

York City Centre Insights Report

August 2026



Our monthly insights report provides an overview of the key economic performance indicators for the most recent month available. Data is typically made available a month in arrears.

More detailed insights are available within the [York Economic Data Hub](#), which is an online resource designed to provide clear, accessible insights into the economic performance of York city centre over time.

Please refer to the [Glossary](#) for definitions of the terms and abbreviations used in this report, along with maps outlining the geographic coverage of each dataset.

Latest Monthly Insights - August 2026

Metric	Monthly Total	Growth vs 2025	UK Benchmark	YTD Jan-August 2026	YTD Growth vs 2025	YTD UK Benchmark
Sales	£47.2m	+2.0%	-4.0%	£336.3m	-1.7%	-2.7%
Customers	568.7k	-1.6%	-3.9%	3.9m	-3.1%	-3.3%
ARPC	£83.00	+3.7%	-0.1%	£85.19	+1.5%	+0.6%
Transactions	2.4m	-2.6%	-4.3%	17.7m	-3.4%	-3.6%
ATV	£19.45	+4.8%	+0.3%	£19.03	+1.8%	+0.9%
Footfall	2.9m	-4.7%	n/a	£21.6m	-6.9%	n/a

Headline Summary

- 📈 York's sales performance improved during the summer, with August sales up 2.0% year on year. York's year-to-date sales remain -1.7% lower than 2025, but is currently outperforming the UK benchmark by 1 percentage point.
- 👤 Lower customer numbers are the primary driver of reduced sales, with year-to-date customer numbers down by -3.1%. Average spend per customer (ARPC) has increased by 1.5%, 0.9 percentage points ahead of the UK benchmark.
- 🏬 York compares favourably with nearby and comparator cities, although its out-of-town shopping centres have consistently outperformed the city centre in recent years.
- 🍷 Food & Drink accounts for more than 38% of city centre sales, but year-to-date sales in the sector were 2.5% lower than in 2025 and 3.9% below 2024 levels. Grocery and Fashion remained comparatively resilient.
- 🏠 York residents remained the largest customer group, accounting for 35% of sales in August. Their year-to-date spending was -1.4% lower than in 2025 and -3.5% below the equivalent period in 2024.
- 🚶 City centre footfall fell by -4.7% year on year in August, following a brief return to growth in July. Across January to August, footfall was -6.9% lower than in the equivalent period of 2025.

Spending Insights

Monthly Sales, York City Centre

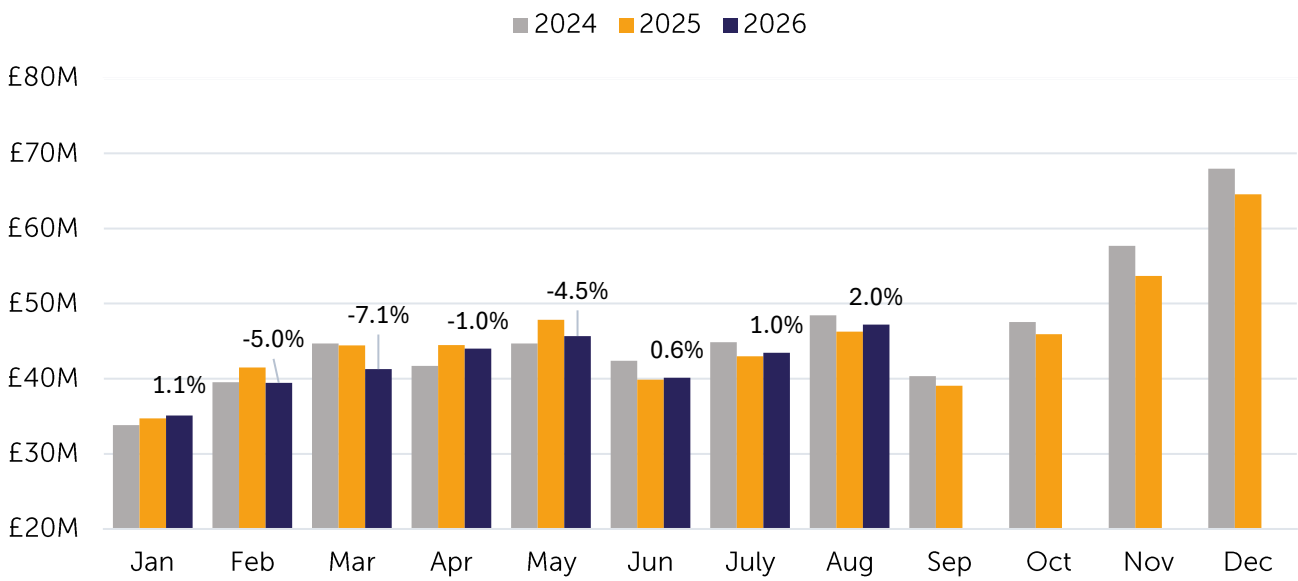


Figure 1. Total monthly sales recorded in York city centre from 2024 until present. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year. (Source: [Beauclair](#))

After a challenging first half of the year compared with 2025, June delivered positive monthly sales growth, which has sustained moving into August, which saw a +2.0% increase on the previous year.

