



York City Centre Insights Report

May 2025

York BID collaborates regularly with data providers to bring together key economic metrics, offering valuable insights into the city's performance over time.

This report is structured into sections that highlight key indicators of commercial activity. Businesses are encouraged to review these trends alongside their own data sources to support daily operational decision-making.

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

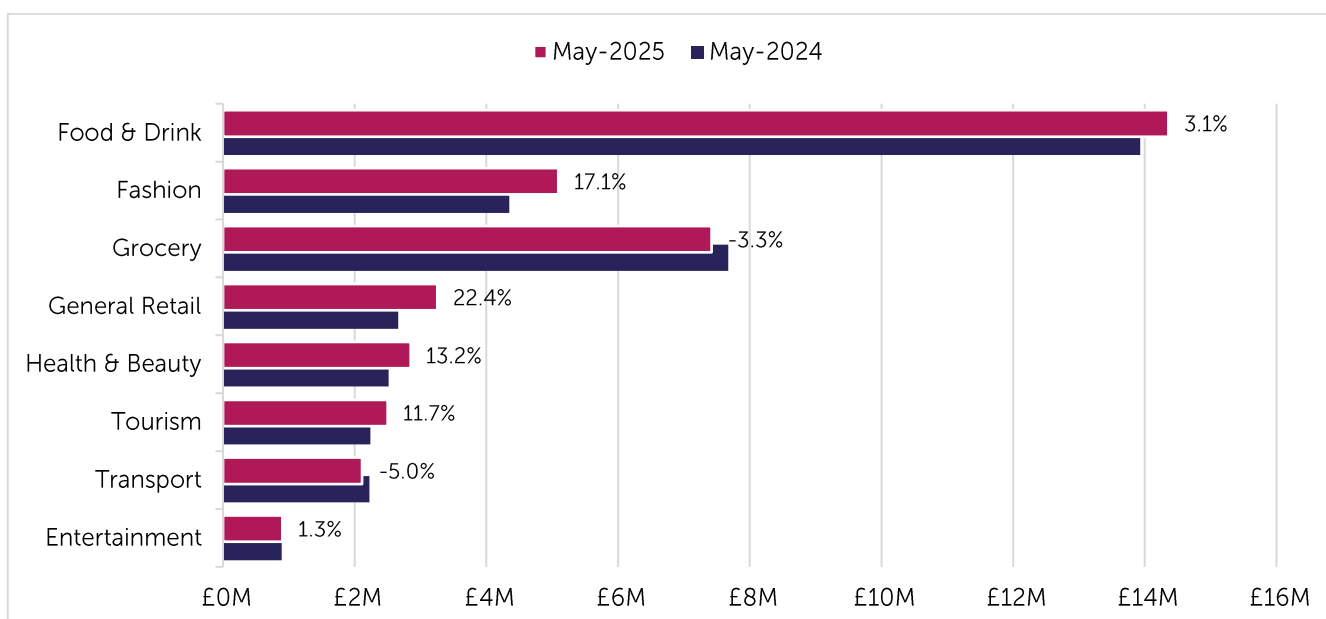
Beauclair Spend Metrics

- In May 2025, monthly retail sales in York were **£39.2m**. Year-to-Date (YTD) sales were **£174m**.
- Compared to May 2024, monthly sales increased by **+5.8%** while YTD sales increased by **+3.2%**.
- The increase in monthly sales was due to an increase of **+3.5%** in average revenue per customer (ARPC) and an increase of **+2.2%** in customer numbers.

Metric	May 25	May 25 vs May 24	YTD May 25	YTD May 25 vs YTD May 24
Sales	£39.2m	+5.8%	£174m	+3.2%
Transactions	2m	+0.1%	9.19m	-2.3%
Customers	451k	+2.2%	2.05m	-0.4%
ATV	£19.58	+5.8%	£18.98	+5.6%
ARPC	£86.81	+3.5%	£85.08	+3.6%

York Sector Sales

- The Food & Drink sector continues to attract the largest share of sales, accounting for **37%** of the total year-to-date sales.



- The sectors with the highest monthly sales are Food & Drink (**£14.4m**), Grocery (**£7.42m**), Fashion (**£5.09m**), General Retail (**£3.26m**), and Health & Beauty (**£2.85m**).

- The sectors showing the largest % change in sales between May 2024 and May 2025 are General Retail (+22.4%), Fashion (+17.1%), Health & Beauty (+13.2%) and Tourism (+11.7%).

