

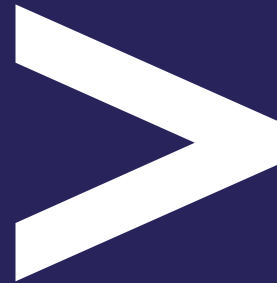


# York City Centre Insights October-2024

York BID work regularly with data suppliers to bring together insights on the economic performance for York city centre. This report is divided into sections focusing on key indicators of commercial success, such as debit card spend, footfall, and visitor origins.

Businesses are invited to review and compare the trend figures with their own data sources, to aid with their day-to-day trading. All merchant and customer data shown is strictly anonymised and aggregated to comply with GDPR and data protection requirements.

If you have any questions regarding the data, you are welcome to contact the BID Team at [info@theyorkbid.com](mailto:info@theyorkbid.com).



# Spend – York City Centre – October 2024

## Headline Spend Stats

- During October, the total monthly spend recorded in York city centre was £39.3m, a year-on-year increase of **+5.8%**.
- Year-to-date spend was up by **+0.6%** compared to the same period in the previous year (2023).
- Year-on-year, the total number of transactions increased by **+6.4%**, and the number of customers by **+2.7%**.
- Year-on-year, the average transaction value decreased by **-0.5%**, whereas the average revenue per customer increased by **+3.1%**.

## Catchment

- **36.6%** of the total monthly spend was made by residents of the York Unitary Authority Area (UA), whereas **63.4%** was made by visitors from elsewhere in the UK. This represents a year-on-year decrease in York UA share of visitors by **-3.3%** and year-to-date decrease of **-0.5%** compared to 2023.

[Beauclair](#) provides a national data set of in-store debit card transactions sourced from over 11 million individual domestic bank accounts. Each transaction is geo-tagged to track merchant location, retail sector and online vs offline. All merchant and customer data is strictly anonymised and aggregated to comply with GDPR and data protection requirements.

For more information, please refer to the [Beauclair FAQ document](#).

Monthly Metrics	Oct 2024	Year-on-Year	YTD Oct 2024	YTD vs Previous
Sales	£ 39,286,802	▲ 5.8%	£346,778,220	■ 0.6%
Transactions	2,062,694	▲ 6.4%	18,977,836	▲ 1.4%
Customers	467,899	▲ 2.7%	4,358,125	▼ -0.9%
Av Transaction Value	£ 19.05	▼ -0.5%	£ 18.24	▼ -0.8%
Av Revenue Per Customer	£ 83.96	▲ 3.1%	£ 79.52	▲ 1.4%