Year-to-date Performance Growth August-2026

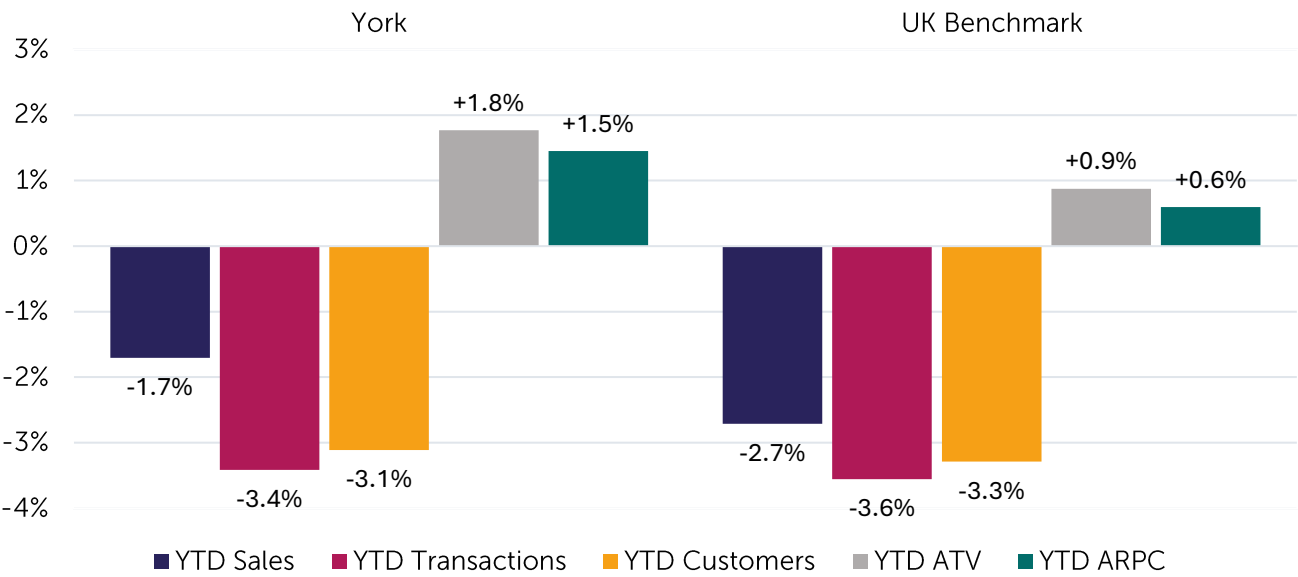


Figure 2. Comparison of year-to-date (YTD) growth across key spending metrics in York City Centre vs the UK Benchmark, as of August-2026. (Source: [Beauclair](#))

YTD sales growth in York is down -1.7% compared to the same period in 2025. Despite this, York is still outperforming the UK Benchmark on sale by +1ppt, showing resilience in a challenging consumer market. York has also seen larger growth in average spend per customer than the UK average.

Monthly Customers, York City Centre

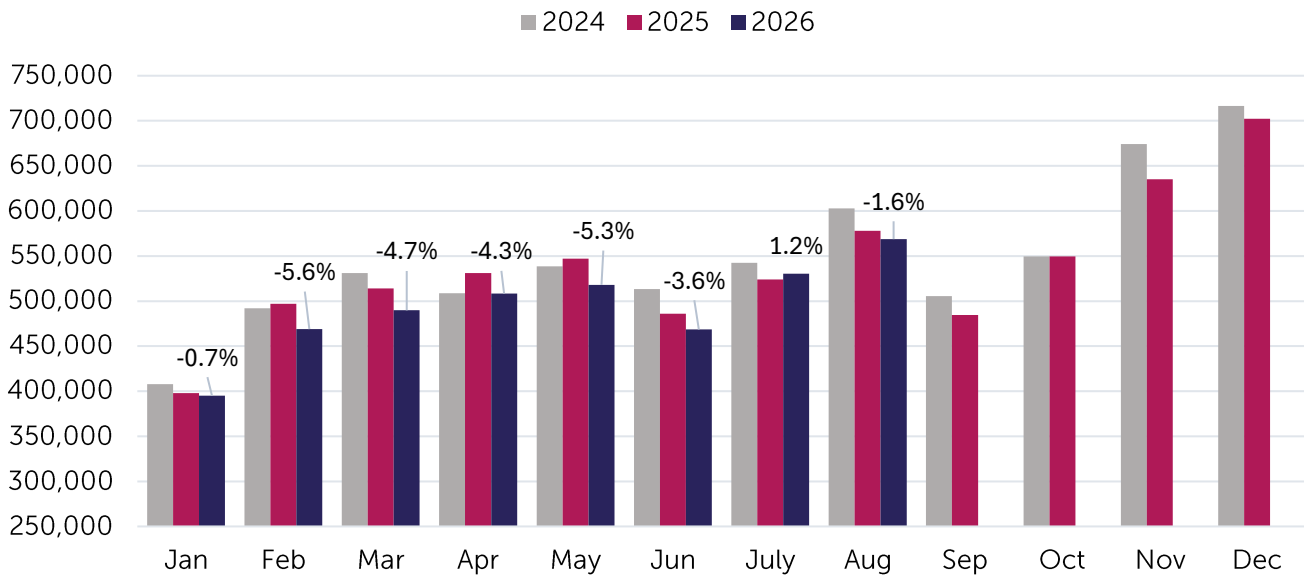


Figure 3. Total number of account holders linked to monthly debit card transactions, recorded in York city centre between 2024–2026. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year. (Source: [Beauclair](#))

Declining customer numbers are the primary driver of reduced sales in York and the rest of the UK. July 2026 saw the first positive YoY customer growth of the year. Year-to-date customer growth stands at **-3.1%**, which is broadly in line with the UK Benchmark.

