

# Headline Insights January 2026



York Jan-2026	Total	Growth vs 2025	UK Benchmark
<b>Sales</b>	£27,264,960	-4.7%	-0.7%
<b>Customers</b>	317,906	-1.6%	-2.2%
<b>ARPC</b>	£85.76	-3.2%	+1.5%
<b>Transactions</b>	1,469,669	-3.9%	-3.1%
<b>ATV</b>	£18.55	-0.9%	+2.5%
<b>Footfall</b>	2,341,772	-5.8%	n/a

The table to the left highlights the key economic performance indicators for January 2026. ‘**Growth vs Last Year**’ shows the **Year-On-Year (YoY)** percentage difference in performance between the most recent month and the same period within the previous year.

The ‘**UK Benchmark**’ shows the comparative average growth for the same time period at a national level. For definitions of terms and abbreviations used in this report, please refer to the **Glossary** on pages 10–11.

Both visitation and spending in York declined during January 2026 compared with the same period in 2025.

According to Beauclair spend data, York recorded a **-4.7%** change in monthly sales, significantly underperforming the UK benchmark of **+0.7%**.

The decrease in sales was primarily driven by a **-3.2%** decline in average revenue per customer (ARPC), whereas the UK benchmark increased by **+1.5%**.

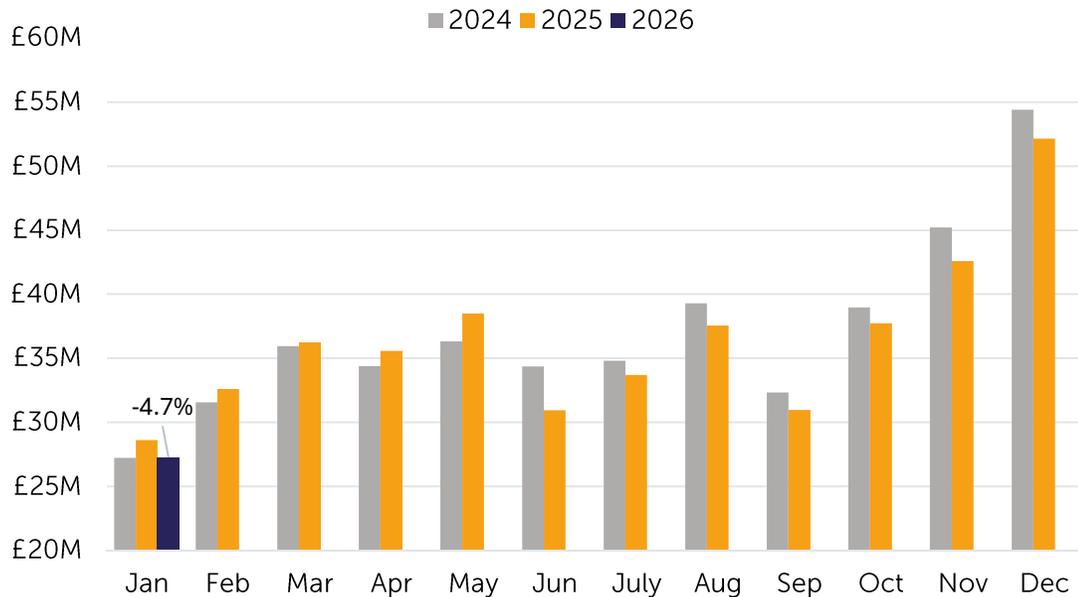
Customer volumes in York fell by **-1.6%** year-on-year, slightly outperforming the UK benchmark decline of **-2.2%**.

BT Active Intelligence indicates that footfall in January decreased by **-5.8%** year-on-year, reflecting a similar trend to sales. No UK benchmark is available for footfall comparison.

# Spending Insights January 2026



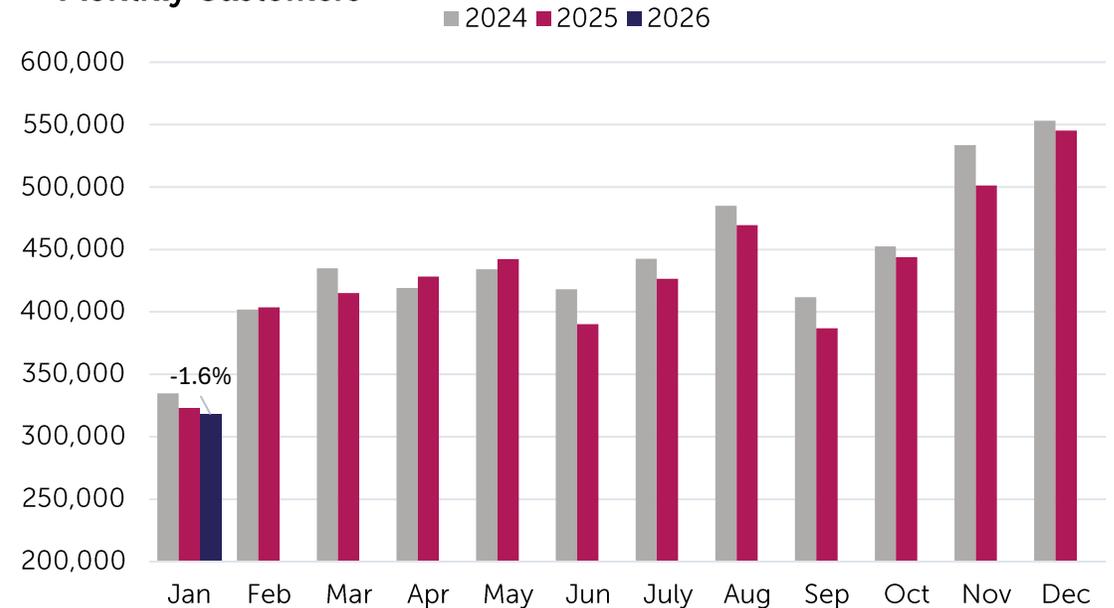
## - Monthly Sales



The graphs above illustrate total monthly sales and customers recorded in York city centre between 2023 and 2025. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year.

