COVID-19 AND THE YORK ECONOMY

An initial appraisal

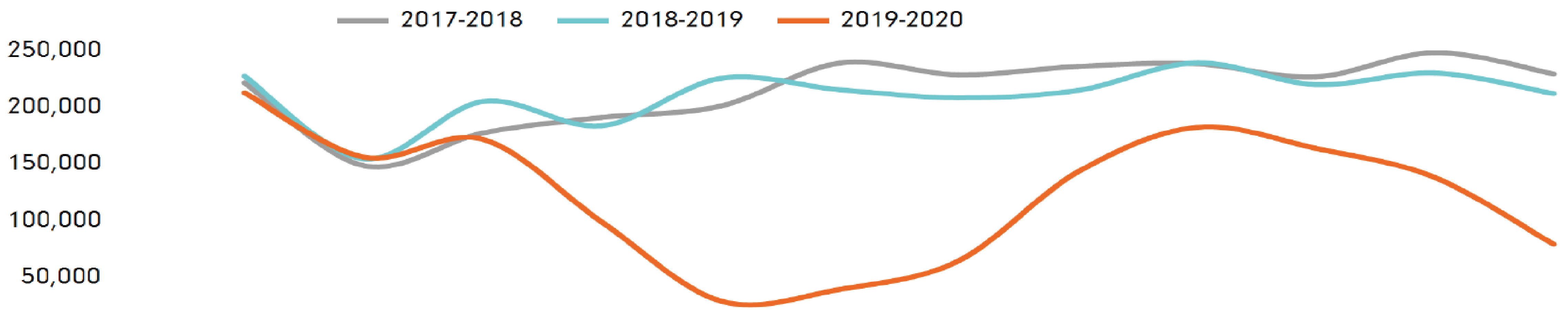
CITY CENTRE & TOURISM

Key impacts to date

CUSTOMERS HAVE AVOIDED THE CITY CENTRE

Footfall - rolling 12 months

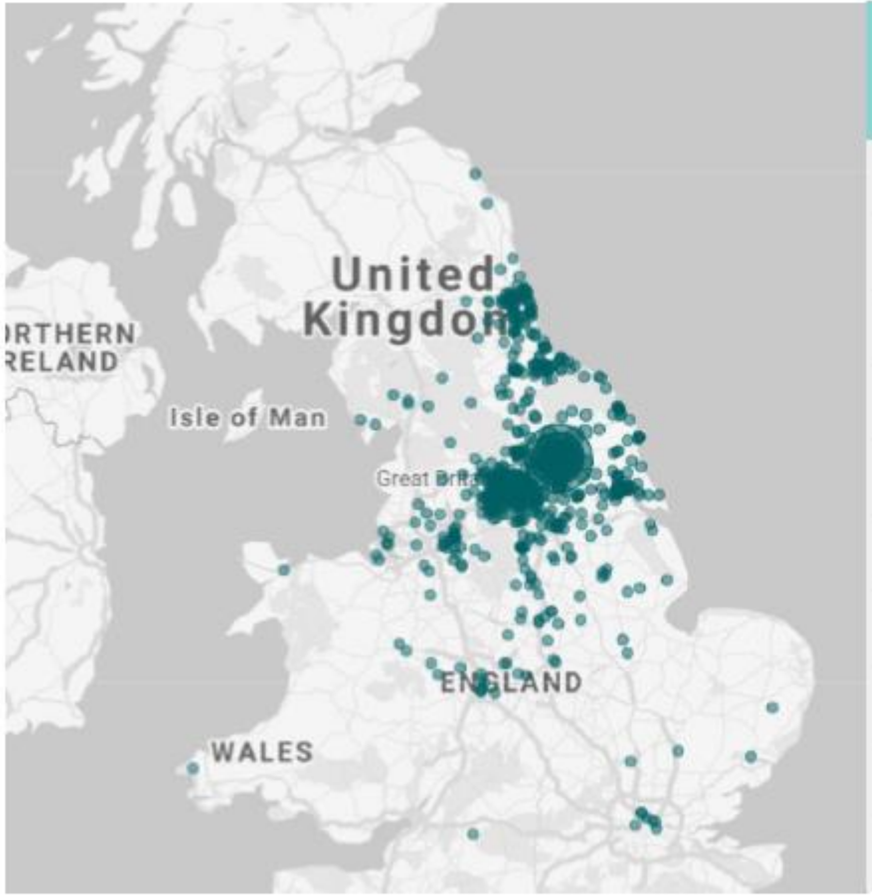
The figures shown below are calculated using weekly averages.