Normalised Monthly Sales, York City Centre vs UK Benchmark

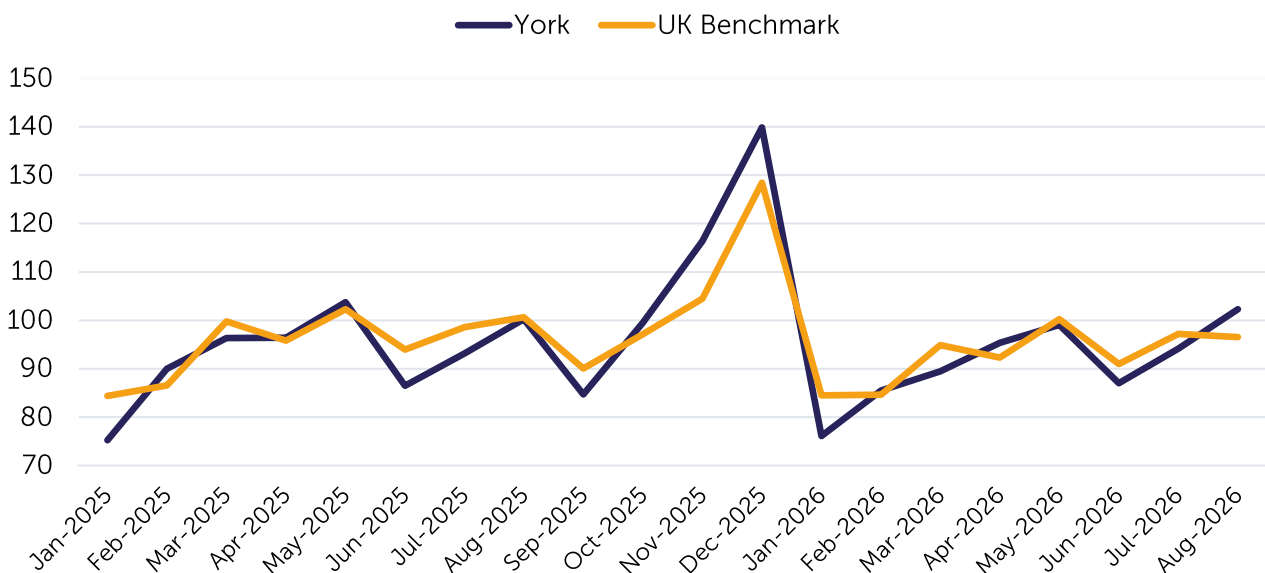


Figure 4. Comparison of normalised monthly sales - York City Centre vs UK Benchmark, Jan 2025 to present. (Source: [Beauclair](#))

York's sales broadly track with the UK benchmark, although the city experiences more pronounced seasonal peaks and troughs. As shown in the graph above, York performs strongest relative to the benchmark between October and December, and weakest in January, March and June.

Year-to-date Sales Growth, York City Centre and Comparator Areas

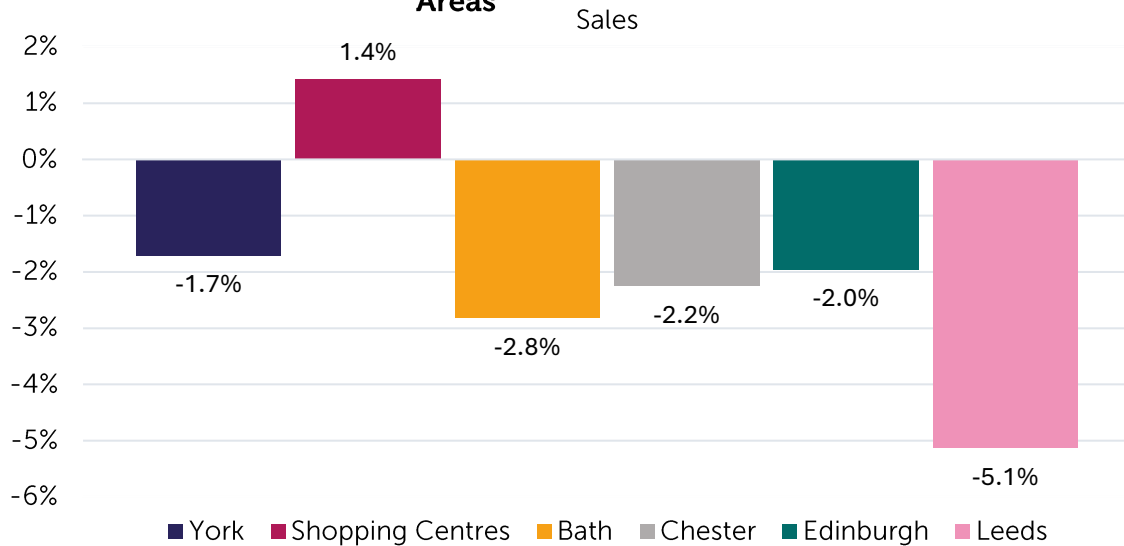


Figure 5. Comparison of the year-to-date (YTD) sales growth across comparator areas. 'Shopping Centres' refers to collective metrics for Monks Cross, Clifton Moor and York Designer Outlet. Data labels show year-on-year (YoY) growth, compared to corresponding month in the previous year. (Source: [Beauclair](#))