During January 2026, **£27.3 million** worth of sales were recorded. At first glance, sales in 2026 have started lower, at **-4.7%** compared with 2025, against a UK benchmark of **-0.7%**.

## - Monthly Customers



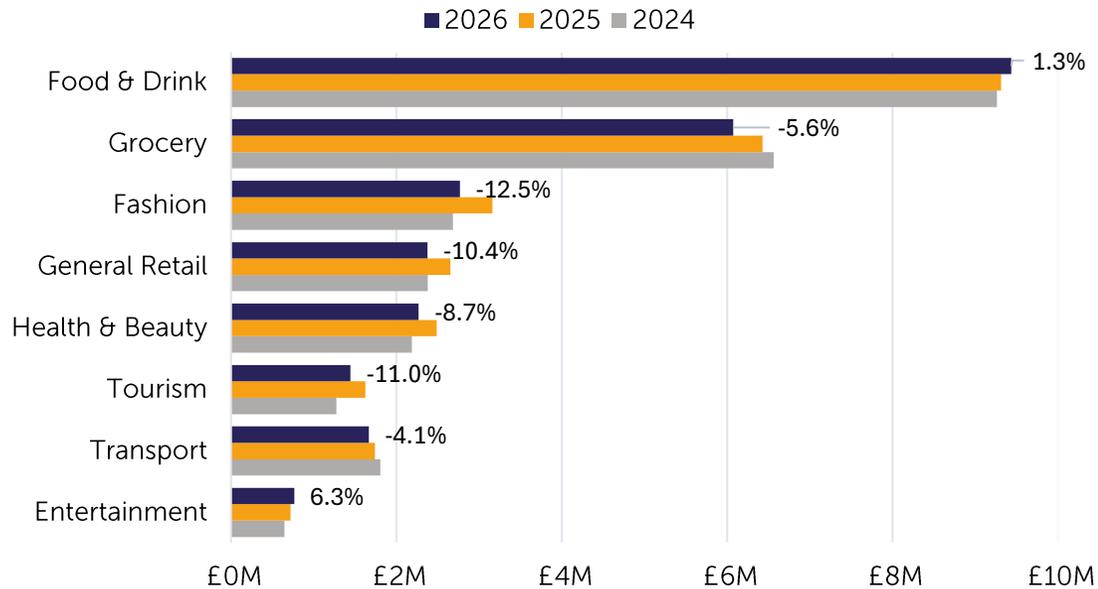
However, January 2026 sales showed a modest increase of **+0.1%** relative to January 2024, suggesting that January 2025 experienced an unusually strong uplift, which accounts for the apparent disparity in growth between York and the national trend.

Conversely, customer numbers in January 2026 declined by **-1.6%**, outperforming the UK benchmark, which recorded a decline of **-2.2%**. This marks a continual downward trend in customers York has experienced since June 2025.

# Sector Spending January 2026



## - Monthly Sector Sales Year-on-Year



The graph above illustrates total monthly sales across sectors in York city centre during January 2026. Data labels indicate year-on-year (YoY) growth, comparing performance in the current month with the corresponding month in the previous year.

In January 2026, the Food & Drink sector recorded YoY sales growth of **+1.3%**, outperforming the UK benchmark of **+0.7%** and marking a reversal of the downward trend observed over the previous seven months since May 2025.

York Jan-2026	Sales	Customers	Transactions	ARPC
<b>Food &amp; Drink</b>	+1.3%	+0.9%	-2.0%	+0.5%
<b>Grocery</b>	-5.6%	-5.2%	-6.5%	-0.4%
<b>Fashion</b>	-12.5%	+1.6%	0.0%	-13.9%
<b>General Retail</b>	-10.4%	-7.5%	-8.3%	-3.2%
<b>Health &amp; Beauty</b>	-8.7%	-7.7%	-6.3%	-1.1%
<b>Transport</b>	-4.1%	-3.3%	-3.8%	-0.8%
<b>Tourism</b>	-11.0%	-4.1%	-0.3%	-14.5%
<b>Entertainment</b>	-6.3%	-3.3%	-5.4%	-2.8%

The accompanying table summarises YoY changes in spend across business sectors in York city centre during the same period.