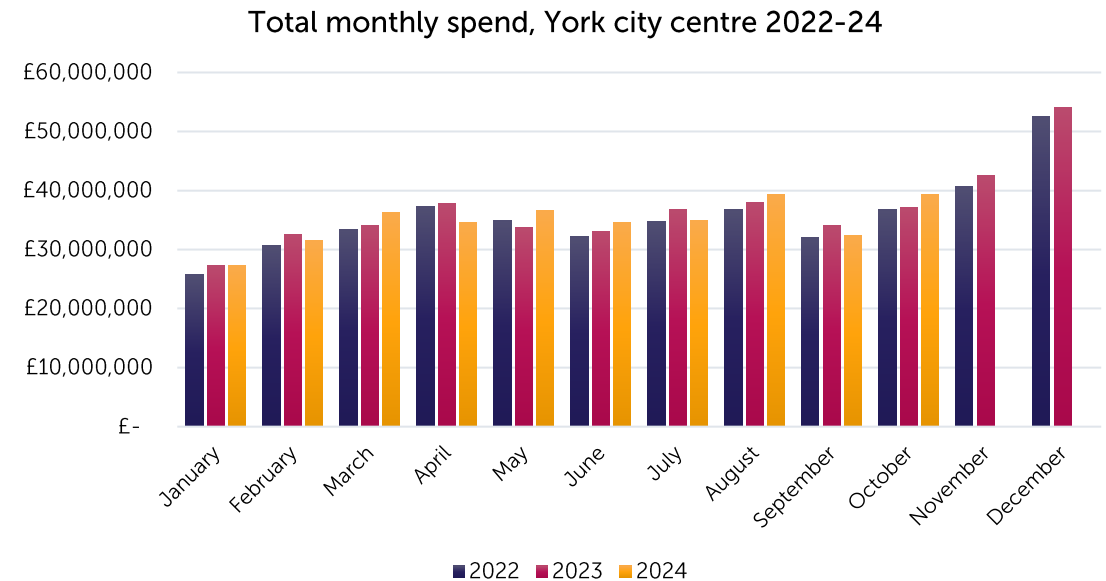


Figure 1. Total monthly spend made in-store via debit card transaction, recorded in York city centre businesses, Jan-2022 to Oct-2024 (source: [Beauclair](#)).

# Spend – York City Centre – October 2024

## Sector Spend

- York's Food & Drink sector continues to attract the largest share of spend, accounting for over **38%** of the total monthly spend recorded in October 2024.
- Year-on-year, the Food & Drink saw an increase in total spend of **+8.0%** in October 2024 and **+11.3%** in March 2024, which coincided with the BID's biannual York Restaurant Week event.
- Year-to-date, the Food & Drink sector saw an increase of **+1.9%** in total spend and 2.5% in average transaction value compared to the previous year.

- The General Retail sector saw one of the biggest increases in year-on-year total spend at **+10.6%**, however year-to-date spend was down by **-7.3%**. General Retail also saw an increase of **+6.2%** in the number of transactions, and **+2.5%** in average transaction value.
- The Entertainment sector saw the sharpest decrease in year-on-year spend by **-23.0%** and in number of transactions by **-20%**. For sector definition, please refer to the [Beauclair FAQ document](#).

Monthly Sector Sales	Oct 2024	Year-on-Year	YTD Oct 2024	YTD vs Previous
Food & Drink	£ 15,064,904	▲ 8.0%	£ 134,177,904	▲ 1.9%
General Retail	£ 3,396,170	▲ 10.6%	£ 27,639,806	▼ -7.3%
Fashion	£ 6,552,505	▲ 3.7%	£ 52,371,477	▼ -4.7%
Grocery	£ 5,598,070	▲ 8.7%	£ 53,550,914	▲ 7.1%
Tourism	£ 2,414,659	▲ 15.0%	£ 21,877,694	▲ 11.7%
Entertainment	£ 712,305	▼ -23.0%	£ 6,963,571	▼ -18.0%
Health & Beauty	£ 2,529,049	▼ -6.2%	£ 22,891,578	■ 0.5%
Transport	£ 2,178,220	▼ -9.4%	£ 21,547,113	▼ -4.1%
Consumer Services	£ 225,303	▲ 13.1%	£ 2,046,340	▲ 10.8%
Household	£ 615,618	▲ 95.3%	£ 3,711,825	▲ 28.5%

Total monthly food and drink sector spend, York city centre 2022-24



Figure 2. Total monthly spend made in-store via debit card transaction, recorded in food & drink businesses, based in York city centre, Jan-2022 to Oct-2024 (source: [Beauclair](#)).

# Spend – York City Centre – October 2024

## Benchmarking

- During October, York consistently outperformed the rest of Great Britain across several spending metrics.
- Year-to-date, York saw an increase of **+0.6%** in total spend and **+1.6%** in transaction numbers, whereas the rest of Great Britain saw a decline of **-4.3%** sales and **-3.1%** in transactions. An average difference of **+4.9%**
- UK towns and cities saw a decline in customer numbers of **-2.4%** which was consistent across all sectors. Comparatively, York saw an increase of **+2.4%** in customer numbers, with most sectors experiencing an uplift except for Entertainment, Health & Beauty and Transport.
- Year-on-year, spend across UK towns and cities declined by **-1.9%**. This was a comparative improvement on September, when sales declined annually by **-6.6%**, however, it is a further contraction from October 2023 when sales were **-5%** lower than in October 2022.