	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
2019-2020	212,815	156,105	171,751	99,003	29,274	39,459	64,651	142,896	182,341	163,794	138,169	79,171
2018-2019	227,341	154,571	204,976	183,683	225,532	215,503	208,308	214,885	239,034	219,982	230,190	212,040
2017-2018	221,593	148,547	177,246	191,073	200,981	238,849	228,600	235,905	238,230	226,767	248,254	229,284
Year on Year %	-6.4%	1.0%	-16.2%	-46.1%	-87.0%	-81.7%	-69.0%	-33.5%	-23.7%	-25.5%	-40.0%	-62.7%

AND ARE NOW MOSTLY LOCALS

Map: Visitors to York week ending 1st November (half term)

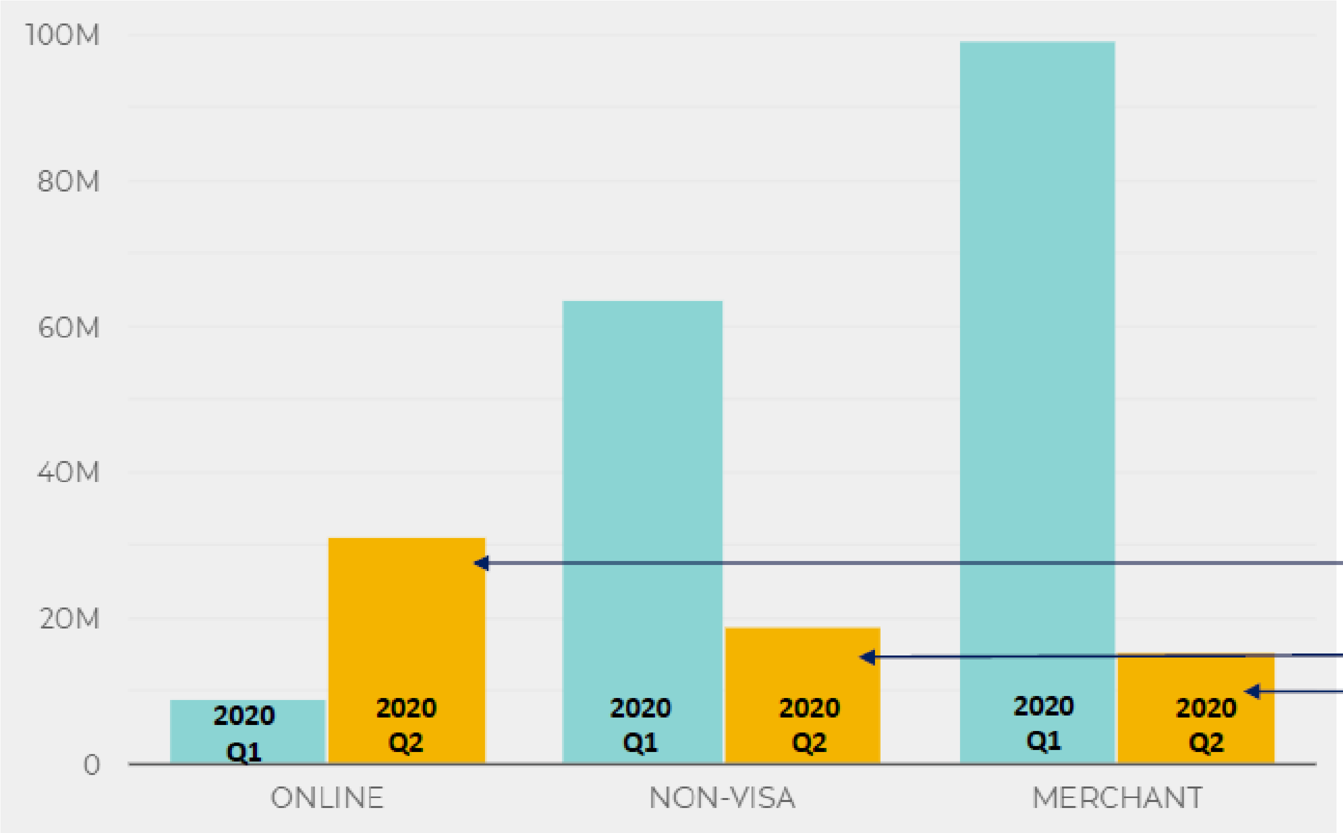


	Local Authority	% of Total Average daily visits
1.	York	68
2.	East Riding o...	5
3.	Selby	5
4.	Leeds	4
5.	Ryedale	3
6.	Hambleton	3
7.	Harrogate	2