York's sales growth compares favourably with comparator and nearby cities. However, the city's out-of-town shopping centres, including Monks Cross, Clifton Moor and York Designer Outlet, have consistently outperformed the city centre in recent years.

Average Daily Sales Performance 2026-YTD by Days of the Week

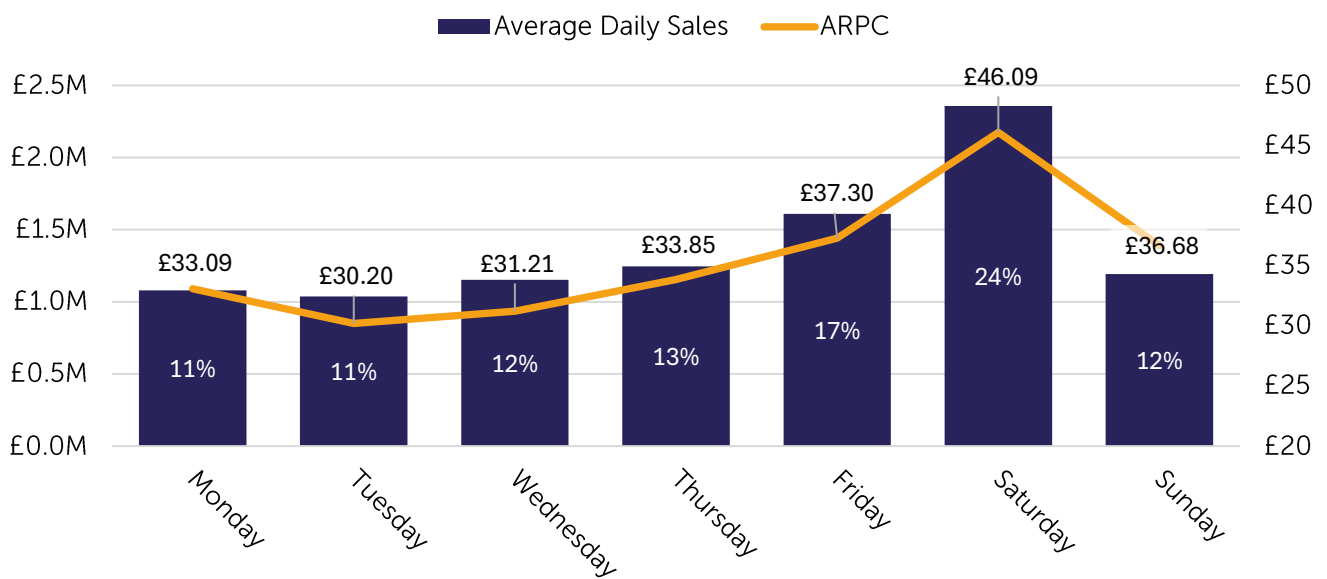


Figure 6. Average daily sales recorded in York City Centre during 2026 year-to-date, segmented by days of the week. Data labels show the respective share of average weekly sales. (Source: [Beauclair](#))

During 2026 to date, Saturdays have generated the highest level of sales, accounting for 24% of average weekly sales and more than twice the average recorded on Mondays, Tuesdays, Wednesdays and Sundays. Saturdays also recorded the highest average revenue per customer (ARPC), at over £46. By contrast, Tuesday is currently the weakest-performing day, with an ARPC of just £30. As daily sales data is only available from August 2025, the scope for longer-term analysis remains limited.

Sector Insights

Food & Drink accounts for over 38% of all sales in York City Centre, which experienced relatively poor sales performance so far this year currently -2.5% down year-to-date and -3.9% down on the same period in 2024.

Grocery and Fashion are appearing to remain resilient whilst General Retail and Health & Beauty are recording noticeable declines. For a more detailed historical breakdown of individual sector performance, visit the [York Economic Data Hub](#).