Benchmarking		York Year-on-Year	York YTD vs Prev	Rest of GB Year-on-Year	Rest of GB YTD vs Prev
Sales	▲	5.8%	■	▼	-4.3%
Transactions	▲	6.4%	▲	▼	-3.1%
Customers	▲	2.7%	▼	▼	-2.2%
Av Transaction Value	▼	-0.5%	▼	▼	-0.9%
Av Revenue Per Customer	▲	3.1%	▲	■	-1.8%

GB Sector Benchmark		Sales vs Oct 2023	Customers vs Oct 23	ATV vs Oct 2023	ATV
All Sectors	▼	-1.8%	▼	▼	£ 18.28
Fashion	▼	-2.6%	▼	▼	£ 32.87
Food & Drink	■	0.9%	▼	▲	£ 13.15
General Retail	▲	1.6%	▼	▲	£ 16.67
Grocery	▼	-4.1%	▼	▼	£ 13.93
Health & Beauty	▲	2.7%	▼	▲	£ 26.56

- 3 of 5 sectors accounting for **85%** of UK spending saw a year-on-year uplift (**+0.9%** in Food & Drink, **+1.6%** in General Retail and **+2.1%** in Health & Beauty) whereas as Fashion (**-2.6%**) and Grocery (**-4.1%**) saw a decline.
- According to a study of the UK's 63 largest cities and towns during 2023, York leads at attracting visitor spending with **one in every £3** spent by visitors from elsewhere.
- Only a third of cities and towns in the study qualified for the classified as 'destinations for domestic visitors' as many did not attract a large enough share of visitors from outside their area ([source: CentreForCities](#)).



