York City Centre Insights Report June 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 - June 2026

Metric	Monthly Total	Growth vs 2025	UK Benchmark	YTD Jan-June 2026	YTD Growth vs 2025	YTD UK Benchmark
Sales	£31.7m	+3.1%	-4.5%	£193.3m	-3.4%	-4.0%
Customers	376.8k	-3.0%	-6.6%	2.3m	-5.0%	-4.6%
ARPC	£84.20	+6.3%	+2.2%	£85.20	+1.7%	+0.6%
Transactions	1.6m	-3.3%	-7.3%	10.1m	-4.8%	-5.6%
ATV	£19.60	+6.7%	+3.1%	£19.20	+1.5%	+1.9%
Footfall	2.5m	-10.8%	n/a	£15.8m	-8.6%	n/a

Headline Summary

- 📈 **Sales returned to growth in June**, increasing by **+3.1%** year on year and outperforming the UK benchmark of **-4.5%** by **7.6 percentage points**.
- 👥 **Customer volumes remain under pressure**, with June customer numbers down **-3.0%** and year-to-date performance at **-5.0%**, broadly in line with national trends.
- 💳 **Higher spend per customer supported sales growth**, with ARPC up **+6.3%** in June and **+1.7%** year to date, slightly ahead of the UK benchmark.
- 🛍️ **Sector performance was mixed**, with strong growth in Fashion, Health & Beauty and Grocery, while Tourism, General Retail and Food & Drink continued to face challenges.
- 🚶 **Footfall remains the main area of concern**, falling by **-10.8%** in June and **-8.6%** year to date, with evidence of shorter city centre visits.
- 🏘️ **York residents continue to drive the largest share of spend**, accounting for **39%** of total city centre sales, although local resident spending remains in year-on-year decline.
- 🏬 **Vacancy remains low by national standards**, rising slightly to **5.7%** but staying well below the national benchmark of **13.5%**.

Spending Insights

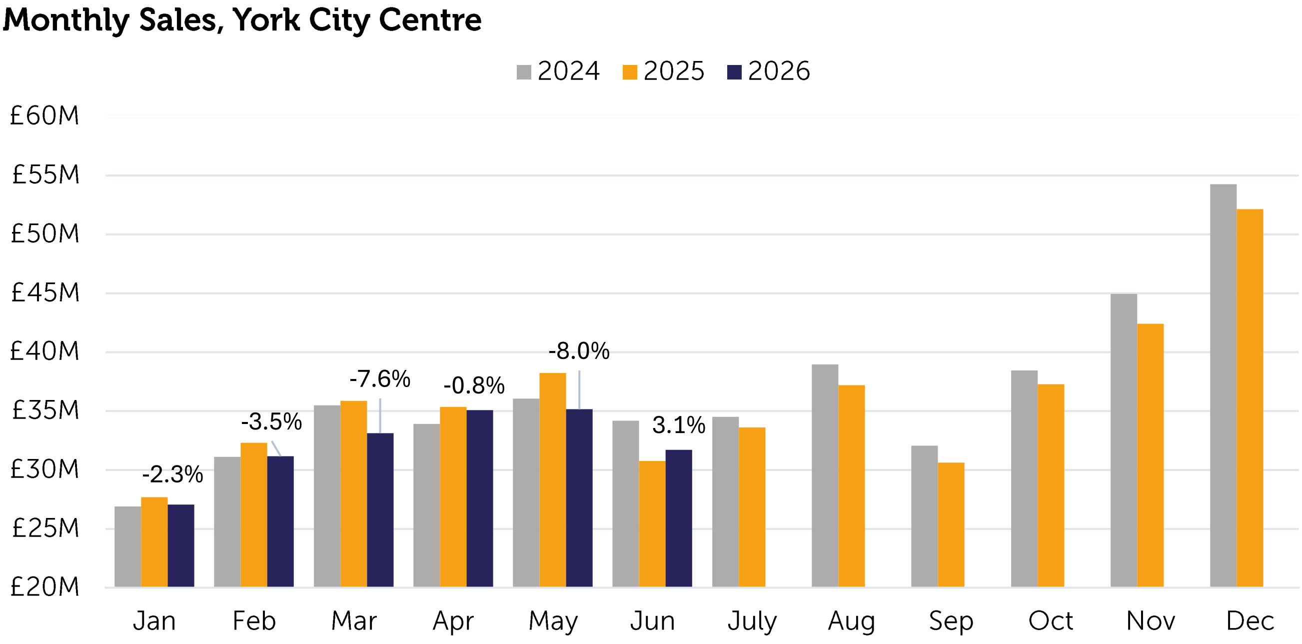


Figure 1. *Total monthly sales recorded in York city centre between 2024 and 2026. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year.* ***(Source:*** ***Beauclair*****)**

After a challenging first half of the year compared with 2025, June delivered York City Centre's first positive monthly sales growth of 2026, with spend up **+3.1%** year on year. This improvement should be viewed in context, as June 2025 was a particularly weak comparison point following stronger trading earlier that year.

