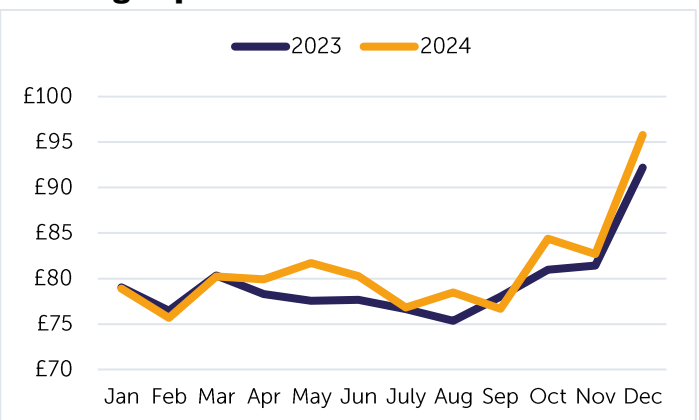## Beauclair Sales Data

- During December 2024, York's sales were **£54.5 million,** an increase of **+1.7%** compared to 2023.
- Year-to-date (YTD) sales reached **£446 million**, reflecting a **+1.6%** increase from the previous year.
- The monthly increase was mainly driven by a **+3.2%** rise in average transaction value (ATV), as well as a **+3.9%** rise in average revenue per customer (ARPC).
- The most significant sector growth came from Tourism **(+32.0%),** General Retail **(+12.2%)** and Grocery **(+5.0%),** while Food & Drink saw a notable decline of **-5.5%**.
- **37%** of the total monthly spend was made by residents of the York Unitary Authority Area (UA), whereas **63%** was made by visitors from elsewhere in the UK.
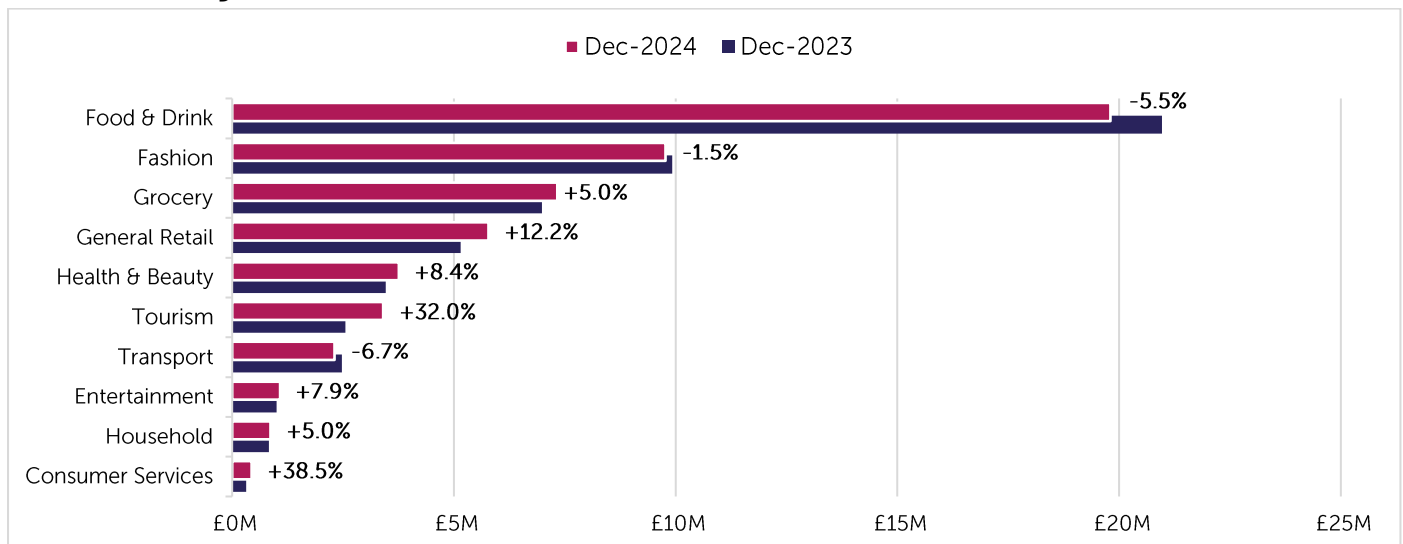
- Monthly Sales Annual Trend

Sales were up **(+1.7%)** in comparison to 2023.

- Average Spend Per Customer

Spend per customer was up **(+3.9%)** in comparison to 2023.

- Total Sales By Sector

Growth in expenditure for Tourism **(+32.0%),** General Retail **(+12.2%)** and Grocery **(+5.0%).** However, there was an unexpected drop for Food & Drink **(-5.5%).**

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 see the **Beauclair FAQ document**.

Click to see the full **Beauclair Spend Report – December 2024**

Springboard Footfall Data

- Footfall in York during December totaled at **1,354,392** visitors, a substantial **+13.2%** year-on-year increase, and the busiest month in the year, followed closely by September.
- Comparatively, footfall in North Yorkshire and the rest of the UK was UP **+1.2%** and **+0.5%** respectively.
- Year-to-date footfall reached **10,549,275**, up **+8.8%** from the previous year.
- The busiest day of the Christmas trading period was Saturday 30 November with **61,053** visitors.