8.	Scarborough	1
9.	Wakefield	1
10.	Kirklees	1

Spend

Drop in city centre spend in Q2 (lockdown) pronounced

Graph: 2020 Q1 vs Q2 spend for Visa online, Visa merchant and non Visa/cash



- Online spend increased 245%
- Non Visa and cash dropped -70% and Visa merchant -84%

Notes:

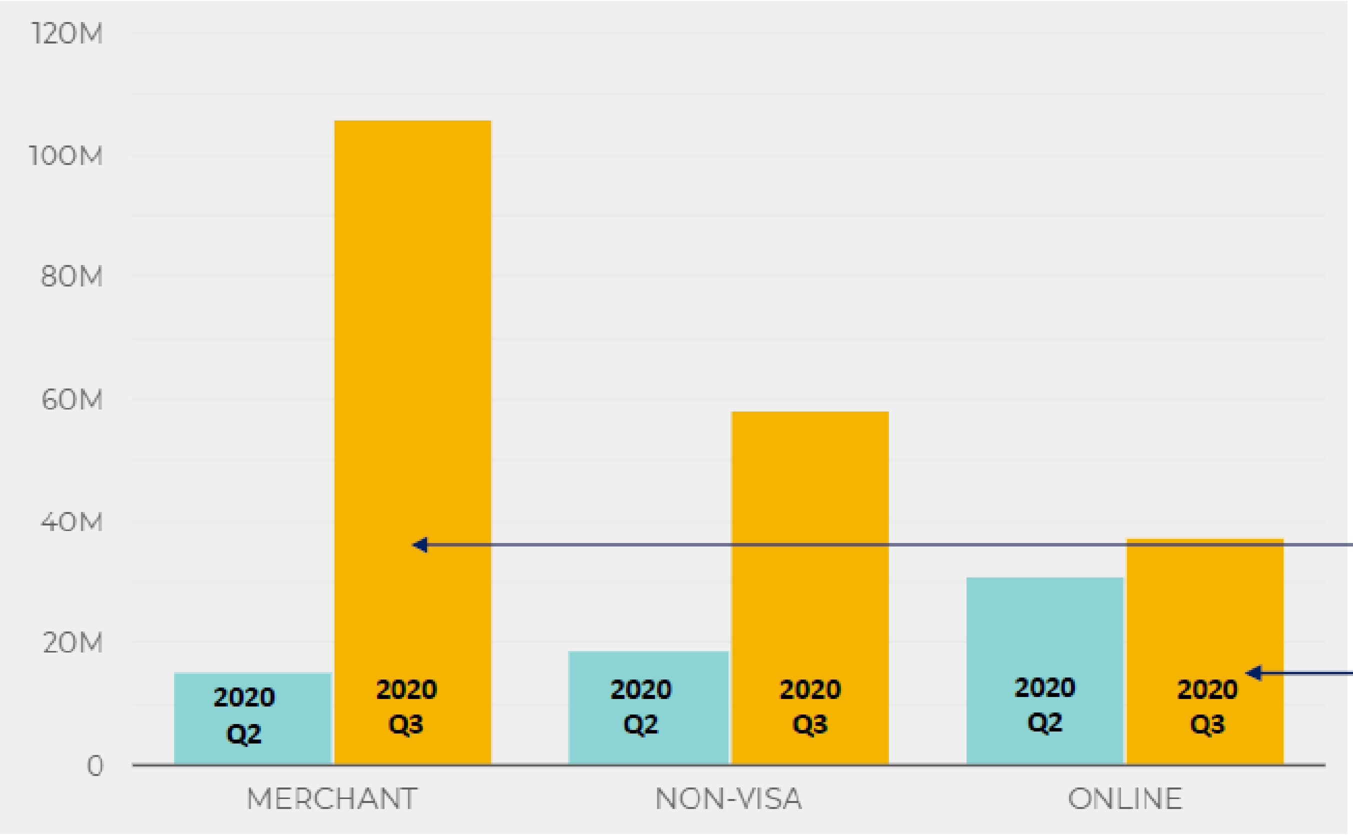
- BID has access to VISA data for 2020 quarters (calendar year) 1-3, with some historical data for 2019.
- York city centre, defined as YO1 postcode (circa 1km radius from the centre).
- Note that UK entered full lock down restrictions 23rd March 20, with non essential retail opening 15th June.
- Merchant data = Visa spend in store / Non Visa = other card providers / online = internet spend for people living in YO1 postcode