# Footfall – York City Centre – October 2024

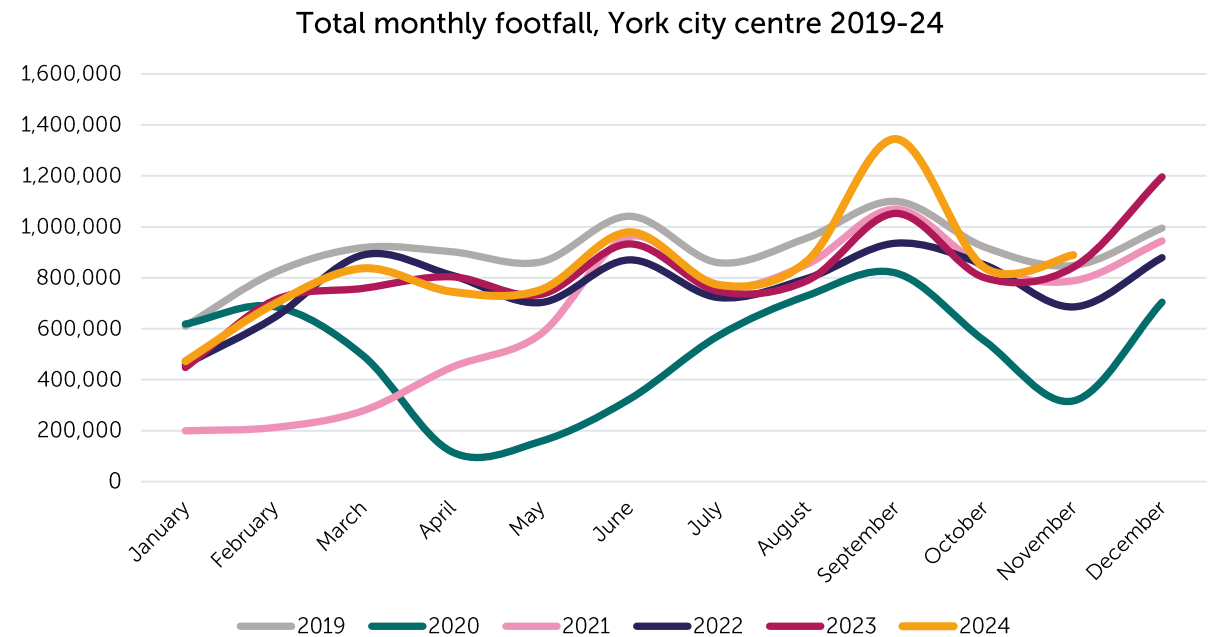
## Headline Footfall Stats

- During October, the total footfall count increased year-on-year by **+4.9%**. Comparatively, footfall in North Yorkshire and the rest of Great Britain was down by **-0.9%** and **-0.1%** respectively.
- The total number of visitors year-to-date increased by **+6.8%** compared to the previous year but was down by **-8.2%** compared to pre-COVID levels (2019). Both North Yorkshire and the rest of Great Britain saw a year-to-date decline.
- September saw the highest monthly footfall levels recorded so far this year, accounting for **16.1%** of the year-to-date total and an increase of **+27.7%** on the previous year.
- The busiest day in the month of October was recorded on Saturday 12<sup>th</sup>, accounting for **5.9%** of total monthly visits.

**Springboard (Powered by MRI)** utilises on-location cameras to measure passing footfall in town and city high streets. There are currently two footfall cameras located in York city centre, on Parliament Street and Micklegate. Although the dataset is limited, the figures indicate how footfall trends change over time.

[Click to see the Springboard Footfall Report – October 2024](#)

Month Footfall Benchmark	York YoY	York YTD vs Prev	North Yorkshire YoY	North Yorkshire YTD vs Prev	Rest of GB YoY	Rest of GB YTD vs Prev
Oct-2024	▲ 4.9%	▲ 6.8%	▼ -0.9%	▼ -1.7%	▼ -0.1%	▼ -0.9%



**Figure 3.** Total monthly footfall counted in Parliament St & Micklegate, York city centre, Jan-2019 to Oct-2024 (source: [Springboard](#)).

# Visitor Origins - York City Centre – October 2024

## Visitor Origins

- During October, 47.2% of all visitors to the city centre travelled from within a 10-mile radius of the city centre (a year-on-year decrease of -0.9%), whereas 52.8% travelled from 25 miles away or further.
- Visitors from the York Unitary Authority area accounted for around 50% of the total recorded during October 2024.
- Leeds and Selby were consistently the second and third-highest visitor locations of origin throughout the month.

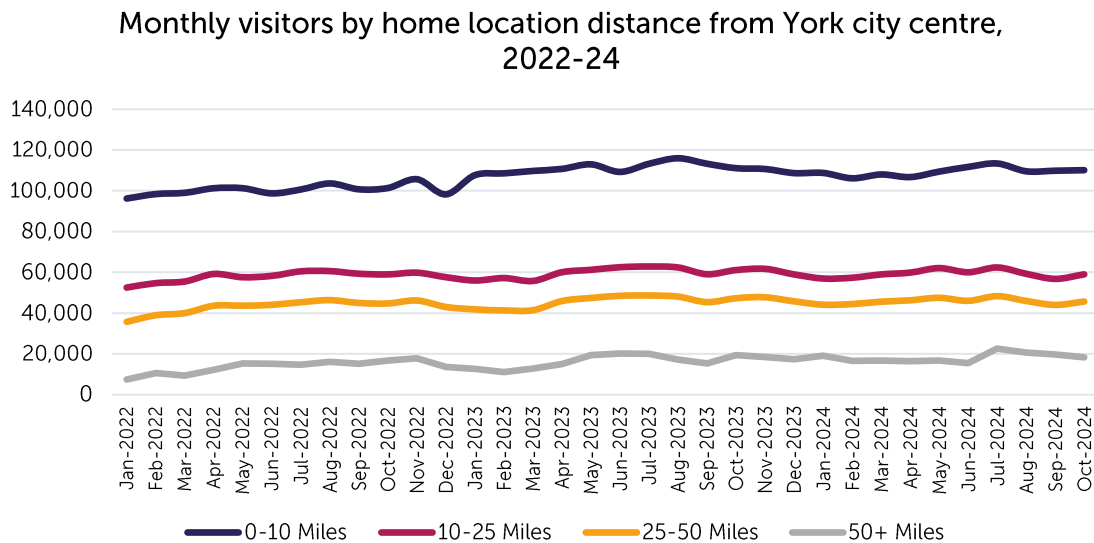


Figure 4. Total monthly visitor numbers by distance travelled from home location to York city centre, Jan-2022 to Oct-2024 (source: [PlacelInformatics](#)).