York also outperformed the UK benchmark by **7.6 percentage points** in June, with national sales down -**4.5%**. This represents the widest gap between local and national sales performance recorded so far this year.

Year-to-date sales in York remain down -**3.4%** compared with 2025, but this is marginally ahead of the UK benchmark of -**4.0%**. March and May recorded the sharpest monthly declines, with sales falling between -**7%** and -**8%**.

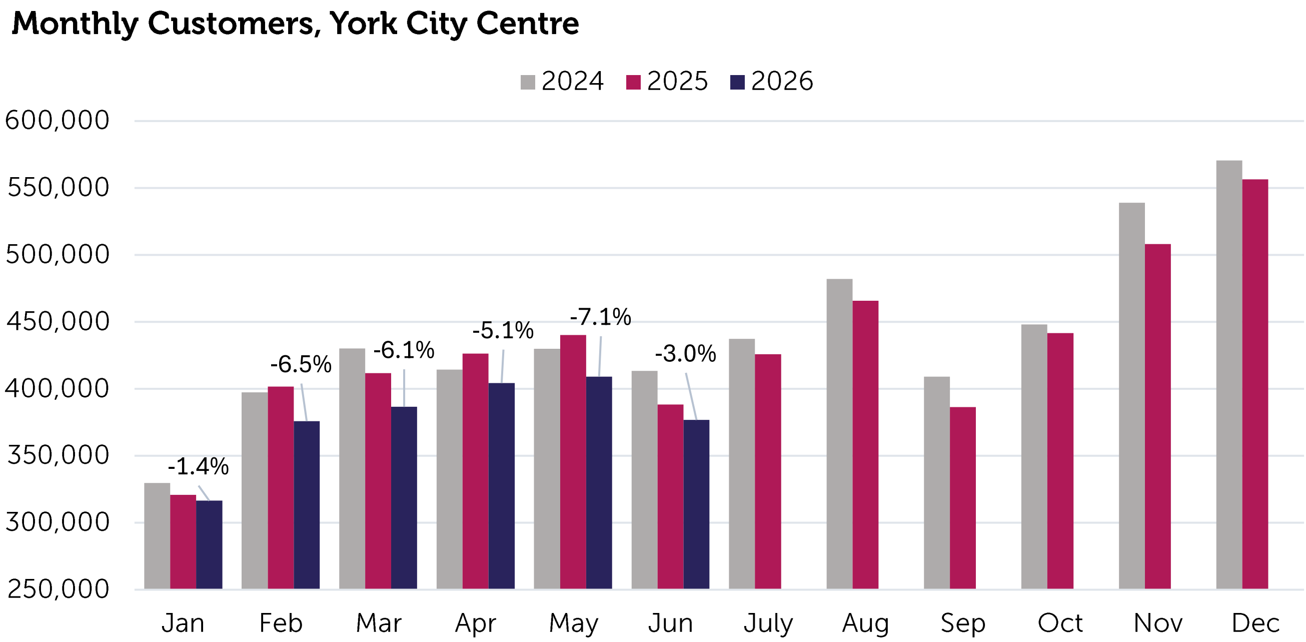


Figure 2. Total number of account holders linked to monthly debit card transactions, recorded in York city centre between 2024–2026. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year. ***(Source:*** ***Beauclair****)*

Customer numbers fell by -3.0% in June, but York continued to perform more strongly than the UK benchmark, where customer volumes declined by -6.6%.

As shown in the graph above, customer volumes have continued to trend down during 2026. Year-to-date performance stands at -5.0%, which is only 0.4 percentage points behind the UK benchmark of -4.6%, despite improved relative performance in June.

