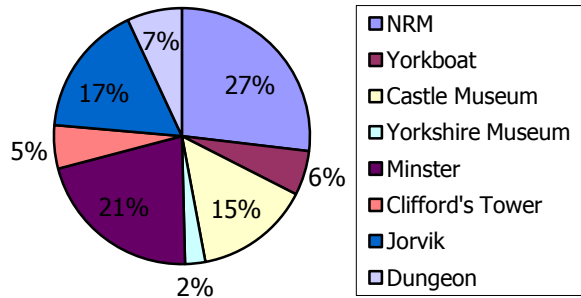
York Big Attractions Group Visitor Monitor 2010



Issued February 2011

There are eight attractions in the York Big Attractions Group (BAG): the National Railway Museum (NRM), Yorkboat, the Castle Museum, the Yorkshire Museum, York Minster, Clifford's Tower, Jorvik and the York Dungeon. In 2010 these eight attractions have welcomed a total of **2,307,217 visitors** (including education and groups visitors). Of these, 91% were leisure visitors, that is 2,096,884 leisure visitors. This is a 7% decrease in the number of leisure visitors when compared with 2009.

Visitors to York's big attractions



The attractions have received the following number of visitors in 2010:

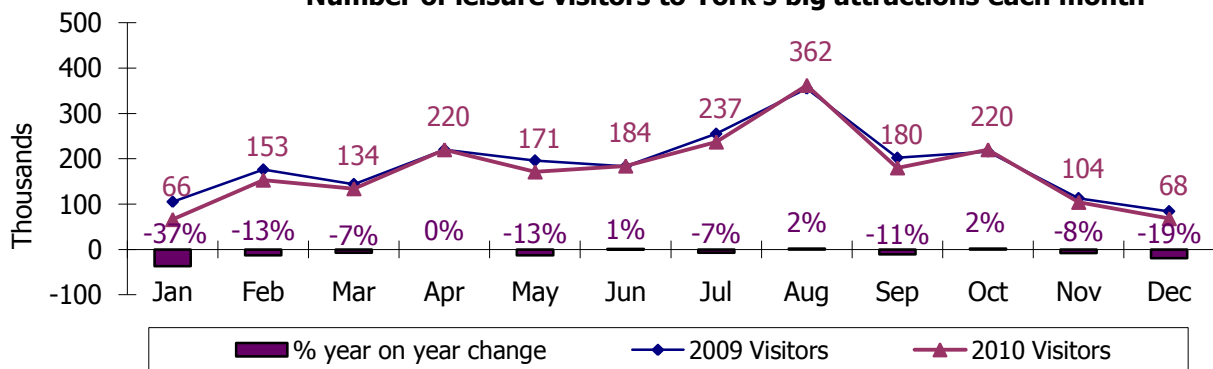
NRM	620,058
York Minster	491,213
Jorvik	384,976
Castle Museum	335,866
York Dungeon	160,043
Yorkboat	129,735
Clifford's Tower	126,377
Yorkshire Museum	58,949

Visitor numbers have remained fairly static over the last 6 years. There was a peak in 2006 before the credit crunch caused a downturn in tourism generally, which was mirrored by the visitor numbers to attractions in York.

Total visitors to York's big attractions each year



Number of leisure visitors to York's big attractions each month



Overall the seasonal trends are very similar to 2009. The unusually cold weather at the start and the end of the year caused big problems for all tourism businesses; however visitor numbers returned to normal during the Spring and Summer months.

For further information, please contact Zoe Rawson at Visit York (research@visitYork.org).

The attractions monitor is run by Visit York on behalf of the Big Attractions Group, which comprises the 8 attractions listed in this summary.

The 2011 summary report is due for release in February 2012.