Sector Sales, York City Centre

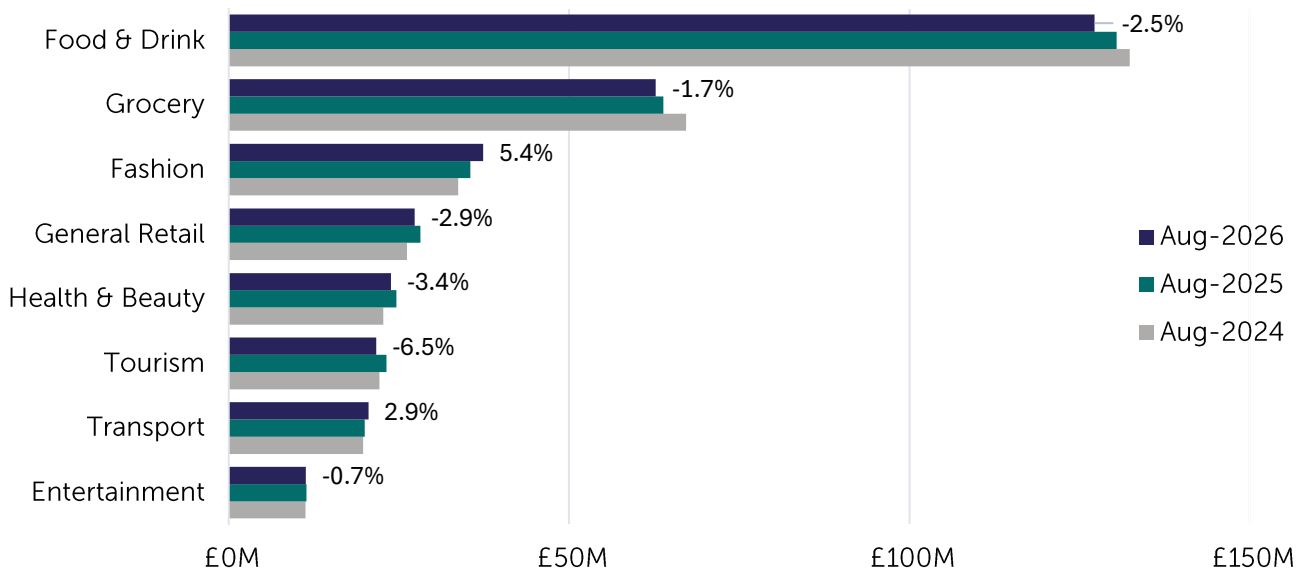


Figure 7. Total monthly sales across sectors, recorded in York city centre, within a chosen month. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year. Use the slicer to explore different months across the year. For sector definition, please refer to the Glossary of Terms. (Source: [Beauclair](#))

Catchment Insights

Share of Monthly Sales by Region

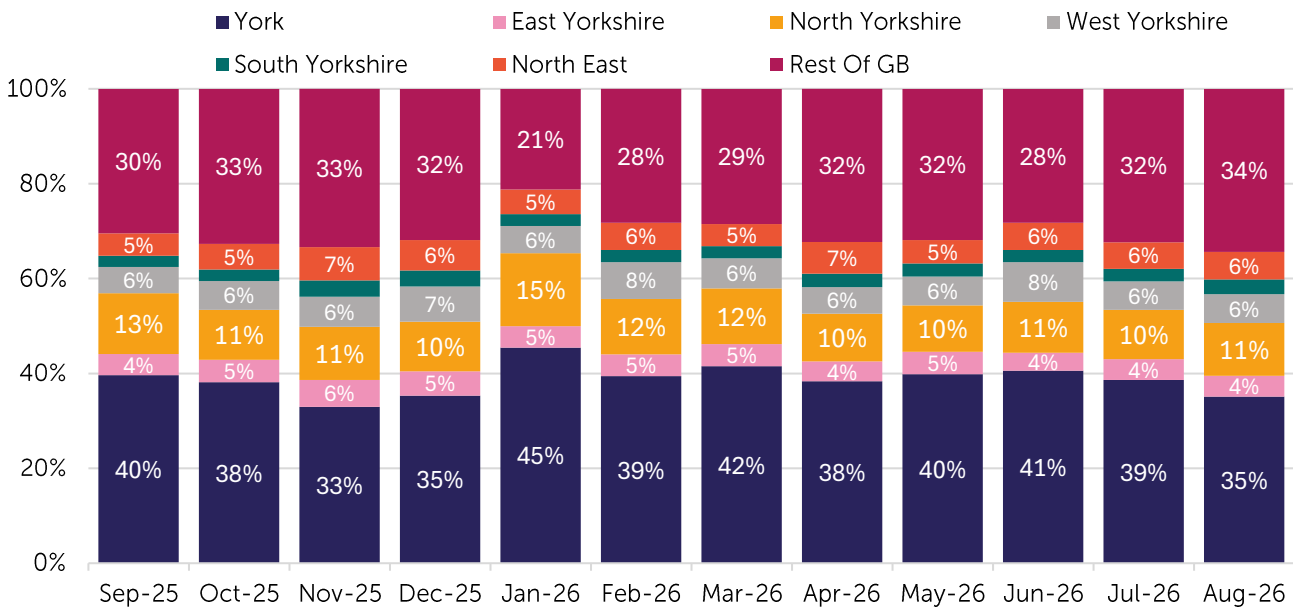


Figure 8. Distribution of monthly sales by customers’ region of residence. Data labels show the percentage share of total sales associated with customers of each region, recorded in York city centre during the last 12 months. (Source: [Beauclair](#))

York residents remained the largest contributor to city centre sales in August, accounting for 35% of total spend, down 0.9 percentage points from August 2025. Local residents typically generate between 35% and 45% of monthly sales, making them the largest regional customer group. Visitors from beyond York’s hinterland (the Rest of Great Britain) accounted for a further 34% of total sales.

