



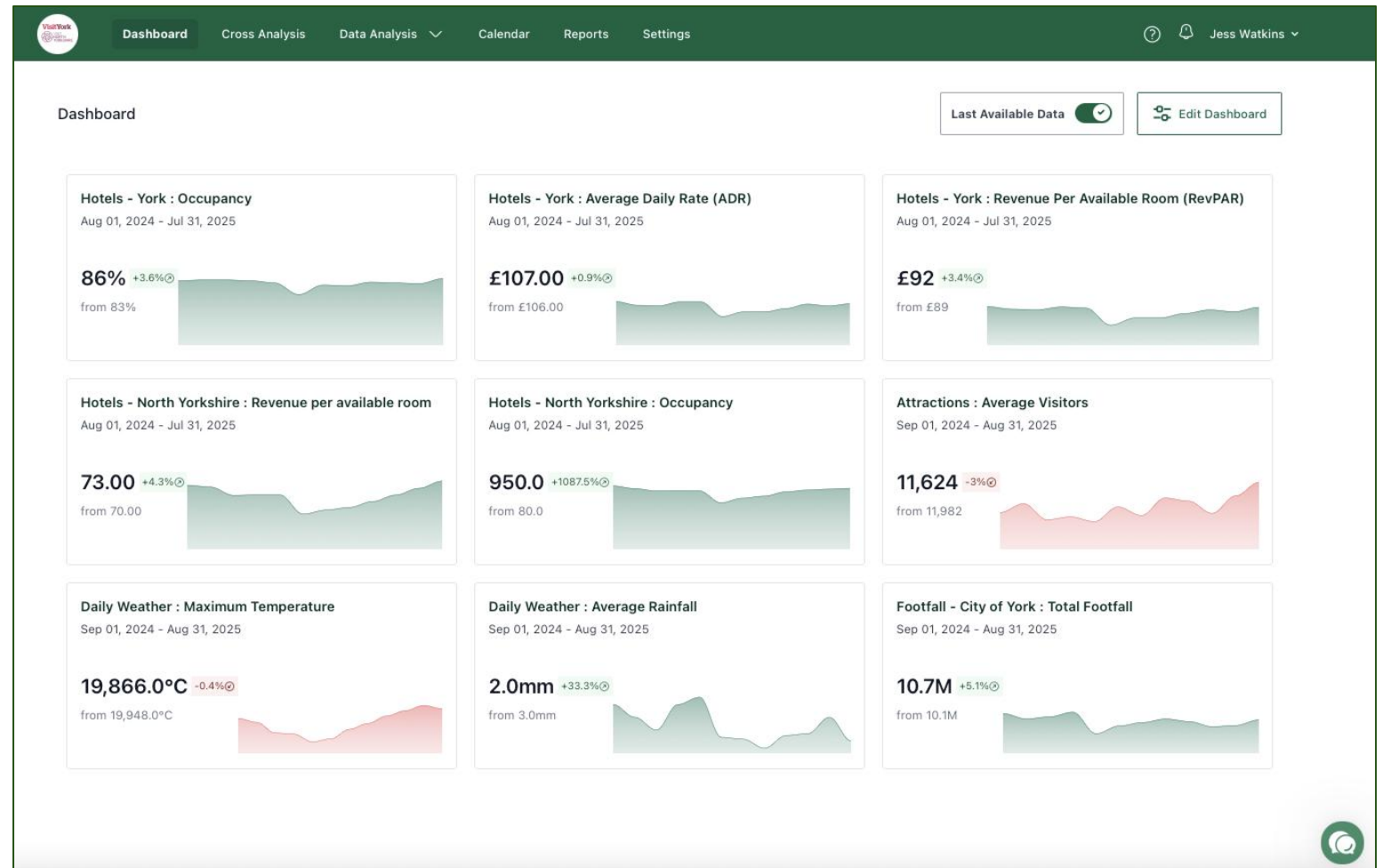
Accommodation & Attraction Member User Guide



Once you have logged into the Vist York and North Yorkshire T-Stats system you will see the Dashboard Screen. It may have more or fewer tiles than those visible below.

This provides a summary of the destination trackers and how they are performing using the Last Available Data, by default.

Clicking on a tile will take you straight into the analysis of that tracker.