- Monthly Average Revenue Per Customer (ARPC), York City Centre

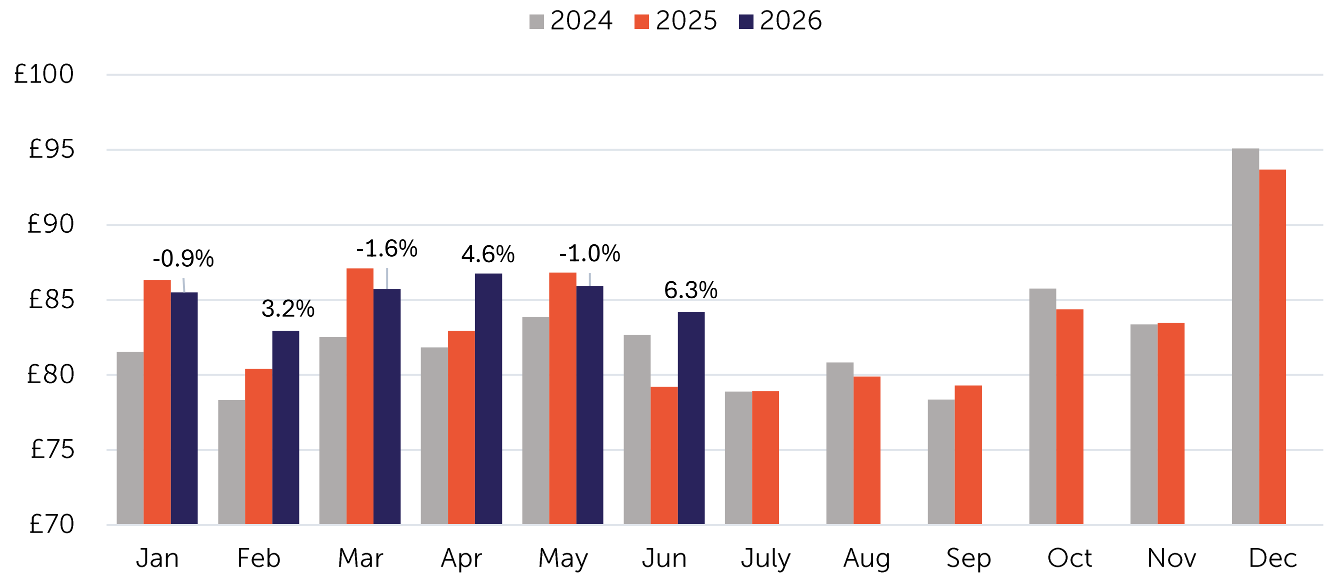


Figure 3. Monthly average transaction value (ATV) recorded in York city centre between 2024 and 2026. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year. ***(Source:*** ***Beauclair****)*

Average Revenue Per Customer (ARPC) increased by +6.3% in June, helping to offset the decline in customer numbers and contributing to overall sales growth. Year-to-date ARPC is up +1.7%, slightly ahead of the UK benchmark of +0.6%.

Sector Insights

Sector performance was mixed in June. **Fashion (+27.2%)**, **Health & Beauty (+16.4%)** and **Grocery (+6.0%)** recorded strong year-on-year growth, while **Food & Drink (-3.1%)**, **General Retail (-4.4%)** and **Tourism (-13.4%)** saw declines. Food & Drink sales were also **-16.5%** lower than in June 2024, suggesting a continued softening in trading activity over the past two years. For a more detailed historical breakdown of individual sector performance, visit the York Economic Data Hub.