- Monthly Spending by York Residents

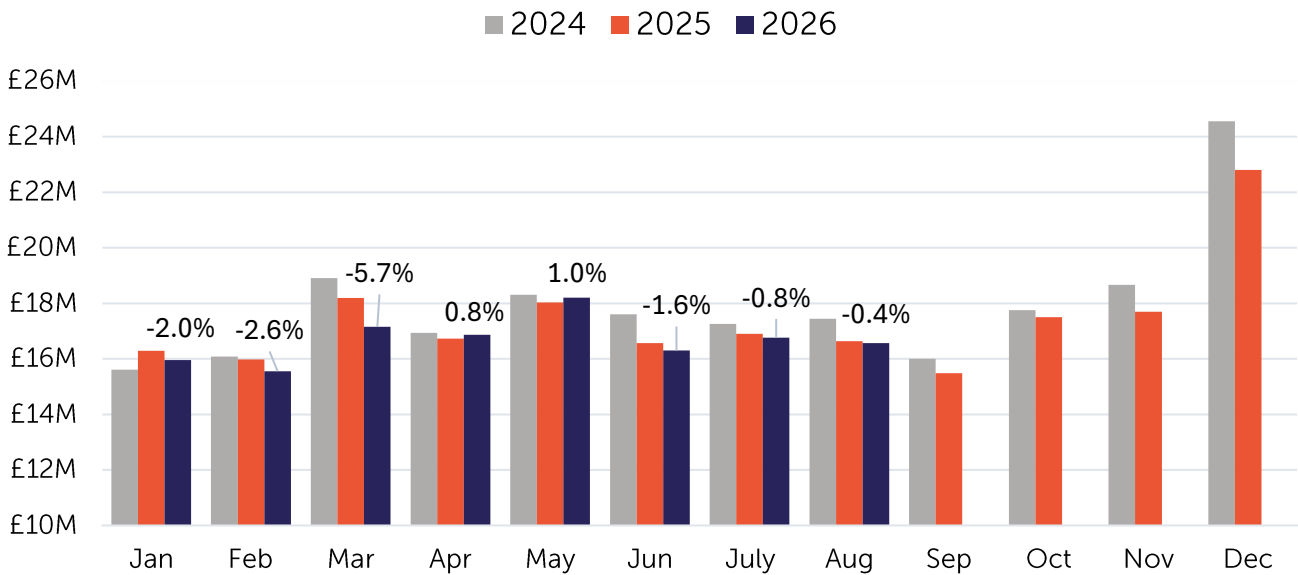


Figure 9. Total monthly spending by customers residing within the York Local Authority Area, recorded in York city centre between 2024 and 2026. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year. (Source: [Beauclair](#))

Monthly spending by York residents has fluctuated during 2026, with no clear correlation to overall city centre sales trends. The strongest year-on-year growth was recorded in May, when resident spending increased by 1.0% and accounted for 40% of total monthly sales, despite overall sales declining by 4.5%. This may partly reflect increased local activity during the May half-term holiday. Year-to-date spending by York residents is -1.4% lower than in 2025 and -3.5% below the equivalent period in 2024.