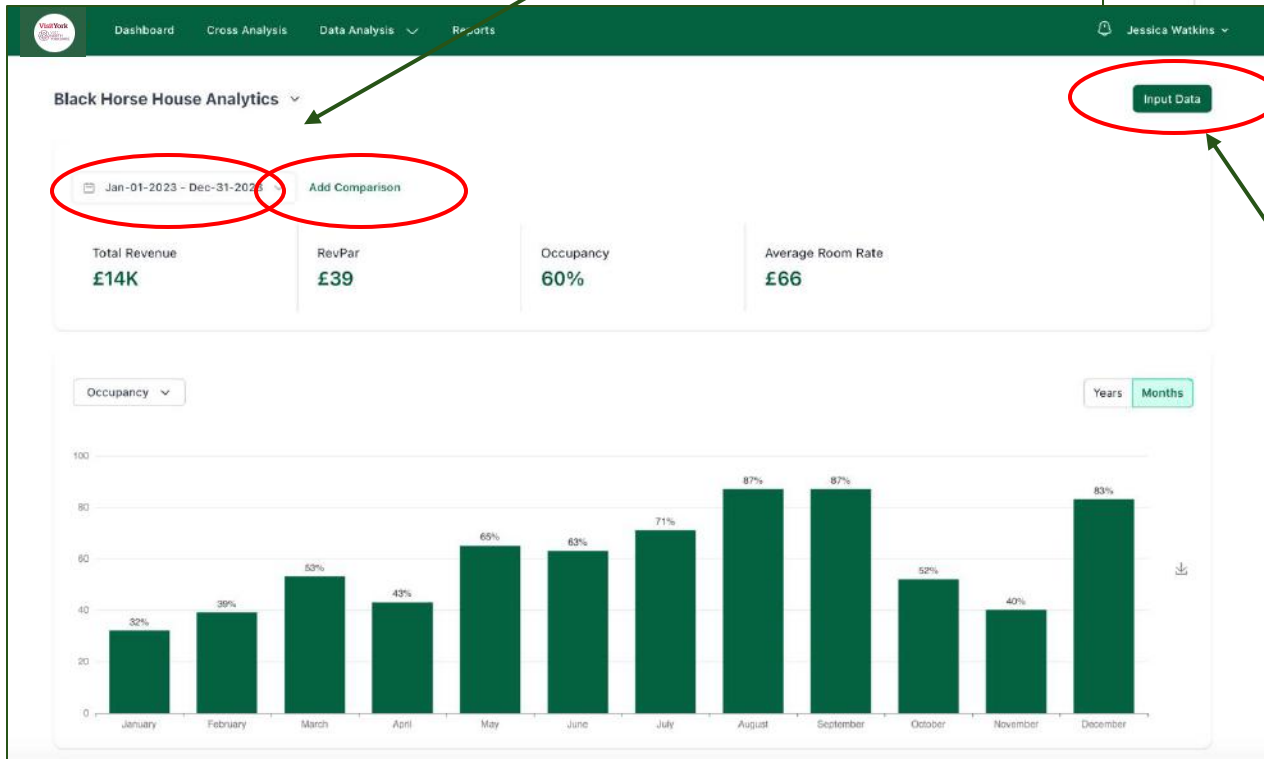
You can also navigate to the other parts of the system from this page, via the bar along the top. This panel is always visible wherever you are in the system so you can easily return to the dashboard if you need to.

To analyse the data for your business, click on Data Analysis, and My Business.

This brings up the analysis for your business.

You can change the date range by clicking on the date. Add a comparison time period by selecting Add Comparison.