Source: Visa

Spend

The city centre recovered in Q3, but shift to online remained and increased

Graph: 2020 Q2 vs Q3 Spend for Visa online, Visa merchant and non Visa & cash



- Q3 Visa merchant up 582% on Q2 at £106m spend. For comparison, Q4 2019 (run up to Xmas) saw £146m spent.
- Online remains strong 37m, 20% higher than Q2 (lockdown) and 315% higher than Q1 (pre-covid trading).

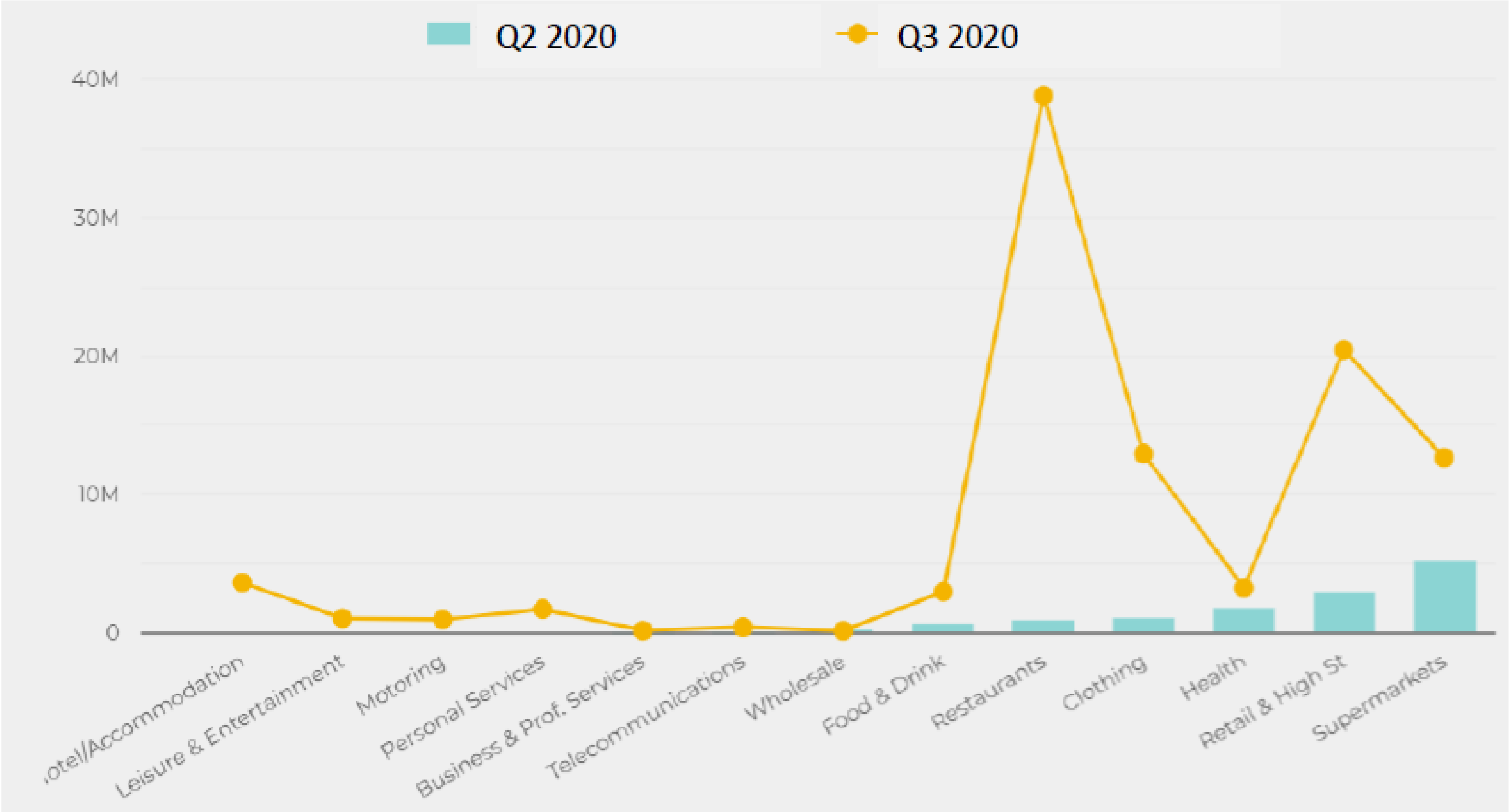
- Data gives an indication of **how the city centre recovered**
- Merchant data = Visa spend in store / Non Visa = other card providers / online = internet