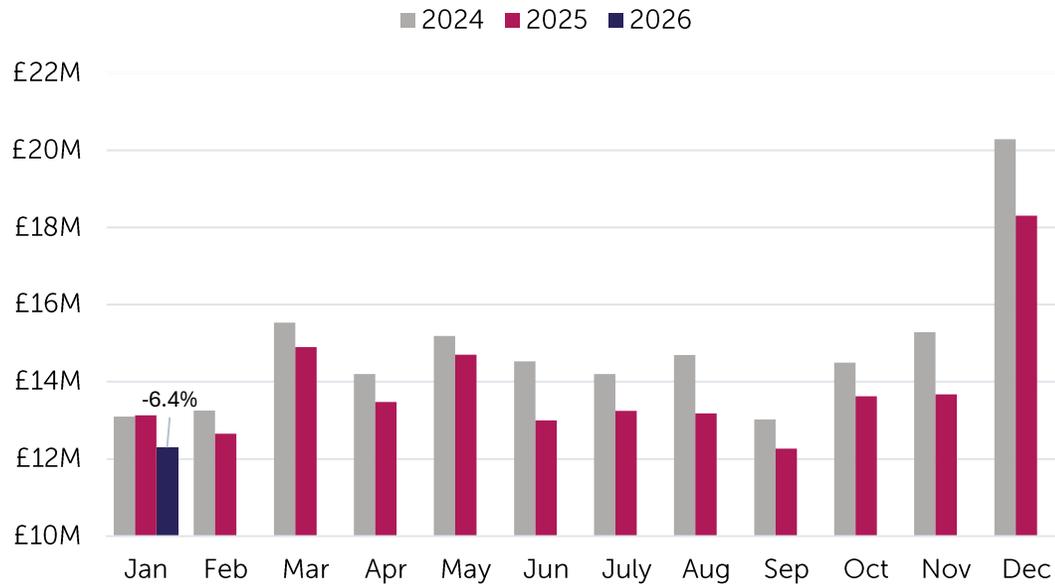
In contrast to Food & Drink, several sectors experienced notable declines. Fashion (**-12.5%**) and General Retail (**-10.4%**) recorded significant reductions in sales, which may partly reflect the exceptionally strong performance recorded in January 2025.

By comparison, the UK benchmark reported more modest declines in both Fashion (**-1.3%**) and General Retail (**-3.0%**).

# Catchment Spending January 2026



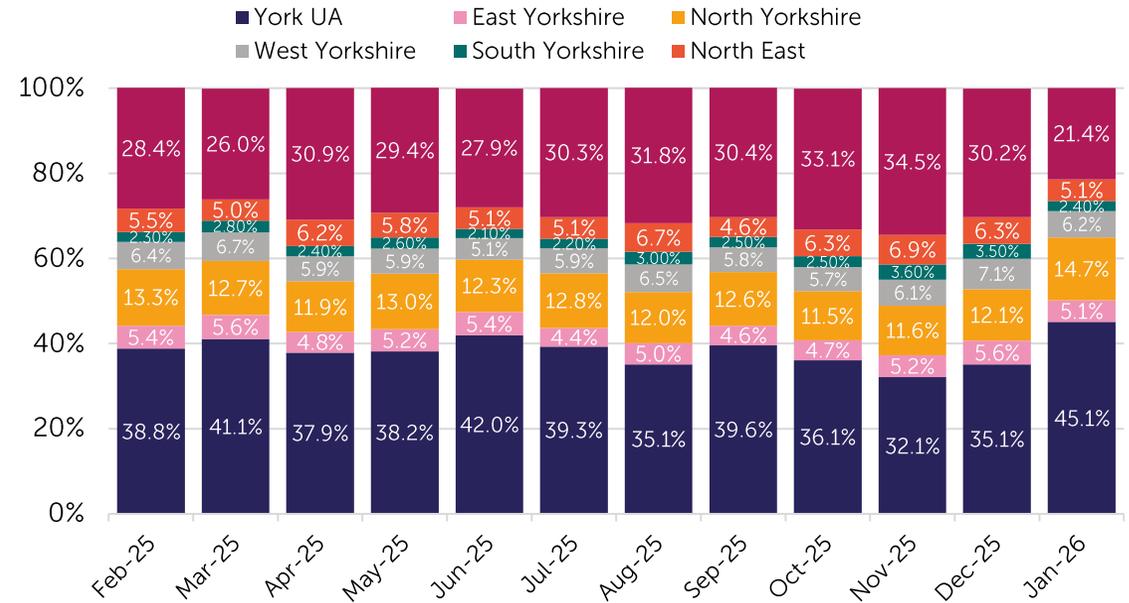
## - Monthly Sales by York Residents



The graph above illustrates monthly sales made by customers residing within the York Local Authority Area (York Residents) since 2024.

In January 2026, resident spend declined by **-6.4%** year-on-year, continuing a downward trend that has been evident since January 2025. Notably, resident sales were also **-6.1%** lower than in January 2024, indicating that the decline cannot be attributed solely to the comparatively strong performance recorded in January 2025.

## - Share of Monthly Sales by Region



The second graph presents the distribution of quarterly sales by customers' home location.