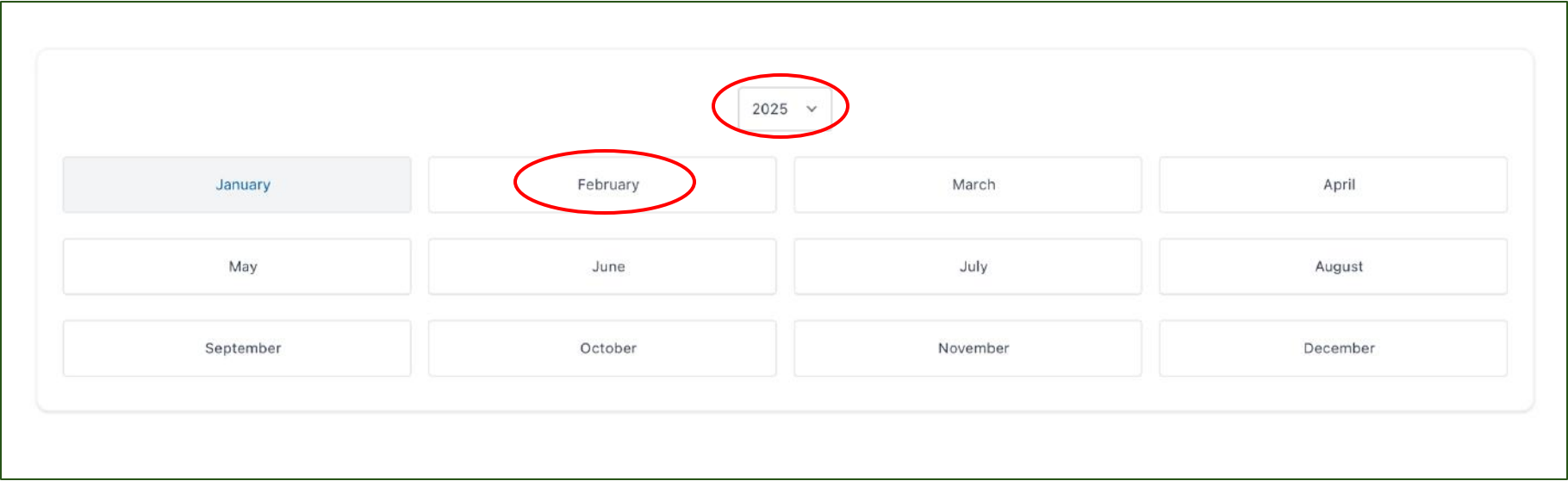
The screenshot shows the top navigation bar with the following items: **Dashboard**, **Cross Analysis**, **Data Analysis** (highlighted with a red circle and a checkmark), and **Reports**. Below the navigation bar, a dropdown menu is open, showing the following options: **Destination** (Track and analyze data from Sunborough), **National** (Access comprehensive data across the country), and **My Business** (Get personalized insights to boost your business performance). The **My Business** option is highlighted with a red circle. A green arrow points from the **Data Analysis** menu item to the **My Business** option.



If you just want to input data go straight to Input Data in the top right of the screen.

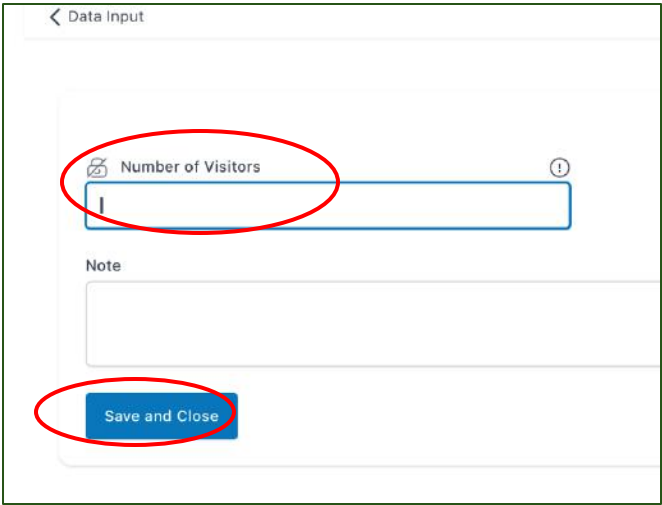
Head to the next page for help with inputting data...

On this page, select the month (or day if inputting daily) for which you would like to input data. If inputting December last year be sure to change the year in the dropdown selection.