Source: Visa

Spend

The spending bounce back was significant for certain sectors

Graph: 2020 Q2 vs Q3 for Visa merchant only



- Big benefactors of the city re-opening clearly **restaurants**, **retail** and city centre **supermarkets**

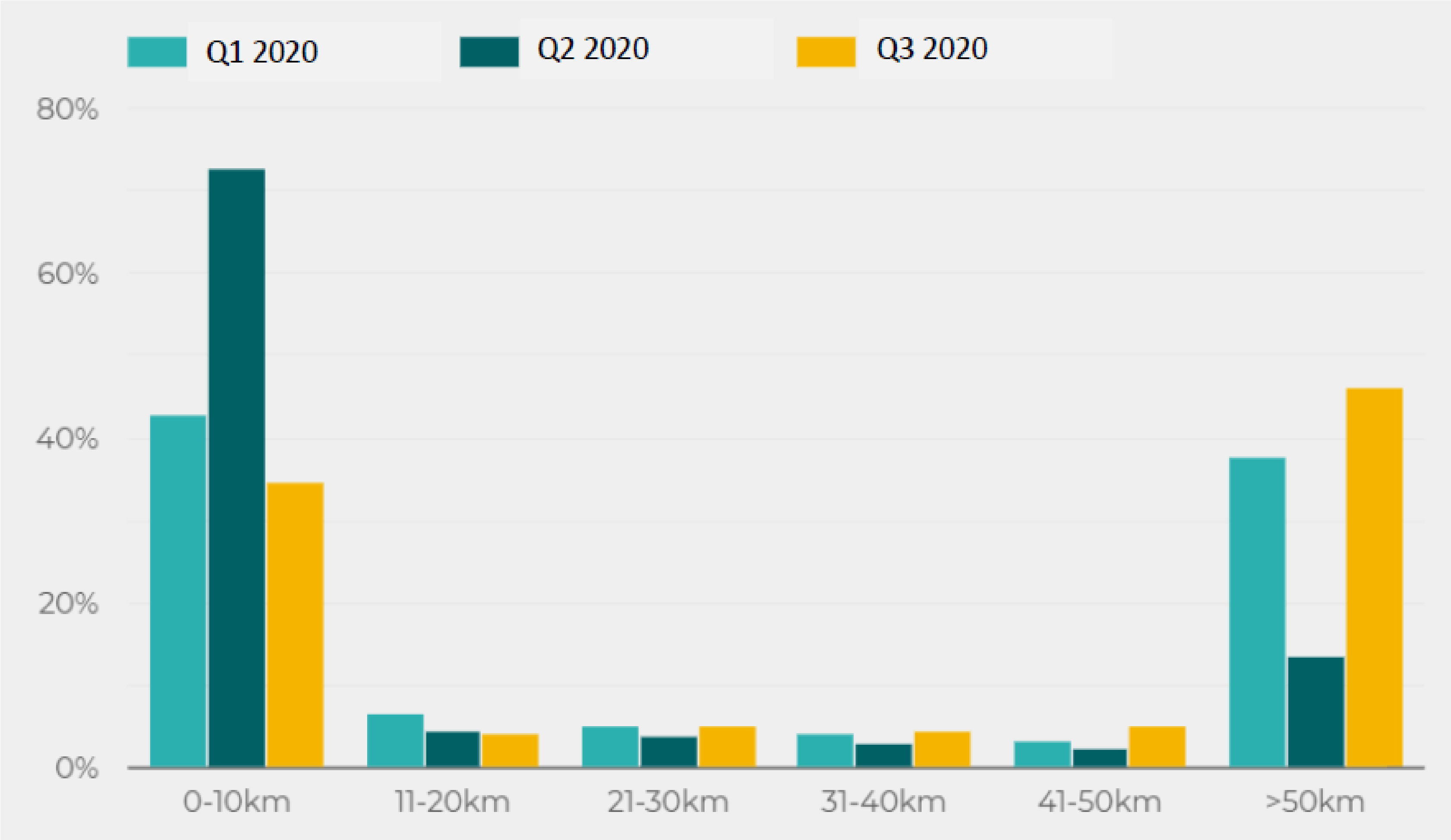
- The table shows the **VISA merchant data**, Q2 vs Q3 broken down by category.
- NOTE: Categories such as professional services and hotel/ accommodation must be treated with caution, as payments often made online in advance, as opposed to with the merchant in the city centre.

