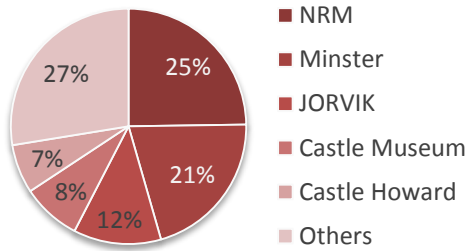


# York Big Attractions Group Monitor 2018

There are twelve attractions in the York Big Attractions Group: the National Railway Museum (NRM), City Cruises York, York Castle Museum, the Yorkshire Museum, York Minster, Clifford’s Tower, JORVIK Viking Centre, York’s Chocolate Story, the York Dungeon, York City Sightseeing, the York Art Gallery and Castle Howard (which is just 15 miles outside of York).

In 2018 these twelve attractions welcomed a total of **3,413,578 visitors**, making 2018 a record year for numbers of visits to York’s big attractions, beating the previous busiest year of 2013 by 7% and showing **year-on-year growth of 10%** compared to 2017. 93% of visitors were on a leisure trip, 4% were educational group visitors and 2% were in other groups.

Visits to the top 5 big attractions

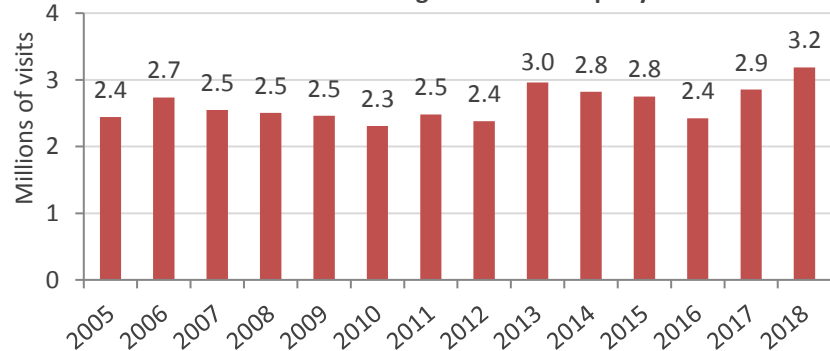


The National Railway Museum welcomed the most visitors of the group, with the Minster an ever closer second and the JORVIK Viking Centre in third place.

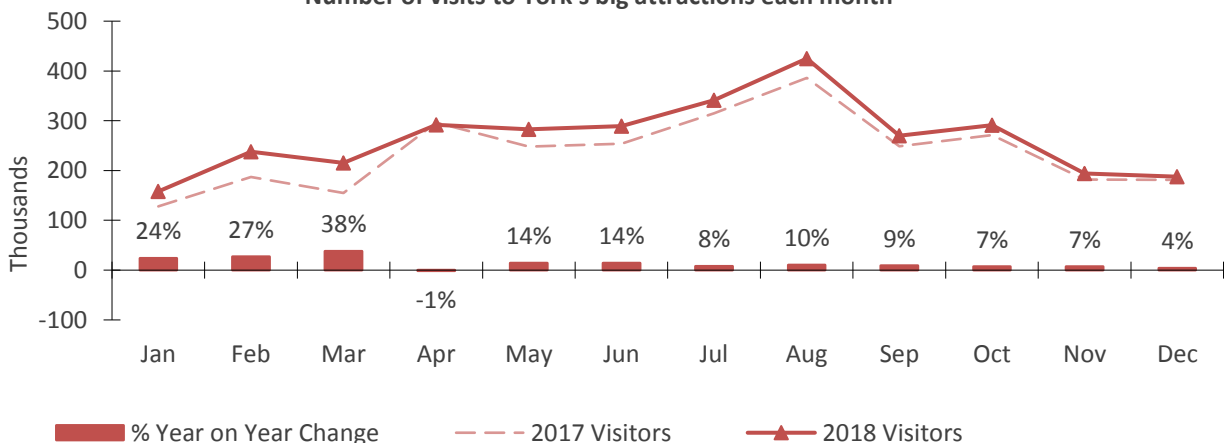
2018 was a positive year for eight of the twelve attractions who reported growth in visits, with the largest increases being a result of successful exhibitions, events and re-brands. Only three reported a dip in visits from the previous year and one saw no change.

Number of visits to the city of York attractions (excl. Castle Howard) average 2.8 million visits over the last five years. The number of visits in 2018 was higher than any other year since the survey began. August achieved the highest number of visits in a single month for over ten years.

Total visitors to York's big 11 attractions per year



Number of visits to York's big attractions each month



For further information, please contact Zoe Rawson, Senior Research and Insight Executive at Make It York ([zoe.rawson@makeityork.com](mailto:zoe.rawson@makeityork.com)) 01904 55449. The attractions monitor is run by Make It York on behalf of the Big Attractions Group, which comprises the 12 attractions listed in this summary.