Sector Sales, York City Centre

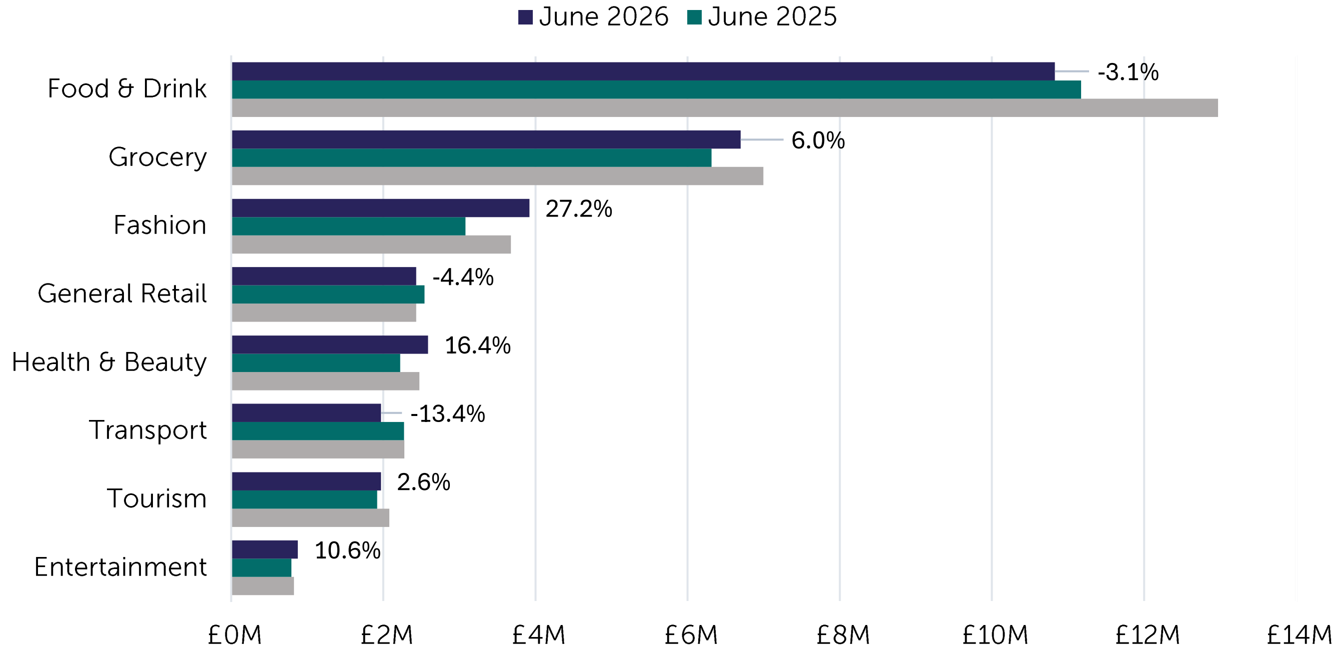
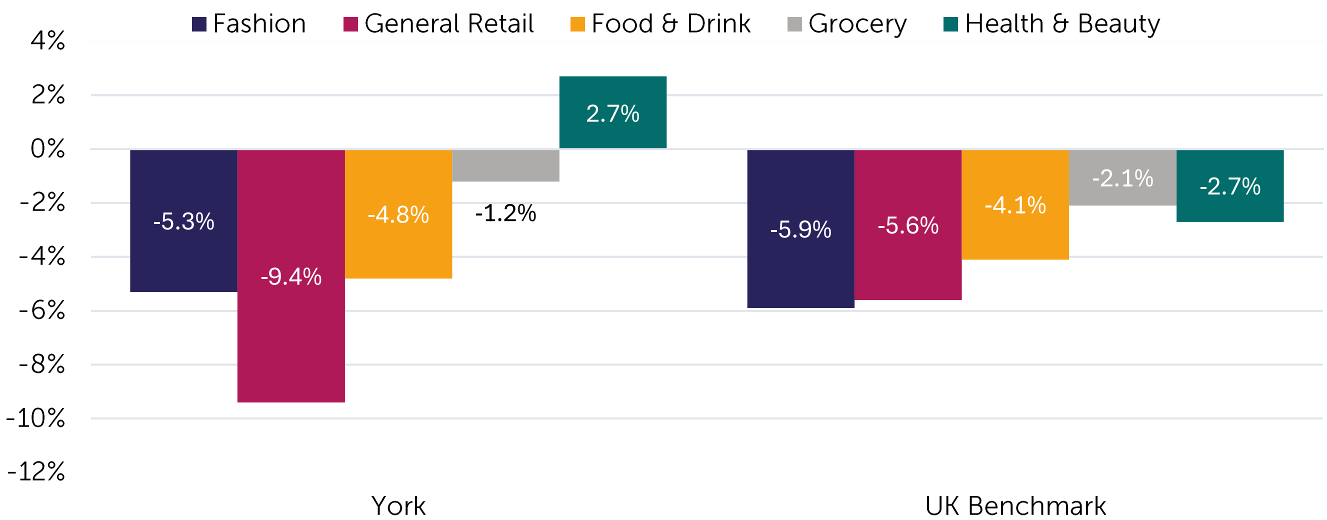


Figure 4. *Total monthly sales across sectors, recorded in York city centre, within a chosen month. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year. Use the slicer to explore different months across the year. For sector definition, please refer to the Glossary of Terms.* ***(Source: Beauclair)***

The table below compares year-to-date sales growth across York's key sectors against the UK benchmark. While both York and the wider UK have experienced softer sales performance in 2026, **General Retail (-9.4%)** in York shows a more pronounced decline. This may partly reflect a particularly strong first half of 2025, with current performance returning closer to 2024 levels.