## Monthly % share of visitor by top 7 home locations, York city centre, Aug-Oct 2024

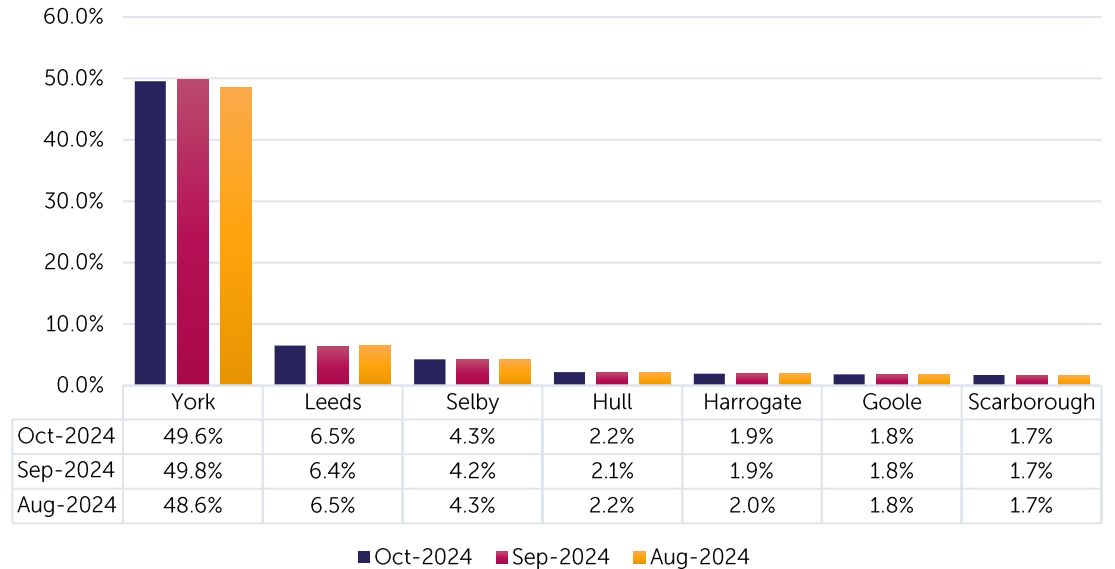


Figure 5. % share of total monthly visitors by home location to York city centre, August to October 2024 (source: [PlacelInformatics](#)).

[PlacelInformatics](#) tracks the movements of over 1 million mobile devices using GPS in the UK to calculate aggregated footfall totals for cities, town and shopping centres. All customer data is strictly anonymised and aggregated to comply with GDPR and data protection requirements.

# Key Metrics - York City Centre – October 2024

## Hotel Occupancy

- During October, the average hotel occupancy across the York city area was 90%, a year-on-year increase of +3%.
- Year-to-date hotel occupancy levels were 83% on average, which is a +0.6% increase compared to the previous year.