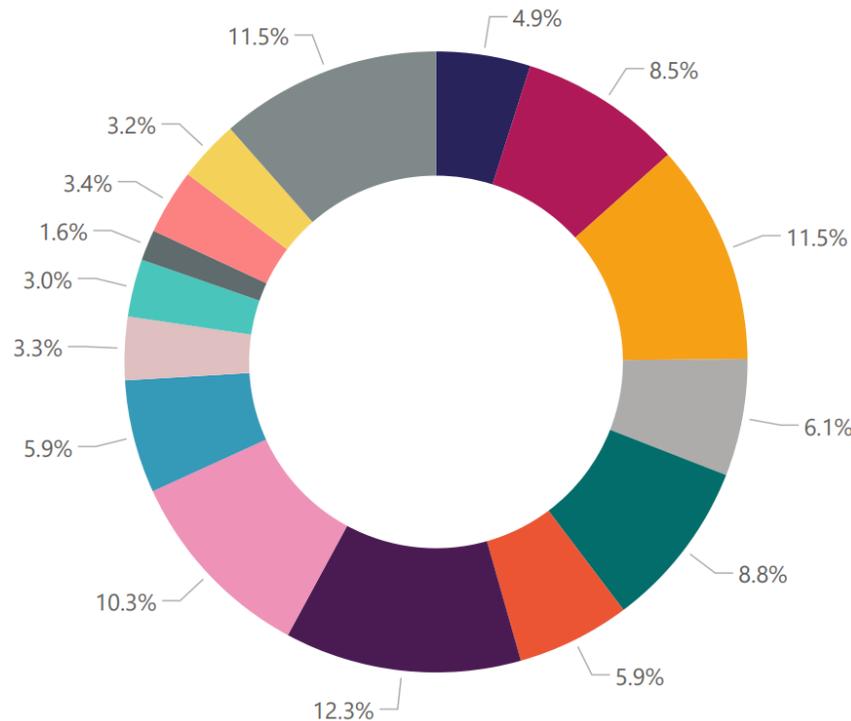
In January 2026, York residents accounted for **45.1%** of total sales, representing a YoY decrease of -0.9 percentage points. By comparison, customers from the rest of Great Britain contributed **21.4%** of total monthly sales. Spend from residents of North Yorkshire represented **14.7%** of total sales, the highest proportion recorded since January 2023.

# Spending by Segments January 2026



## Segment

- A - City Prosperity
- B - Prestige Positions
- C - Country Living
- D - Rural Reality
- E - Senior Security
- F - Suburban Stability
- G - Domestic Success
- H - Aspiring Homemakers
- I - Family Basics
- J - Transient Renters
- K - Municipal Tenants
- L - Vintage Value
- M - Modest Traditions
- N - Urban Cohesion
- O - Rental Hubs



The pie chart illustrates the percentage share of total monthly sales during January 2026, segmented by demographic groups as defined by [Experian's MOSAIC classification](#).

During this period, the highest levels of spending (accounting for **46%** of total monthly sales) were made by the following four demographic groups:

- **G – Domestic Success (12.3%)**: Thriving families balancing career progression with raising children (average age 36–45).
- **C – Country Living (11.5%)**: Wealthy homeowners, residing in rural locations enjoying the benefits of country life (average age 66+).
- **O – Rental Hubs (11.5%)**: Educated young adults privately renting in urban neighbourhoods (average age 26–35).
- **H – Aspiring Homemakers (10.3%)**: Younger households settling down in housing priced within their means (average age 26–35).

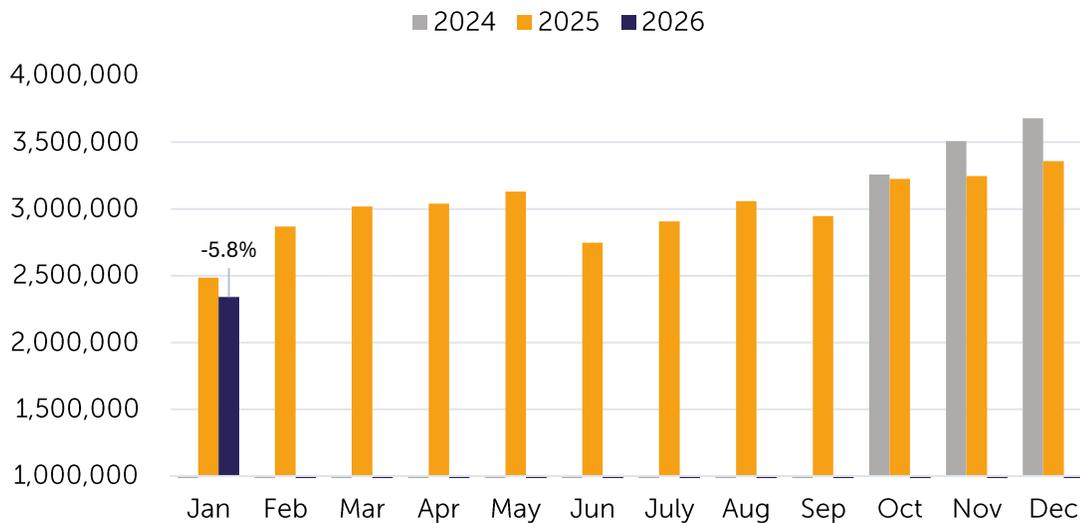
The above reflects a broad profile of customers, including affluent and family-oriented homeowners, wealthy retirees, and younger renters. Representation is lowest among more financially vulnerable groups, older residents in lower-income segments, and those living in municipally managed housing.