Comparison of Growth in Year-to-date Sector Sales



Visitor Insights

- Monthly Footfall, York City Centre

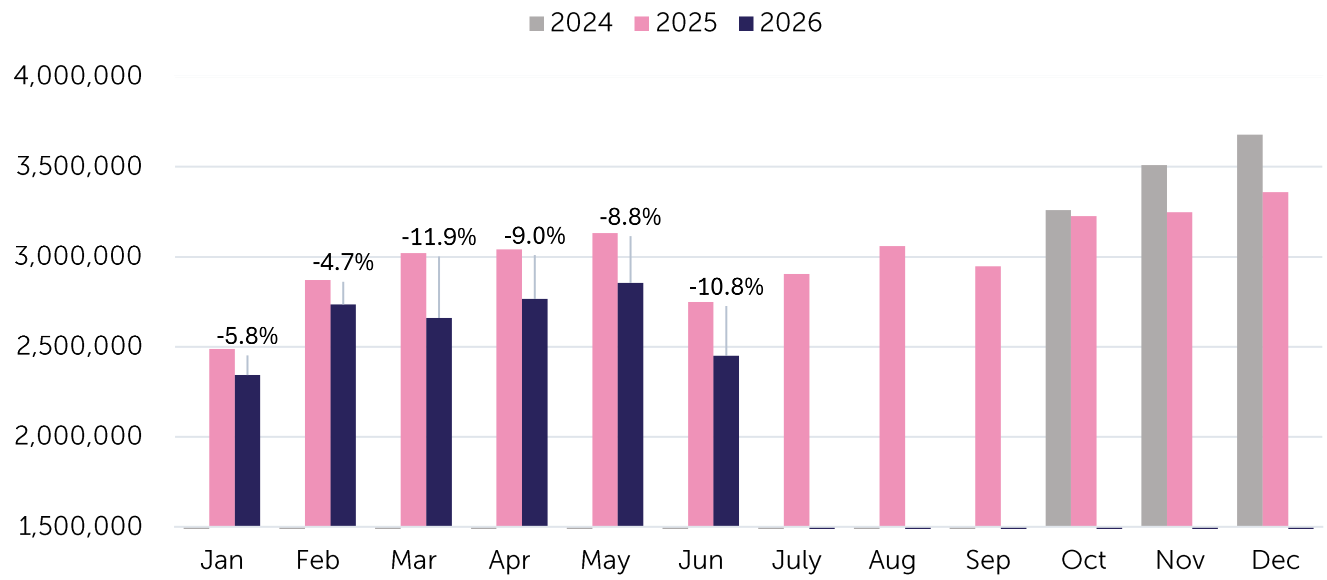


Figure 6. *Monthly totals of cumulative daily visitors to York city centre from October 2024 to present. Data labels show year-on-year (YoY) percentage change, comparing each month with the equivalent period in the previous year.* ***(Source:*** ***BT Active Intelligence)***

Overall footfall declined by **-10.8%** in June and is down **-8.6%** year to date. Visitor trends broadly mirror sales and customer performance, reinforcing the link between reduced city centre visits and softer trading conditions. As this dataset is only available from October 2024, longer-term comparisons cannot yet be provided.

- Monthly Dwell Time, York City Centre

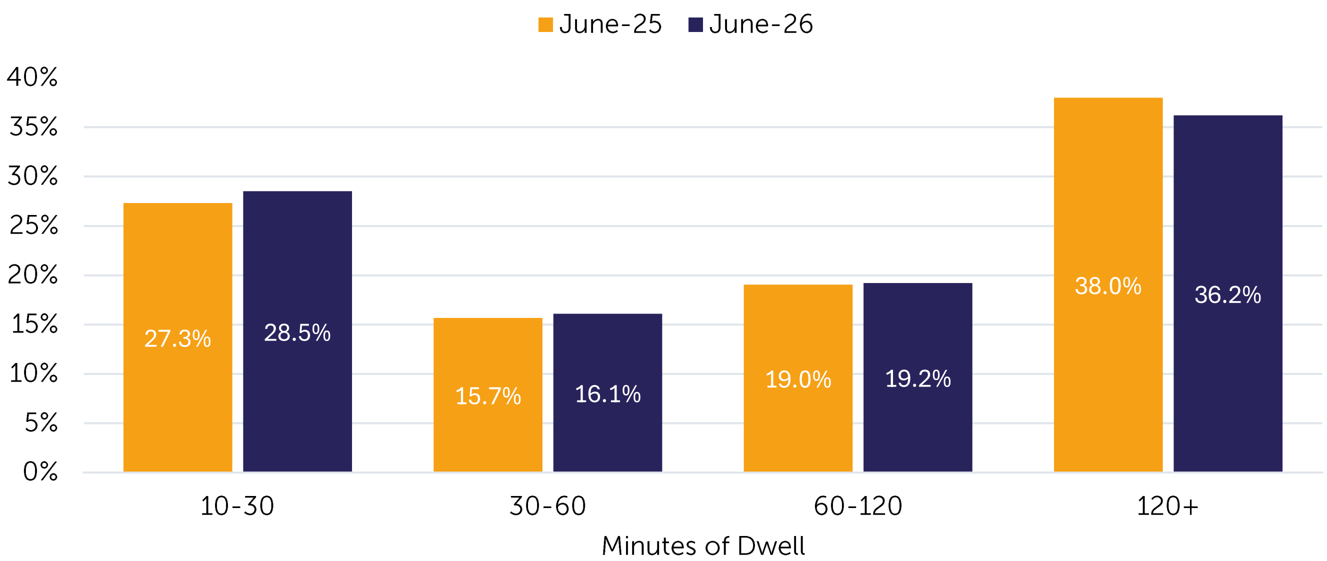


Figure 7. *Percentage distribution of monthly visitors to York city centre by dwell time (in minutes) during June 2026. Visitors present in the retail area for fewer than 10 minutes are excluded.* ***(Source:*** ***BT Active Intelligence)***