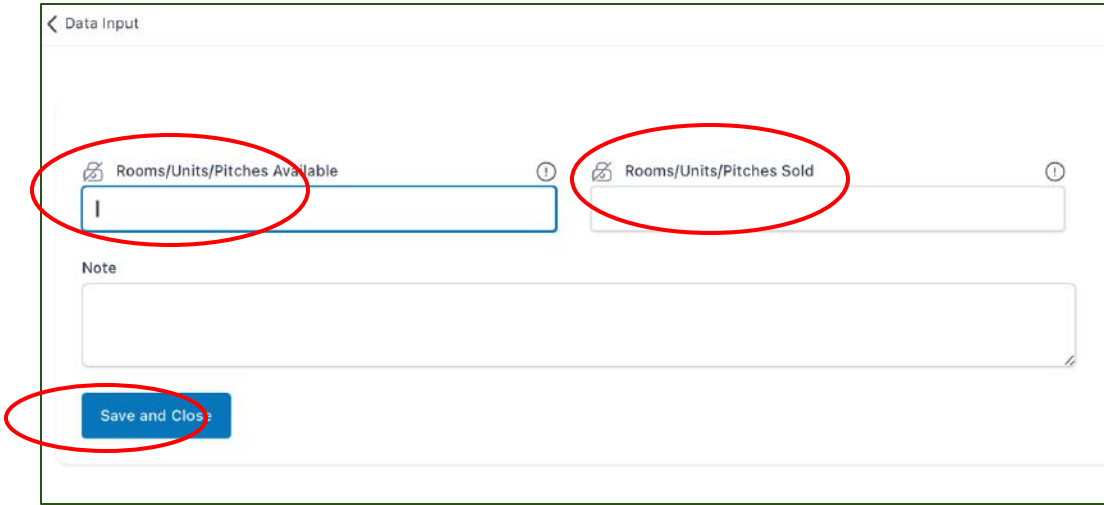


A screenshot of a month selection interface. At the top, there is a dropdown menu showing the year '2025'. Below it, there is a grid of twelve buttons representing the months of the year: January, February, March, April, May, June, July, August, September, October, November, and December. The 'February' button is circled in red.

Input the number of visitors if you're an attraction or visitor center, or the number of units, rooms, or pitches available and sold if you're an accommodation provider. Hover over the ! for more help. Click Save and Close when complete.



A screenshot of a 'Data Input' form. The form has a title 'Data Input' with a back arrow. Below the title, there is a label 'Number of Visitors' with a red circle around it. To the right of the label is a help icon (!). Below the label is a text input field. Below the input field is a 'Note' section with a text area. At the bottom of the form is a blue button labeled 'Save and Close' with a red circle around it.



A screenshot of a 'Data Input' form. The form has a title 'Data Input' with a back arrow. Below the title, there are two labels: 'Rooms/Units/Pitches Available' and 'Rooms/Units/Pitches Sold', both with red circles around them. To the right of each label is a help icon (!). Below each label is a text input field. Below the input fields is a 'Note' section with a text area. At the bottom of the form is a blue button labeled 'Save and Close' with a red circle around it.

To view other trackers relating to your destination/region click on Destination in Data Analysis.

Visual York

Visit York

Dashboard

Cross Analysis

Data Analysis

✓

Reports

Dashboard

Daily RingGo Car Parks: Total Sessions

Oct 01, 2022 - Sep 30, 2023

142,644

+94.1%

from 73,490

Destination

Track and analyze data from Sunborough

National

Access comprehensive data across the country.

icy

31, 2024

My Business

Get personalized insights to boost your business performance.

Bookings

31, 2024

Train Arrivals: Passengers

Oct 01, 2022 - Sep 30, 2023

Visual York

Visit York

Dashboard

Cross Analysis

Data Analysis

✓

Reports

Destination Tracker

Search..