Sector	May 25	May 25 vs May 24	YTD May 25	YTD May 25 vs YTD May 24
Food & Drink	£14.4m	3.1%	£64.7m	0.8%
Grocery	£7.42m	-3.3%	£34.8m	-5.0%
Fashion	£5.09m	17.1%	£18.4m	14.0%
General Retail	£3.26m	22.4%	£15.3m	17.6%
Health & Beauty	£2.85m	13.2%	£12.7m	8.7%
Tourism	£2.50m	11.7%	£10.7m	6.2%
Transport	£2.11m	-5.0%	£10.2m	-2.5%
Entertainment	£902k	1.3%	£4.55m	10.0%

Customer Catchment

- During May 2025, 38.4% of total sales were made by residents of the York Unitary Authority Area (UA), a -3.6% decrease on the same period in the previous year.
- Around 67% of year-to-date sales were made by residents of the Yorkshire region, the biggest contributor being North Yorkshire, accounting for 12%.

Customer Catchment	May 25	May 25 vs May 24	YTD May 25	YTD May 25 vs YTD May 24
York UA	38.4%	-3.6ppt	40.4%	-2.9ppt
Rest Of GB	29.3%	+2.4ppt	27.4%	+2.2ppt
North Yorkshire	12.8%	0.0ppt	12.7%	-0.3ppt
West Yorkshire	6.0%	+0.3ppt	6.1%	+0.4ppt
North East	5.7%	-0.1ppt	5.4%	-0.1ppt
East Yorkshire	5.2%	+0.5ppt	5.5%	+0.7ppt
South Yorkshire	2.6%	+0.4ppt	2.5%	0.0ppt

York vs Comparator Areas

- The year-on-year monthly sales in York during May 2025 increased by +5.8%, outperforming Chester (+4.0%), Leeds (-0.4%) and Bath (-1.0%). By contrast, the collective sales of 'Shopping Centres' – Clifton Moor, Monks Cross and York Designer Outlet were up by +8.1%.
- YTD sales were up by +3.2% York, whereas out of town Shopping Centres were up by +5.2%.

Retail Area	May 25 vs May 24	YTD May 25 vs YTD May 24
York	5.8%	3.2%
Shopping Centres	8.1%	5.2%
Bath	-1.0%	2.3%
Chester	4.0%	4.1%
Edinburgh	6.0%	-0.4%
Leeds	-0.4%	-4.2%
GB Benchmark	-1.8%	-2.3%

[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. For more information, please see the [Beauclair FAQ Document](#).

Footfall Report for: York

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2025	2024	2025	2024	2025	2024
York	9.1%	1.4%	-2.7%	2.4%	-15.3%	0.9%
North & Yorkshire	1.3%	-2.4%	-0.3%	-2.9%	-0.3%	5.8%
UK	0.9%	-1.1%	-1.1%	-1.0%	0.0%	5.1%

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

The total number of visitors for the year to date is 4,077,323 which is 9.1% up on the previous year.

The total number of visitors to York in month commencing 5 May 2025 was 770,234.

The busiest day in month commencing 5 May 2025 was Saturday 10 May with 42,246 visitors.

The peak hour of the month was 15:00 on Saturday 10 May 2025 with footfall of 4,944.

Footfall Counts by month



■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Figures shown below are calculated using monthly totals.

Weather



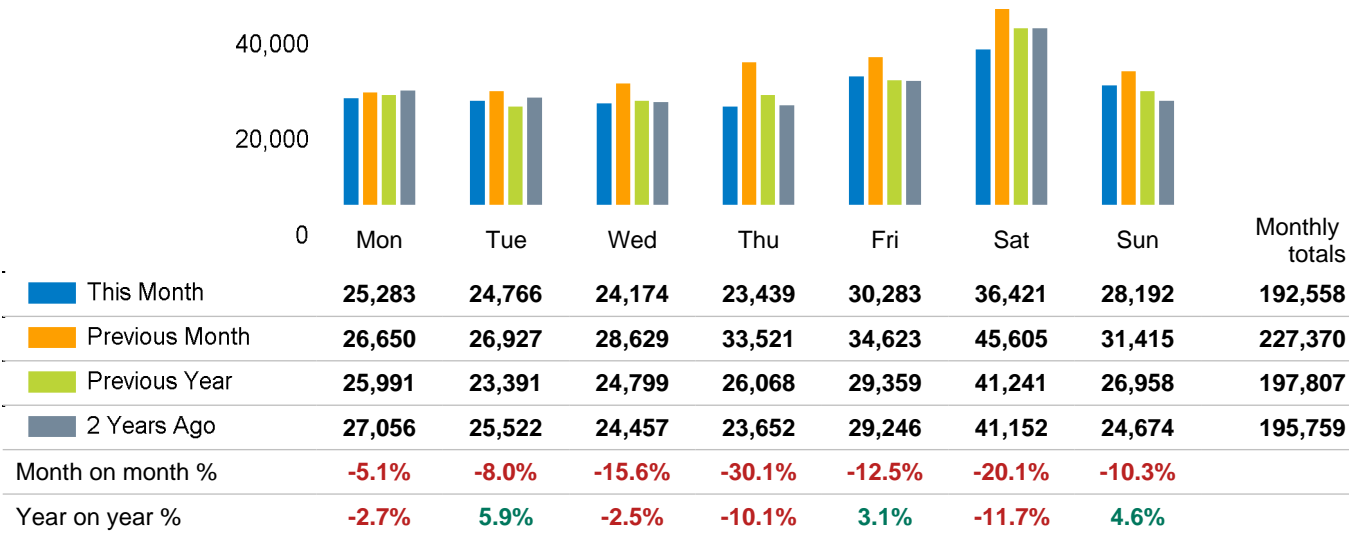
Number of days this month	14	14		
Number of days same month last year	10	16	2	
Number of days same month two years ago	16	9	2	1