- Monthly Visitors Annual Trend
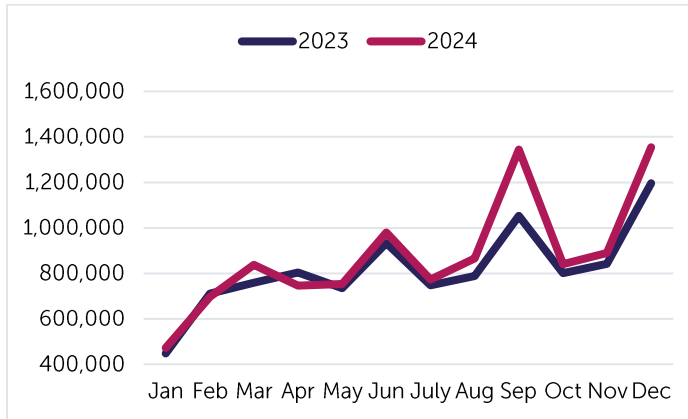
### - Benchmarking Annual Visitors Trend
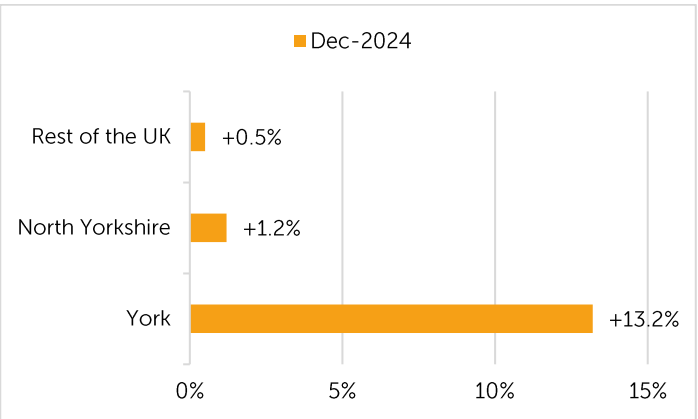
Footfall was up **+13.2%** in comparison to 2023.

York attracted a higher % of visitors than the wider county.

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 full **Springboard Footfall Report – December 2024**

- Average Monthly Hotel Occupancy (STR)
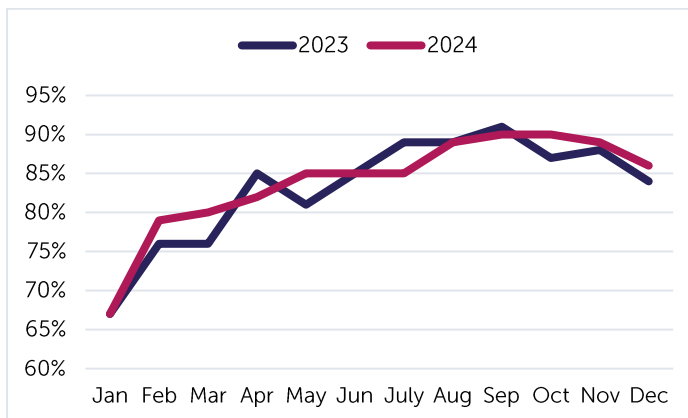
- Shop Vacancy % (York Open Data)
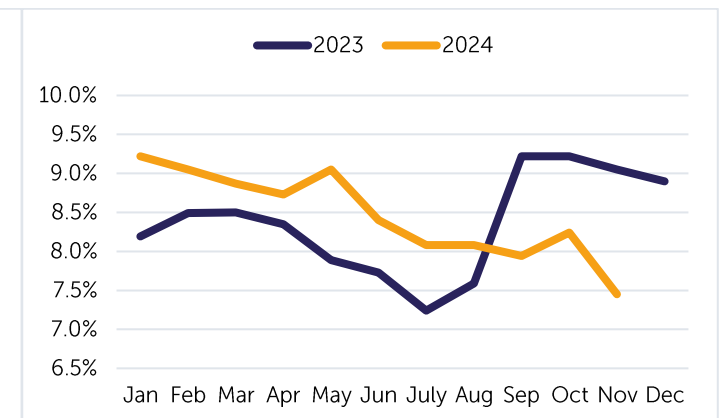
- During December, average hotel occupancy was **86%,** a **+2%** higher in comparison to 2023.
- Year-to-date (YTD) average hotel occupancy was up by **+0.7%** compared to the previous year.
- The most recent shop vacancy levels were recorded in November 2024at **7.5%,** which is the lowest they have been since August 2023.

York BID work regularly with data suppliers to bring together insights on the economic performance for York city centre. To view more historical insight reports please visit:
https://www.theyorkbid.com/category/insights/

If you have any questions regarding the data please contact the BID Team at **info@theyorkbid.com**