Source: Visa

Spend

There are two distinct 'spenders' in the city; locals and visitors from further afield

Graph: % Merchant spend by distance (Q1 – Q3 2020)



- Data is for VISA merchant spend

- Q1 (Jan – Mar) largest spenders in city centre were local people within 10km.
- During Q2 lockdown, **73% of spend came from locals**.
- In Q3 (the recovery), **46% of spend came from visitors 50km + away**.

Source: Visa

Tourism KPIs: October 2020

Visit York A PART OF Make It York

	Hotel room occupancy (prov.)	Average room rate (prov.)	Room nights sold (prov.)	Visits to attractions: Big att. (prov.)	Visits to attractions: Small att. (prov.)	Visits to attractions: Using Y. Pass	Sessions on visityork.org	VY Social Media: New followers	VY Social Media: Impressions	City centre footfall	VIC footfall
Oct '20	51.86%	£109.73	16,416	82.502	4,746	1,629	133,999	2,005	3,027,223	614,423	7,143
Oct '19	85.35%	£110.17	27,260	247,995	23,655	7,643	216,675	1,137	778,375	991,389	31,588
% change vs Oct '19	-39%	0%	-37%	-67%	-80%	-79%	-38%	76%	289%	-38%	-77%
YTD 2020	36.89%	£67.48	212,286	821,925	60,958	12,953	974,037	8,782	10,469,097	5,159,959	88,073
vs 2019	59.15%	£77.73	700,081	2,581,037	147,115	72,299	1,463,396	12,765	10,249,062	9,021,344	297,147
% change vs Jan-Oct '19	-37%	-13%	-70%	-68%	-59%	-82%	-33%	-31%	2%	-43%	-70%