Visitor Insights

- Monthly Footfall, York City Centre

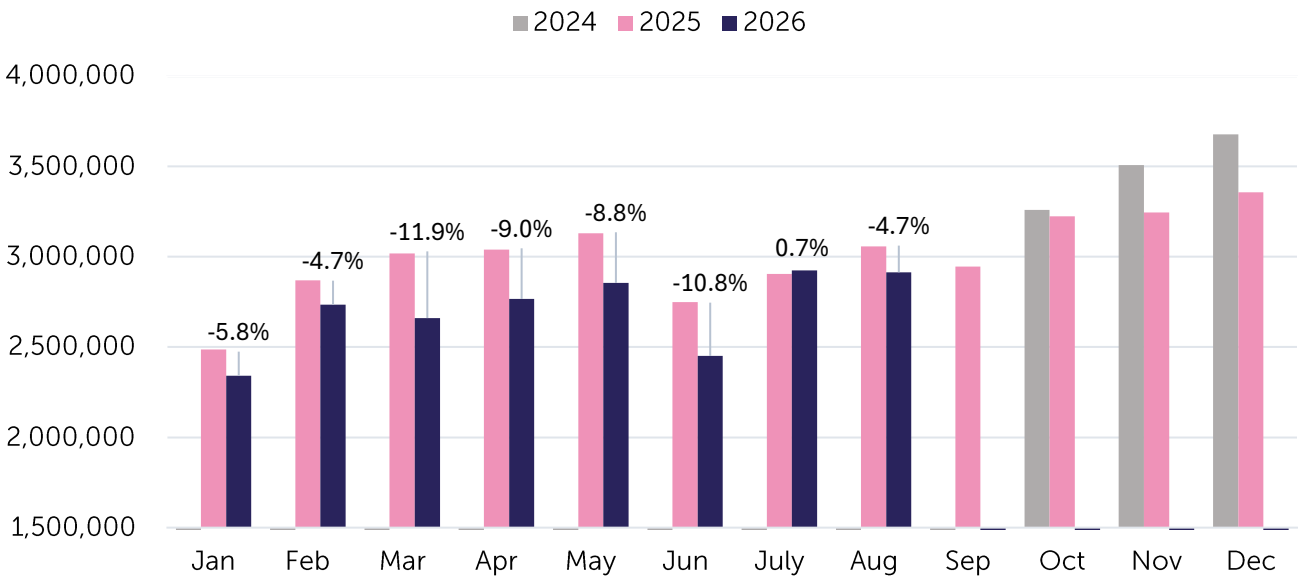


Figure 10. Monthly totals of cumulative daily visitors to York city centre from October 2024 to present. Data labels show year-on-year (YoY) percentage change, comparing each month with the equivalent period in the previous year. (Source: [BT Active Intelligence](#))

According to BT Active Intelligence data, York city centre footfall fell by -4.7% year on year in August, following a brief return to growth in July. The sharpest annual declines were recorded between March and June, ranging from -9% to -12%. Across the year to date, footfall was -6.9% lower than during the equivalent period in 2025.

- Monthly Dwell Time, York City Centre

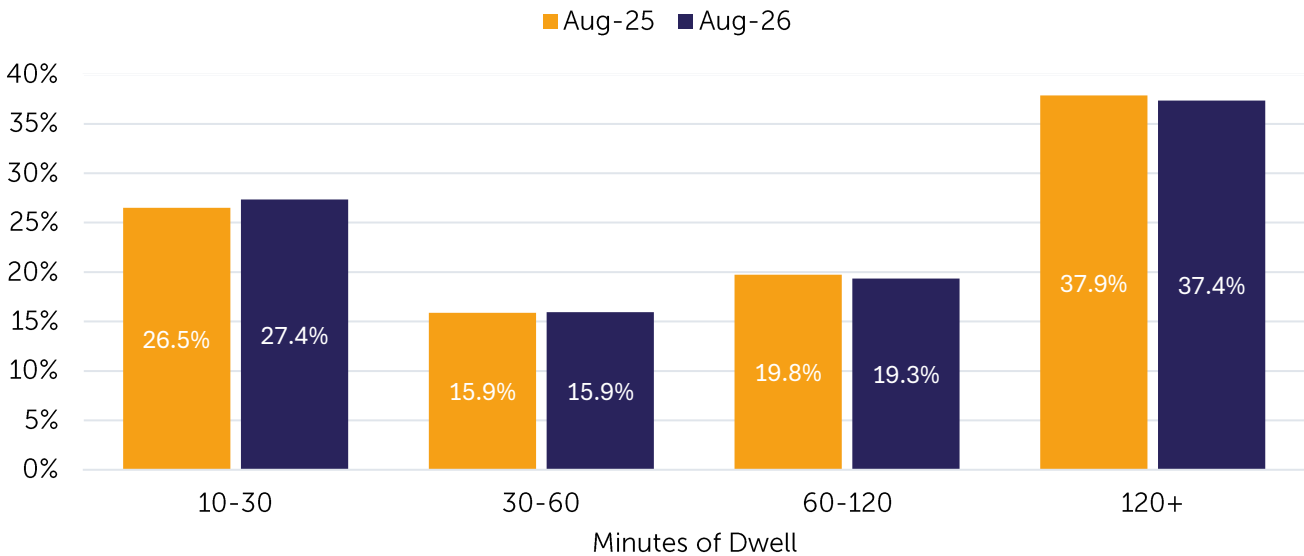


Figure 11. Percentage distribution of monthly visitors to York city centre by dwell time (in minutes) during August 2026. Visitors present in the retail area for fewer than 10 minutes are excluded. (Source: [BT Active Intelligence](#))

August saw a moderate shift towards shorter city centre visits. The proportion of visitors staying for **more than an hour** fell by -0.5 percentage points year-on-year, whereas the share of visitors staying for 30 minutes or less rose by 0.9 percentage points.