June saw a moderate shift towards shorter city centre visits. The proportion of visitors staying for **two hours or more** fell by **1.8 percentage points** year on year, accounting for **36.2%** of all dwell times. By contrast, the share of visitors staying for **30 minutes or less** rose by **1.2 percentage points** to **28.5%**.

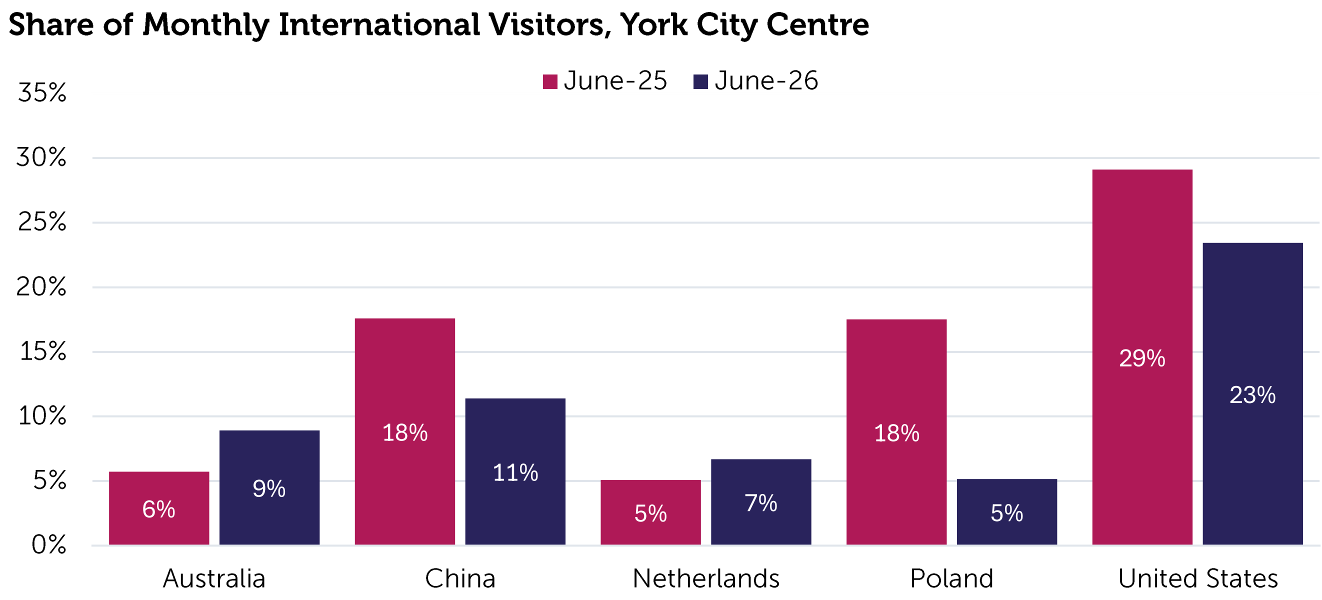


Figure 8. *Percentage distribution of monthly international visitors during June 2026 to York city centre, from the 7 top largest volumes of visitors.* ***(Source: BT Active Intelligence)***

The graph above shows the distribution of international visitors in June 2026 across the five largest contributing countries. Visitors from the USA, China and Poland, which represented the largest shares of international visitors during the month, all declined sharply compared with the previous year.