For further information on each of the 15 MOSAIC segment groups, please refer to the [MOSAIC UK Handbook](#)

# Visitor Insights January 2026



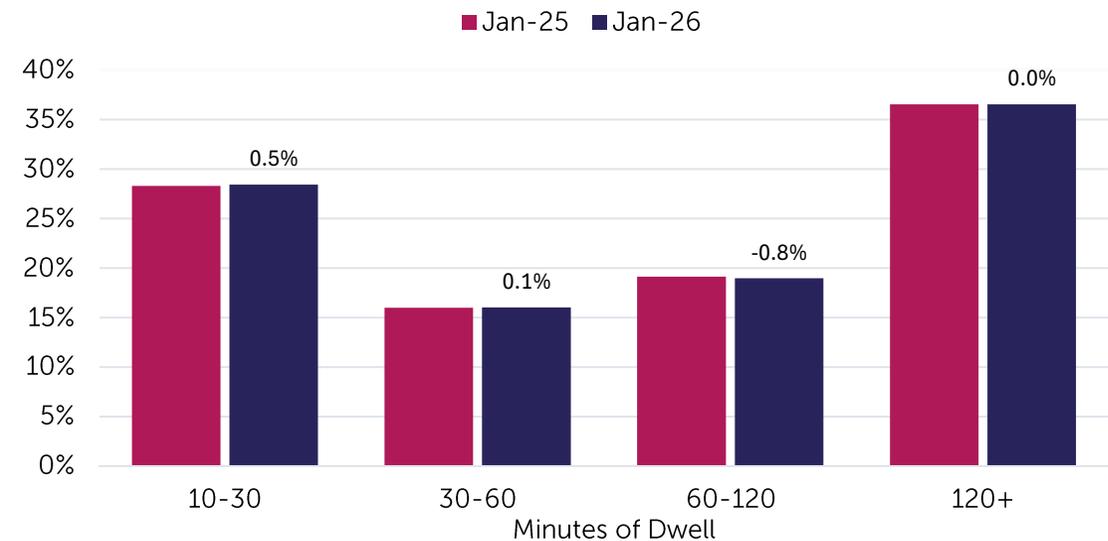
## - Monthly Footfall



The graph above shows monthly visitor volumes to York city centre since October 2024. Data labels indicate year-on-year (YoY) growth, comparing each month with the corresponding month in the previous year.

In January 2026, **2.3 million** visits were recorded, representing a **-5.8%** YoY decline compared with January 2025. A sustained downward trend in footfall has been evident since October 2024, with the decline particularly pronounced in December 2025 (**-8.7%**).

## - Monthly Dwell Time



The second graph illustrates the distribution of visitors to York city centre in January 2026 by dwell time, measured in minutes. Data labels show the YoY change compared with the same period in the previous year.

Approximately **44%** of visitors stayed for up to **1 hour**, **19%** remained for between **60 and 120 minutes**, and **37%** stayed for **2 hours or more**. Overall, these proportions are broadly consistent with those recorded in January 2025.

BT Active Intelligence data is also referenced within the City of York Council **City Centre Movement and Place Pack**, which can be accessed via the link below.