Average temperature

	Maximum temperature	Minimum temperature
2025	21°	6°
2024	22°	9°
2023	18°	8°

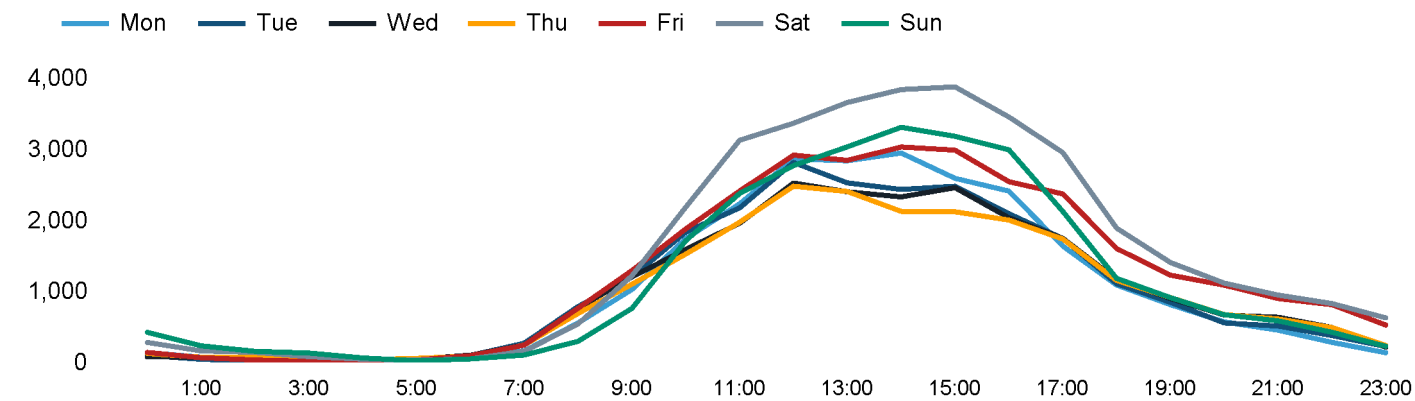
Football Counts by day

The figures shown below are calculated using weekly averages.



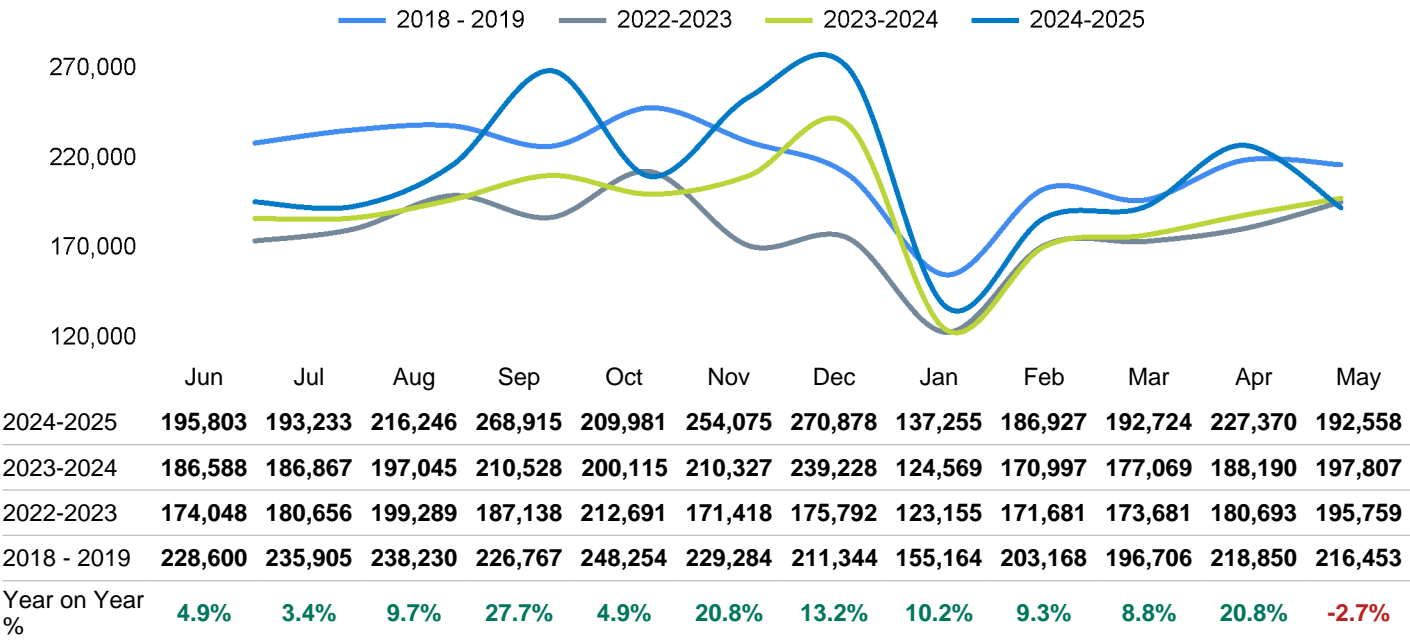
Football Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