Share of Monthly International Visitors, York City Centre

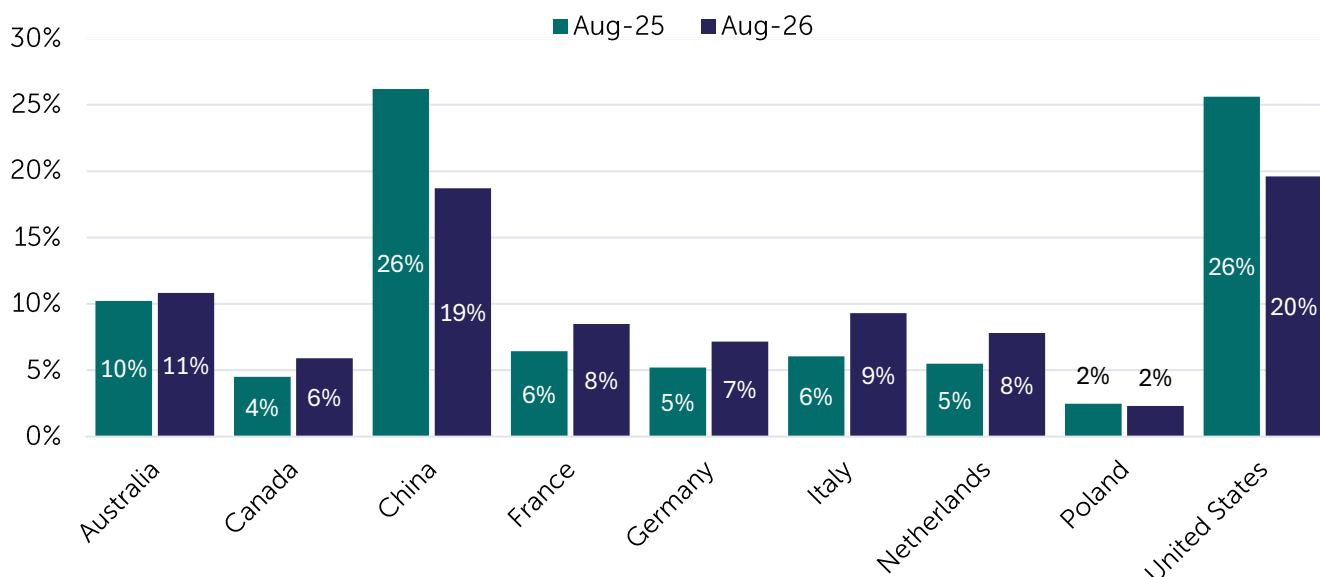


Figure 12. Percentage distribution of monthly international visitors during August 2026 to York city centre, from the 7 top largest volumes of visitors. (Source: [BT Active Intelligence](#))

The graph above shows the distribution of international visitors to York city centre in August 2026 across the nine leading countries of origin. The **USA** and **China** accounted for the largest shares, although visitor numbers from both countries fell sharply year on year, by between **6%** and **7%**. By contrast, visitor numbers from Canada, Australia and several European countries increased moderately.

Shop Vacancy

- Monthly Shop Vacancy

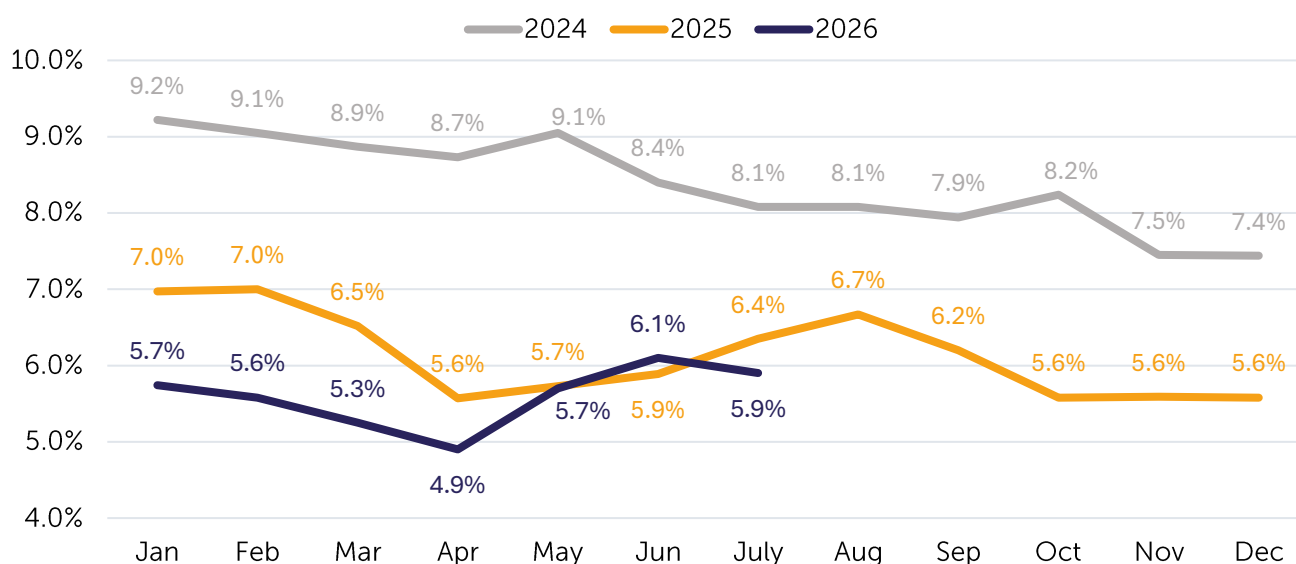


Figure 13. The average monthly percentage of vacant retail units recorded in York city centre, since the beginning of 2024. (Source: [York Open Data](#))

Shop vacancy levels have incurred a slight rise during the quarter 2 of the calendar year and currently stands at **5.9%**. York city centre continues to show strong occupancy resilience against wider retail market pressures. with national vacancy rates currently estimated at around **13.4%**.

About The Hub

[York Economic Data Hub](#) is a free, easy-to-use online resource designed to provide York's business community with clear, accessible insights into the economic performance of York city centre over time. Historical insights reports, news articles, and webinar recordings are available via our [Insights Archive](#).

Please refer to the [Glossary of Terms](#) for definitions of the terms and abbreviations used in this report, along with maps outlining the geographic coverage of each dataset.

If you have any questions or queries about the data, feel free to contact the York BID at info@theyorkbid.com.

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