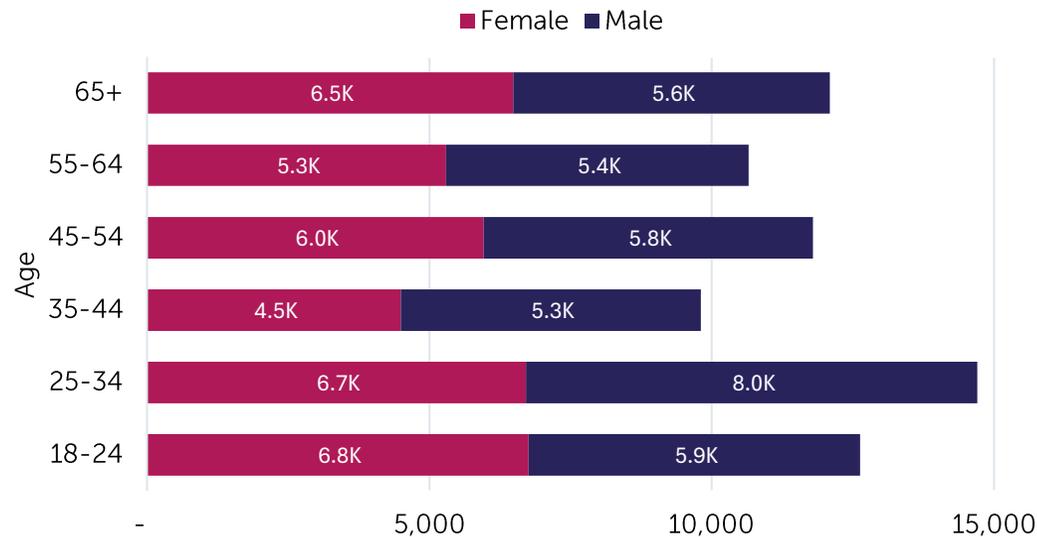
# Visitor Insights January 2026



## - Peak Hours of Visitation Jan 2026

Days	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Monday	0.3%	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.4%	0.5%	0.6%	0.7%	0.8%	0.9%	0.9%	0.8%	0.8%	0.7%	0.6%	0.6%	0.5%	0.5%	0.4%	0.4%	0.4%
Tuesday	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.5%	0.7%	0.7%	0.8%	0.9%	0.9%	0.9%	0.8%	0.8%	0.7%	0.6%	0.6%	0.5%	0.5%	0.4%	0.4%
Wednesday	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.6%	0.7%	0.8%	0.9%	1.0%	1.0%	1.0%	0.9%	0.8%	0.7%	0.6%	0.6%	0.6%	0.5%	0.5%	0.4%
Thursday	0.5%	0.4%	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%	0.5%	0.6%	0.7%	0.8%	0.9%	0.9%	0.9%	0.8%	0.8%	0.7%	0.6%	0.6%	0.5%	0.5%	0.4%	0.4%
Friday	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.5%	0.6%	0.8%	0.8%	0.9%	1.0%	1.0%	0.9%	0.9%	0.8%	0.7%	0.7%	0.7%	0.7%	0.6%	0.5%
Saturday	0.5%	0.4%	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%	0.5%	0.6%	0.8%	1.0%	1.2%	1.3%	1.4%	1.4%	1.2%	1.1%	1.0%	0.9%	0.9%	0.8%	0.7%	0.6%
Sunday	0.5%	0.5%	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%	0.4%	0.5%	0.6%	0.7%	0.8%	0.8%	0.8%	0.8%	0.7%	0.6%	0.5%	0.5%	0.5%	0.4%	0.4%	0.4%

## - Visitor Demographics Jan 2026



The table above shows the percentage share of monthly visitors by hour of the day. Across the week, the busiest periods of visitation typically occur between **12:00 and 15:00**. **Saturday** is the busiest day overall, with peak activity recorded between **13:00 and 15:00**. **Friday and Wednesday** rank as the second and third busiest days, respectively.

The graph on the left illustrates the monthly number of visits by demographic group, segmented by age and gender. Overall, the gender split among visitors is even at **50% male and 50% female**.

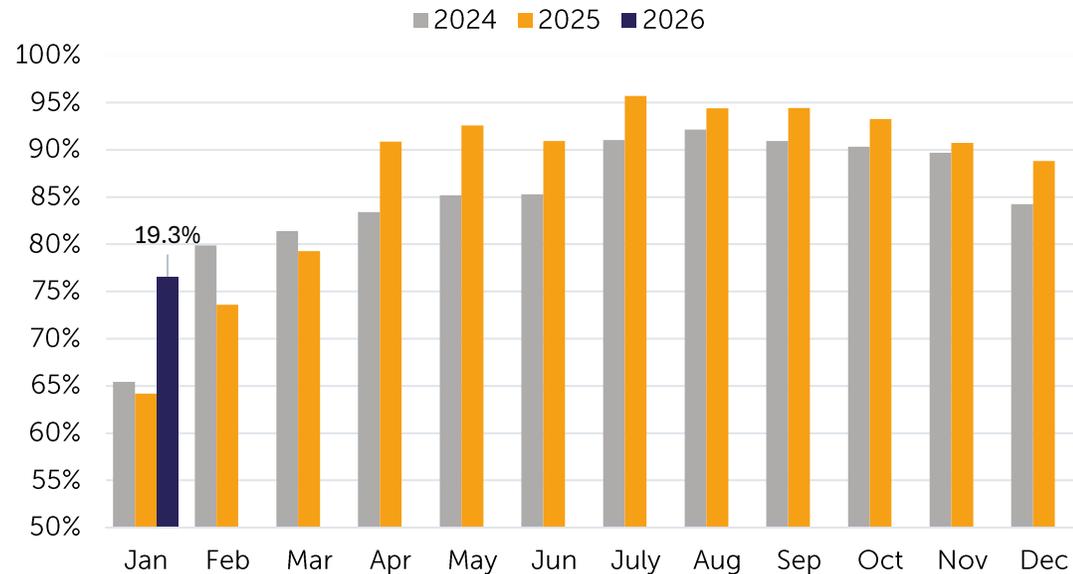
Visitors aged **25–34** represent the largest single demographic group, accounting for **21%** of all visitors, of which **54%** were male. In contrast, the **35–44** age group recorded the lowest representation, accounting for **13.7%** of total visitors.

The most significant year-on-year (YoY) decline was observed among males aged **18–24**, where visitation decreased by **-15.3% YoY**.

# Hotel Occupancy January 2026



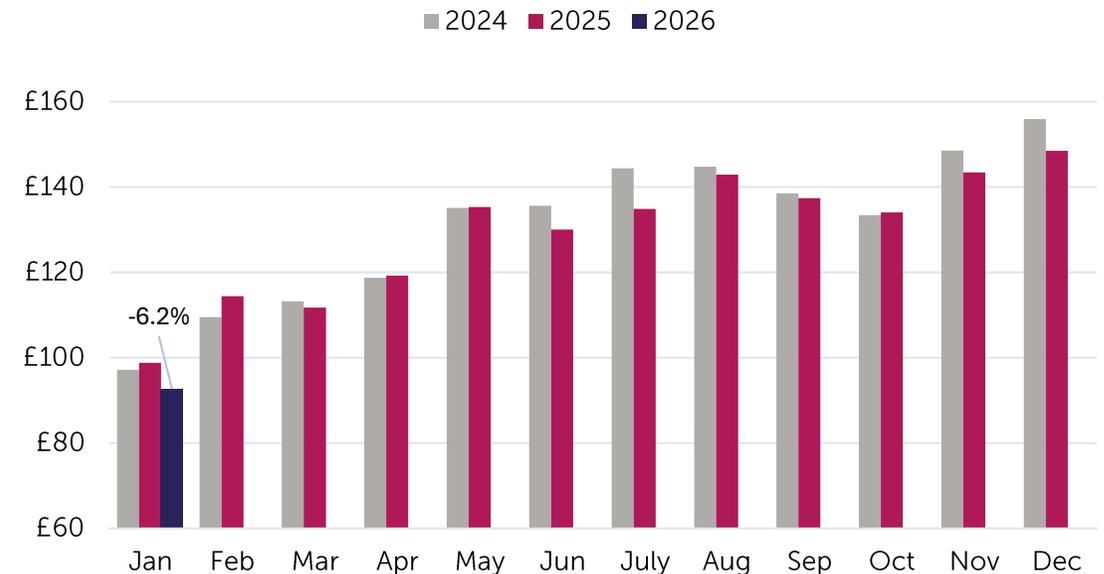
## - Monthly Hotel Occupancy (%)