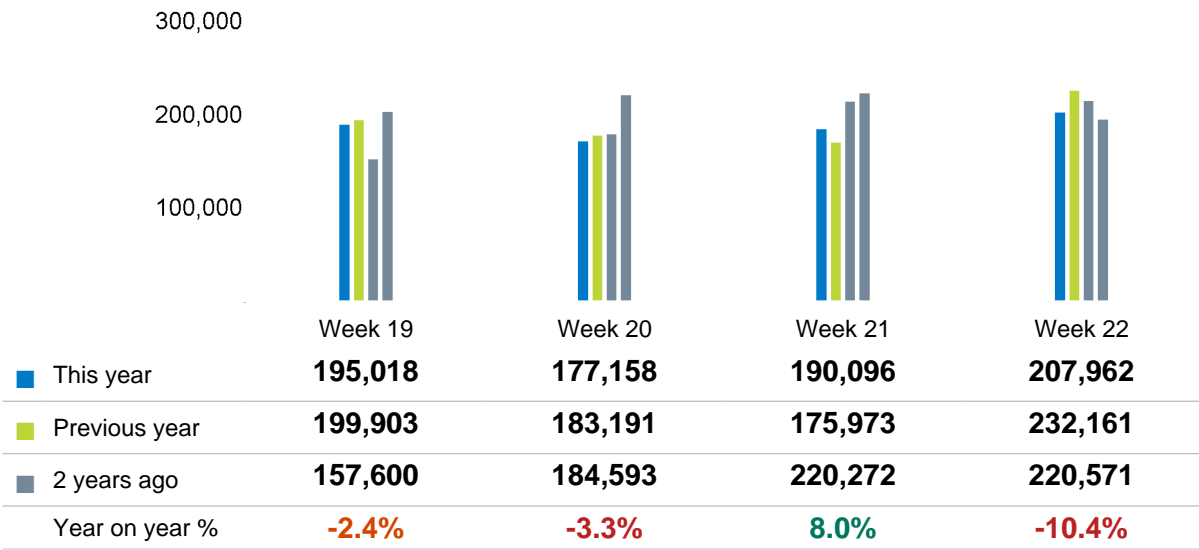
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for May compares May 2025 to May 2024

Footfall Counts by week of month

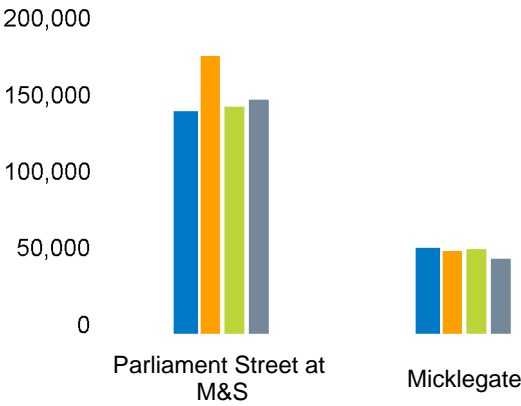
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

This month Previous month Previous year 2 Years ago



This Month	138,243	54,315
Previous Month	173,515	53,855
Previous Year	142,639	55,167
2 Years Ago	146,681	49,077
Year on Year %	-3.1 %	-1.5 %

Reporting dates

This month - 05 May 2025 - 01 June 2025

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January,2025 to May , 2025 Vs January, 2024 to May , 2024

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.May,2025 Vs May, 2024

Month on Month % Change is the % change in footfall for this Month from the previous Month.5 2025 Vs 4 2025