Catchment Insights

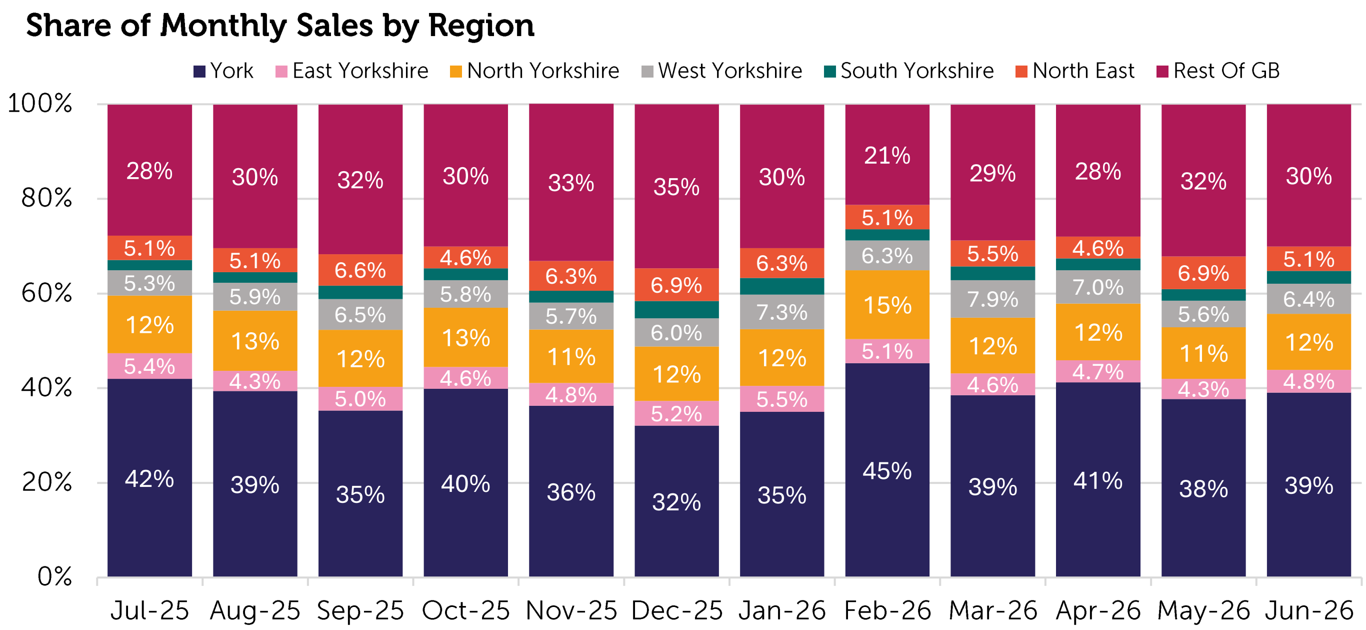


Figure 9. *Distribution of monthly sales by customers' region of residence. Data labels show the percentage share of total sales associated with customers of each region, recorded in York city centre during the last 12 months.* ***(Source: Beauclair)***

York residents remained the largest contributor to city centre sales in June, accounting for **39%** of total spend. Visitors from outside Yorkshire and the North East generated **30%** of sales, while Yorkshire residents collectively contributed **70%** of total spending.