The graph above presents the average monthly percentage of available rooms occupied across hotels and serviced accommodation city-wide in York since 2024. Data labels indicate year-on-year (YoY) growth, comparing each month of the current year with the corresponding month in the previous year.

In January 2026, average occupancy reached **76.6%**, representing a substantial YoY increase of **+19.3%** compared with January 2025, and the highest levels recorded for this month since 2023, the average of which was **65.3%**.

## - Monthly Hotel Average Day Rate (£)



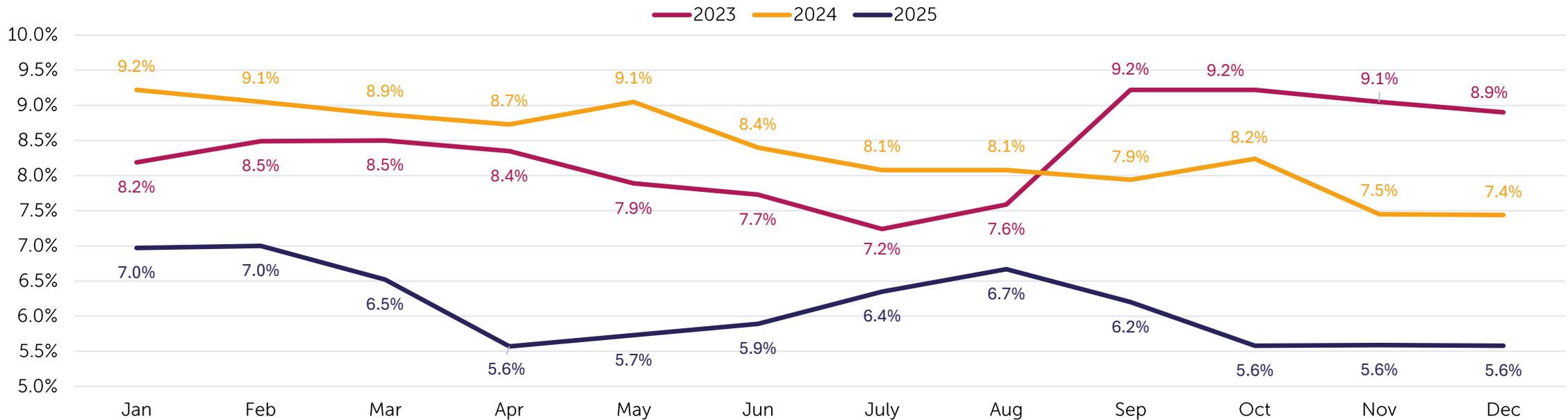
The adjacent graph illustrates the average daily rate (ADR) charged per room across the same properties over the same period. Again, data labels highlighting year-on-year (YoY) growth.

Despite the strong occupancy growth, the ADR in January fell to **£92.72**, a YoY decline of **6.2%**, indicating that the increase in occupancy may have been supported by lower pricing strategies.

# Shop Vacancy January 2026



- Monthly Shop Vacancy in York City Centre (%)



The graph illustrates the average monthly percentage of vacant retail units recorded in York city centre, using data published through the Council’s Open Data platform since the beginning of 2023.

As of December 2025, the vacancy rate stood at **5.6%**, representing a **-2.6 point** YoY reduction compared with the previous year. Year-to-date (YTD), vacancy levels in York have shown a marked improvement relative to the preceding two years.

For context, provisional figures published by Savills in its Shopping Centre and High Street Report estimate the national vacancy rate at **13.5%** as of the end of Q3 2025.

Further monthly vacancy data for York is expected to be released by the end of Q1 2026.



## Key takeaways from January's Insight Report are as follows:

- **Sales** declined **-4.7%** compared with **2025** and were notably below the UK benchmark. However, performance broadly matched **2024**, suggesting **January 2025** experienced an unusually strong uplift.
- **Customer volumes** in York fell **-1.6%** year-on-year, slightly outperforming the UK benchmark decline of **-2.2%**.
- The **Food & Drink** sector recorded marginal sales growth for the first time in nearly a year, while most other major sectors declined. Notably, **Fashion (-12.5%)** and **General Retail (-10.4%)** experienced significant reductions in sales.
- **Resident spending** in York fell **-6.1%** year-on-year, continuing a concerning downward trend that has been evident since **January 2025**.
- **Monthly footfall** was reported at **-5.8%** compared with **2025**, broadly aligning with the recorded decline in overall spending.
- **Hotel occupancy** reached a record level for January at **76.6%**, representing a **19.3%** year-on-year increase. This may have been supported by a **-6.2%** YoY decrease in the average room rate.
- **Shop vacancy** in York is currently at an all-time low of **5.6%**, a notable improvement compared with the previous **2** years and significantly below the provisional UK high street vacancy level of **13.5%**.