Accommodation

Airbnb

Attraction

Daily Footfall

Daily RingGo Car Parks

Daily Weather

Events

Google: FITB

SuperControl - Average Guests per Property

SuperControl - Forward Bookings

SuperControl Av SPPPN

TICs

Train Arrivals

Visitor Arrivals

Accommodation Analytics

Filter

Jan, 2023 - Dec, 2023

Add Comparison

Bar

Years

Months

59%

65%

75%

58%

64%

58%

69%

83%

74%

68%

40%

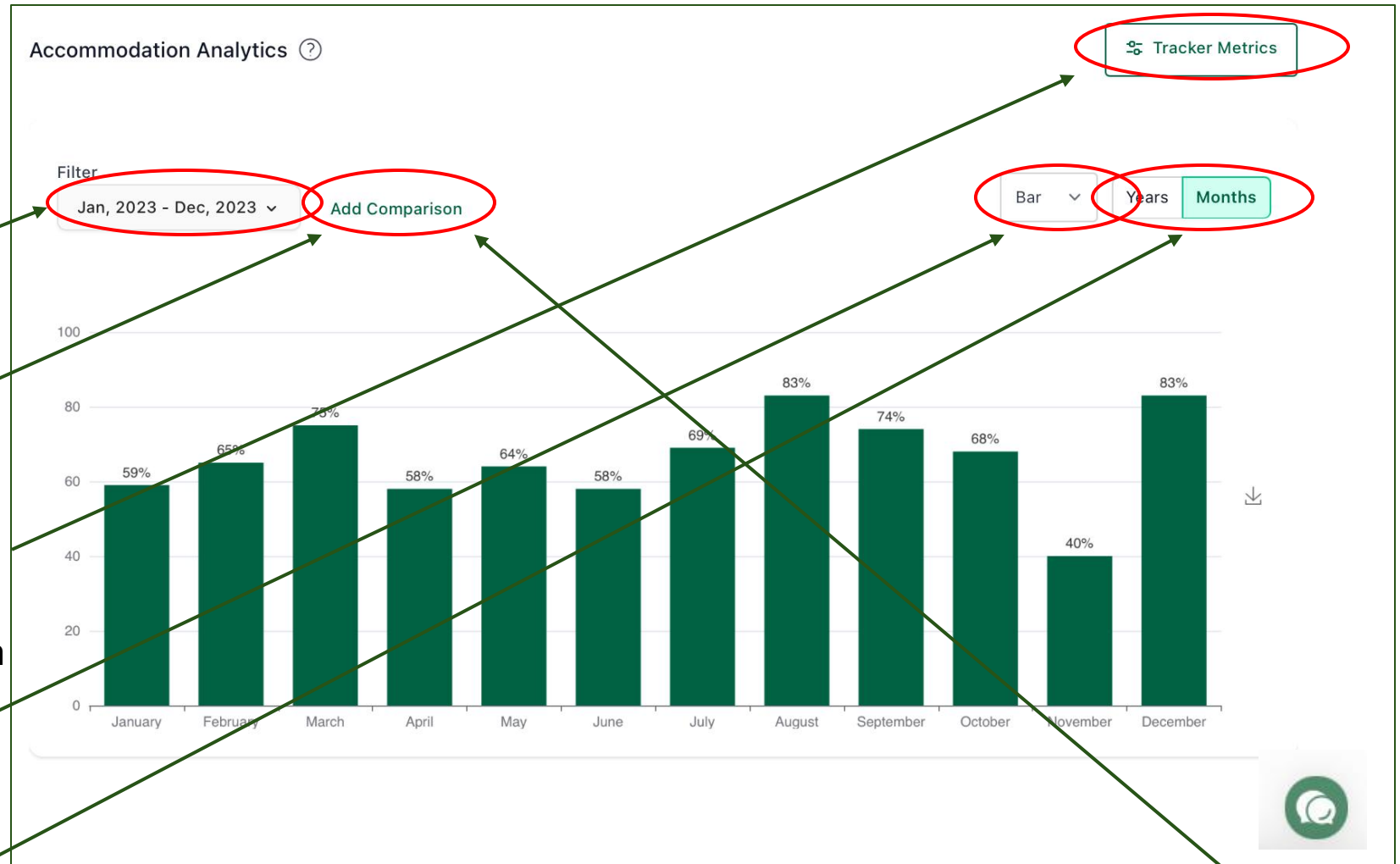
83%

Select from the trackers on the left to understand more about your destination data.

Every tracker in the system works in the same way.

To analyse the data, use the menu options in the following ways:

- Change the date range and add a filter to narrow down your data set.
- Add a Comparison field. *Make sure only one variable changes in your comparison set.*
- Check for other metrics relating to the tracker.
- Change the graph from a bar to a line. *This is sometimes more helpful when comparing two sets of data.*
- Change the granularity of the data between years, months and in some cases day.



- To compare your business against others, select your business from the drop-down titled Providers, and then create a comparison set. *Make sure the time frames match when performing this comparison.*

For further help login and click on the speech bubble graphic in the bottom corner of the screen.
For specific queries around individual tracker data please contact **biz@visitnorthyorkshire.com**