Average monthly hotel occupancy in York city area

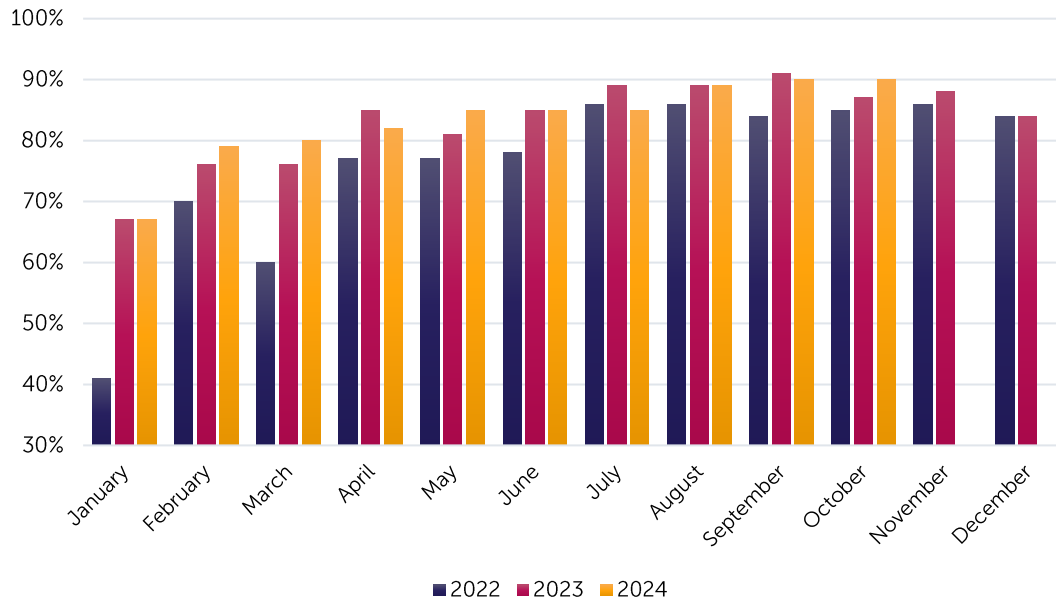


Figure 6. Average % monthly hotel occupancy levels in York city wide area, Jan-2022 to Oct-2024 (source: STR)

## Shop Vacancy

- The latest available shop vacancy rate for York city centre are from September 2024 and stands at 7.9%. This is a +1.3% year-on-year decrease from the same period in 2023.
- Year-to-date shop vacancy at the end of September was +8.6%. This is a +0.5% increase on the previous year, primarily due to higher vacancy rates at the beginning of the year.

Monthly % rate of shop vacancy, York city centre 2022-2024

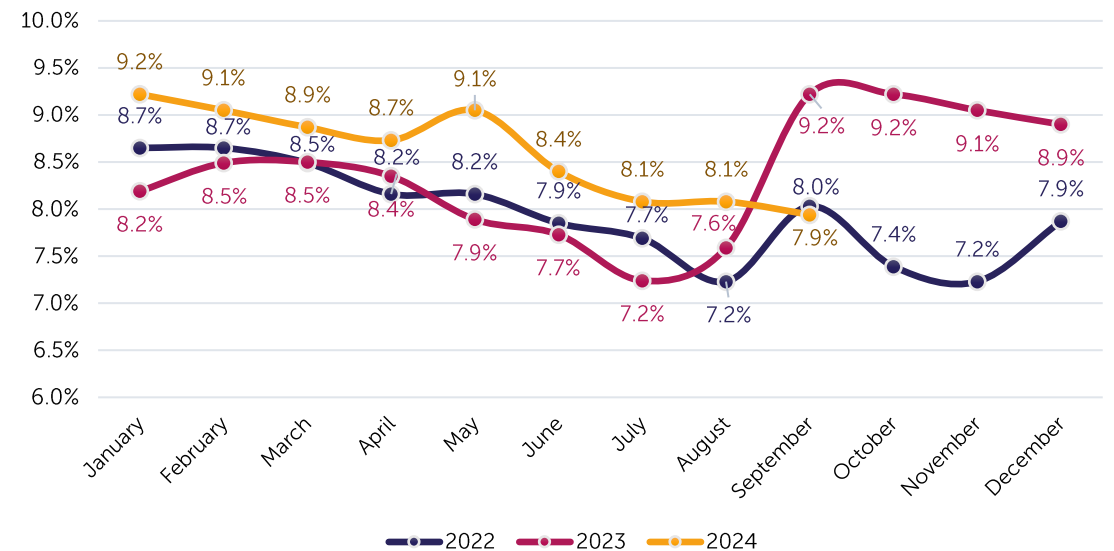


Figure 7. Average % monthly shop vacancy rates in York city centre, Jan-2022 to Oct-2024 (source: York Open Data)