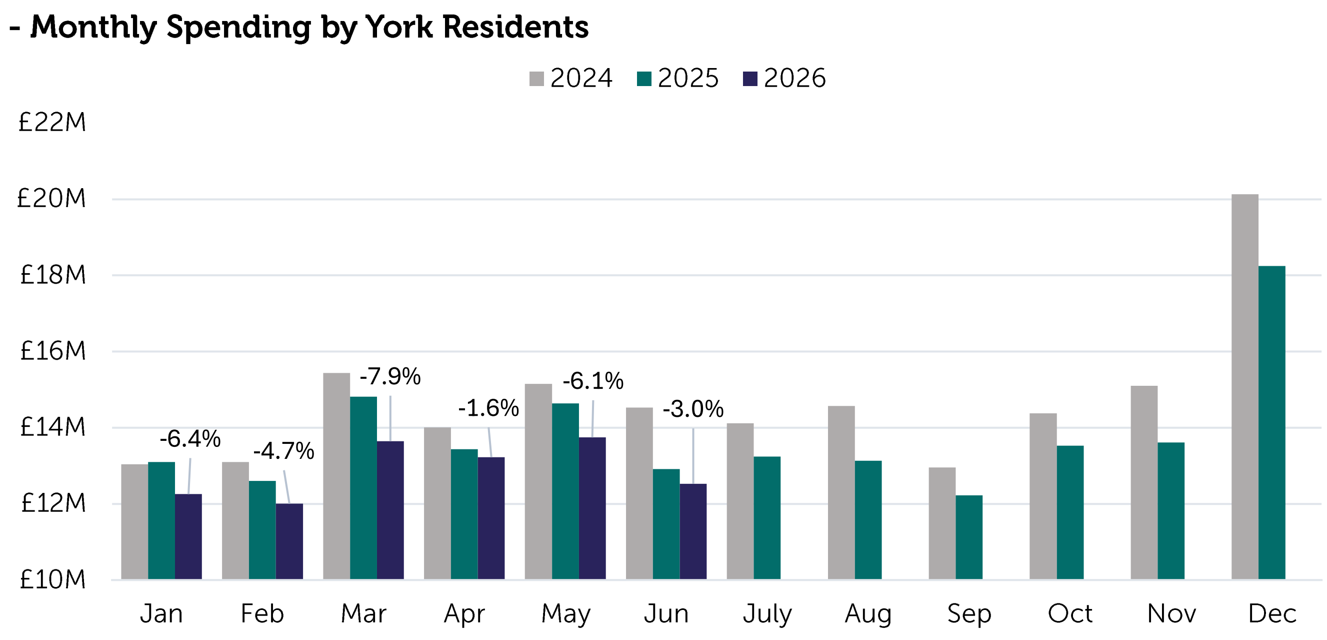


Figure 10. *Total monthly spending by customers residing within the York Local Authority Area, recorded in York city centre between 2024 and 2026. Data labels show year-on-year (YoY) growth, comparing each month in the current year with the corresponding month in the previous year.* ***(Source: Beauclair)***

Despite their continued importance to the city centre economy, spending by York residents was down **-3.0%** in June and has been in year-on-year decline since January 2024. This trend is notable when compared with York's out-of-town retail centres, where year-to-date sales across Monks Cross, Clifton Moor and York Designer Outlet are down by only **-0.7%**.

Shop Vacancy

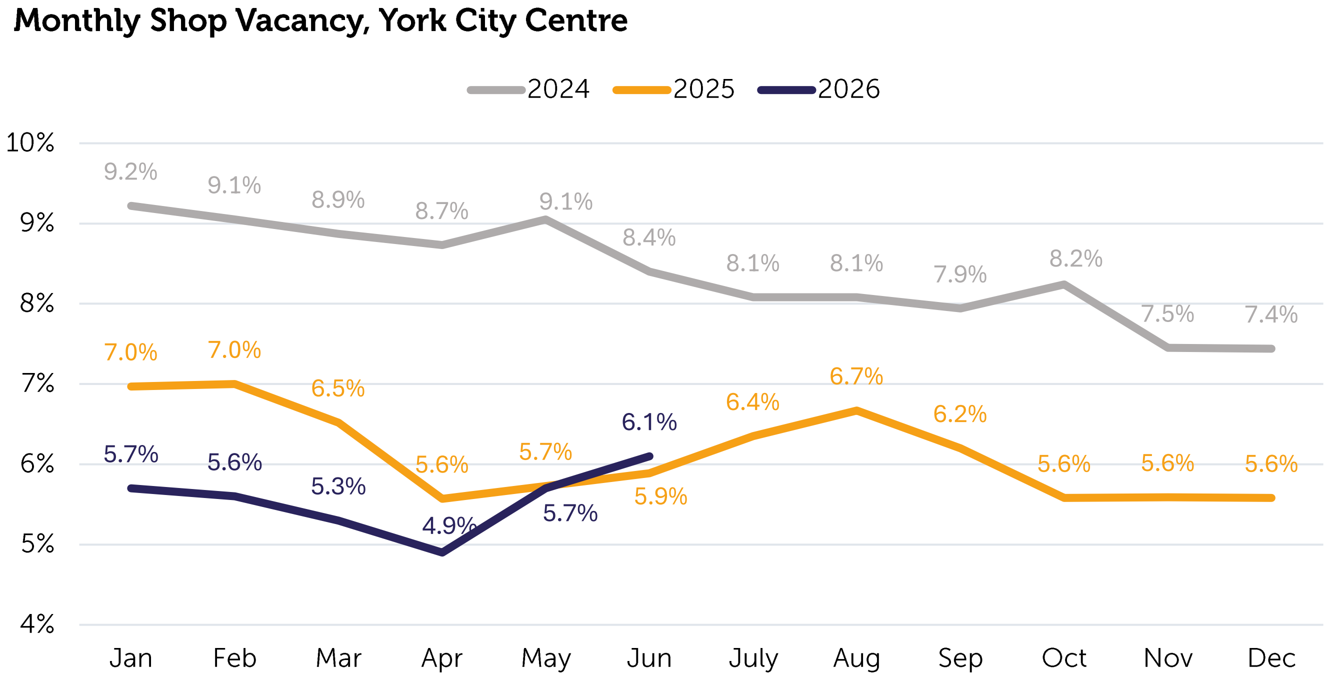


Figure 11. *The average monthly percentage of vacant retail units recorded in York city centre, since the beginning of 2024.* ***(Source: York Open Data)***

Shop vacancy increased slightly by **0.4** points to **6.1%** in June 2026. Despite this rise, York city centre continues to show strong occupancy resilience against wider retail market pressures. For context, Savills' Shopping Centre and High Street Report estimated the national vacancy rate at **13.5%** at the end of Q3 2025.

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.

This project is delivered in partnership with York St John University Business School, which provides in-kind support through a dedicated data analyst. It is funded by the York & North Yorkshire Combined Authority and supported by a growing network of contributing partners, including City of York Council.