**This report is powered by the York Data Intelligence Hub, an initiative delivered in partnership by York BID and York St John University.** The Hub brings together a range of robust and trusted data sources to provide insight into York's economic performance and emerging trends over time. Insights are published on a monthly basis, with periodic quarterly summaries, and made available to local businesses and key strategic partners to support evidence-based decision-making.

## **Data sources included in the report:**

- In-store Debit Card Sales ([Beauclair](#))
- Footfall Analytics ([MRI – Springboard](#))
- Hotel Occupancy ([Hospitality Association York – STR](#))
- Visitor Insights ([BT Active Intelligence – City of York Council](#))
- Train Journeys to York ([LNER](#))
- Shop Vacancy Rates ([York Open Data – City of York Council](#))

## **The objectives of the Data Intelligence Hub are to:**

- Equip local businesses with actionable intelligence to support operational and strategic decision-making
- Provide a robust evidence base to assess the impact of projects and strengthen the case for future investment
- Support public and private sector stakeholders in making informed policy and planning decisions
- Promote a consistent, data-led narrative around York's economic health to build business and investor confidence

All merchant and customer data presented in this report is strictly anonymised and aggregated, ensuring full compliance with GDPR and data protection regulations.

To find out more, please visit [www.theyorkbid.com](http://www.theyorkbid.com) or get in touch at [info@theyorkbid.com](mailto:info@theyorkbid.com) or by phone on 01904 809970.

**The York Data Intelligence Hub is delivered in partnership with proudly sponsored by York & North Yorkshire Combined Authority.**



The following is an alphabetical list of terms used in the York Data Intelligence Hub Report, with definitions to aid interpretation.

**Average Revenue Per Customer (ARPC)** – Total sales divided by the number of customers.

**Average Transaction Value (ATV)** – Total sales divided by the number of transactions.

**Catchment** – A defined geographical area in which customers live. For example, York Unitary Authority (York UA)

**Customers** – The number of unique debit card account holders who have undertaken transactions.

**Footfall** – The number of people recorded as being present within a retail area.

**Growth** – The percentage change in a metric between time periods. A negative figure indicates a decrease.

**Hotel Occupancy** – The average percentage of occupied hotel rooms within a given period, based on the total number of rooms available.

**Metric** – A measurable indicator of performance.

**Quarter** – A three-month period. There are four quarters in a calendar year:

- **Q1:** 1 January – 31 March
- **Q2:** 1 April – 30 June
- **Q3:** 1 July – 30 September.
- **Q4:** 1 November – 31 December

**Retail Area** – The geographical area in which a metric is measured.

**Sales** – The total recorded value of spending.



The following is an alphabetical list of terms used in the York Data Intelligence Hub Report, with definitions to aid interpretation.

**Sectors** – The business industries in which metrics are recorded.

- **Food and Drink** – Alcoholic Beverages, Cafés and Coffee Shops, Confectionery, Fast Food Chains, Food Delivery Services, Non-Alcoholic Beverages, Pubs and Bars, Restaurants.
- **Grocery** – Corner Shops and Newsagents, Grocery Delivery, Specialist Grocery, Supermarkets, Wholesalers.
- **Fashion** – Baby and Childrenswear, Bags and Accessories, Jewellery and Watches, Lingerie, Menswear, Shoes, Sportswear, Unisex, Womenswear.
- **General Retail** – Books and Stationery, Cards and Gifts, Department Stores, Digital Marketplaces, Discount Retailers, Electronics and Appliances, Pets.
- **Health and Beauty** – Beauty Products, Beauty Salons and Spas, Gyms and Fitness, Health and Nutrition, Healthcare Providers, Opticians.
- **Tourism** – Airlines, Holidays, Hotels.
- **Transport** – Parking, Petrol, Vehicle Rentals, Transportation.
- **Entertainment** –  
Attractions and Experiences, Gambling, Live Shows and Events, Music and Video Streaming, Sports Equipment and Clubs, Toys and Gaming, Entertainment.
- **Household** – DIY and Interior Design, Furniture, Garden, Household Products.
- **Consumer Services** – Adult, Delivery Services, Florists, Other Consumer Services, Photography and Printing, Software.

**Segments** – Demographic groups of customers or visitors, defined by economic, age, lifestyle, and behavioural characteristics, based on the MOSAIC classification powered by Experian.

**Shop Vacancy** – The percentage of empty commercial premises within a given period, based on the total number of units available.

**Timeframe** – The period over which a metric is measured.

**Transactions** – The number of recorded sales transactions.

**UK Benchmark** – The percentage change in metrics recorded at the national level for the United Kingdom. A negative figure indicates a decrease.

**Year-on-Year (YoY)** – A comparison of metrics from a given period with the same period in the previous year.

**Year-to-Date (YTD)** – A period starting from 1 January and ending with the selected month of the same year.