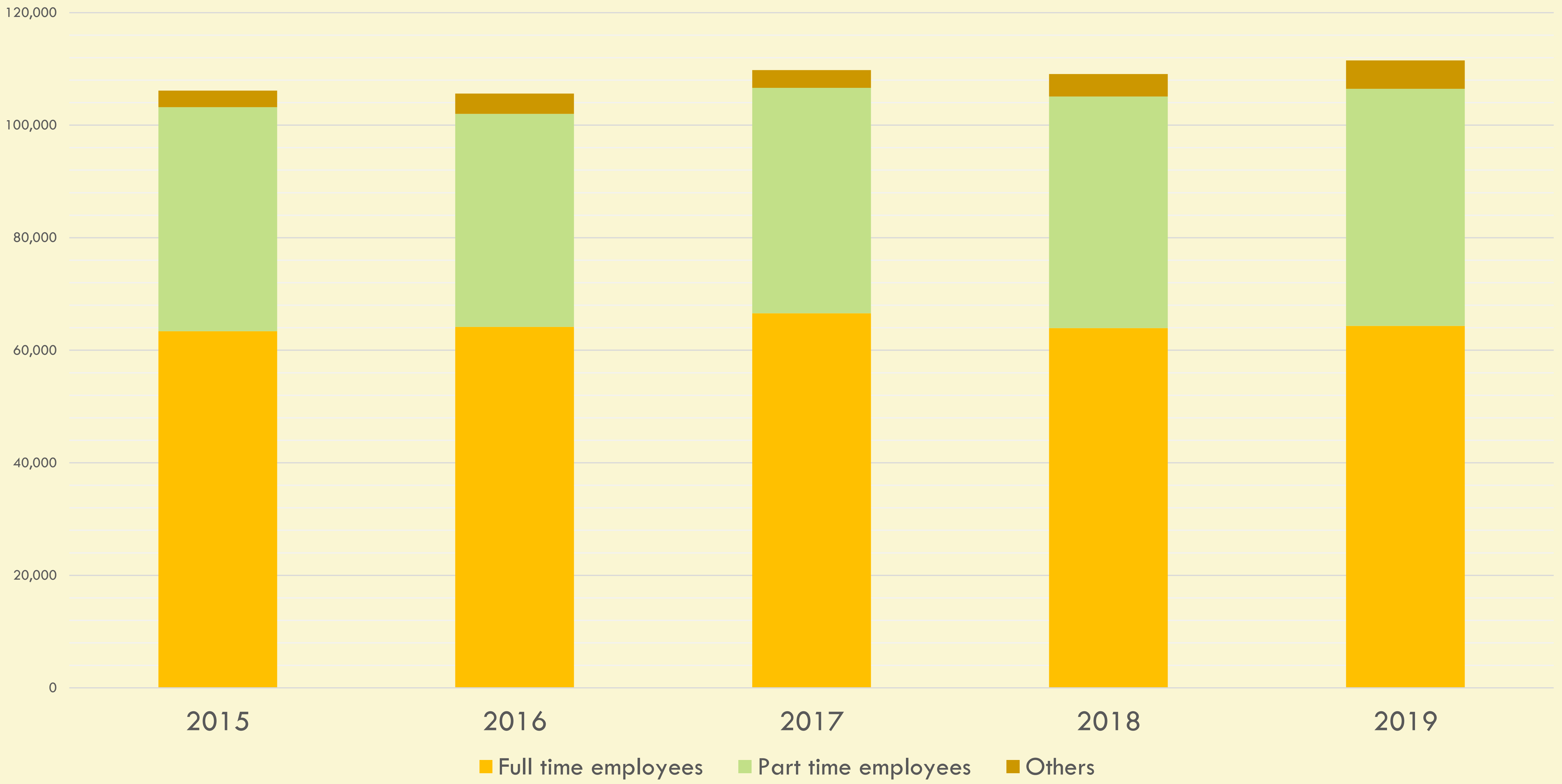
- The provisional data for hotels shows a -39% decrease in hotel occupancy vs October 2019, however the average room rate is on par with the same month last year - thanks to the government's support scheme allowing hospitality businesses to reduce their VAT from 20% to 5%. October 2020 has also continued the downward trend in terms of room nights sold, with a -37% decrease vs October 2019. Year to date all of the metrics continue to show a decline.
- Big attractions have had significantly less visitors in October vs the same month last year (-67%), while small attractions have seen a decrease of -80% in visitors. This is due to big attractions operating at a reduced capacity with pre-booked visits only and many small attractions deciding not to re-open in 2020 after the lockdown was lifted. October 2019 also includes numbers from school visits during half-term – group visits were not possible this year due to Covid-19. Year on year data continues to show a decrease with big attractions reporting a -68% drop in visitors and small attractions showing a -59% decrease when compared to 2019.
- The number of visits using York Pass is significantly down (-79%) compared to October 2019, which is due to a reduced number of visitors travelling to York.
- Sessions on visityork.org have decreased (-38%) vs October 2019. However, social media channels have seen a major rise in both number of followers (76% up) and impressions (289% up) vs October 2019. This is due to the paid social media campaign promotion of 'Light and Dark' and the October half-term/Halloween offer.
- City centre footfall is down by -38%, when compared to October 2019, while year to date the numbers are down -43%. Footfall into the Visitor Information centre has decreased significantly (-77%) vs October 2019.

Climate: Ave temp 10˚C. **Events:** York's Medieval & Magical Treasure Trail, York Mediale 2020, York Design Week

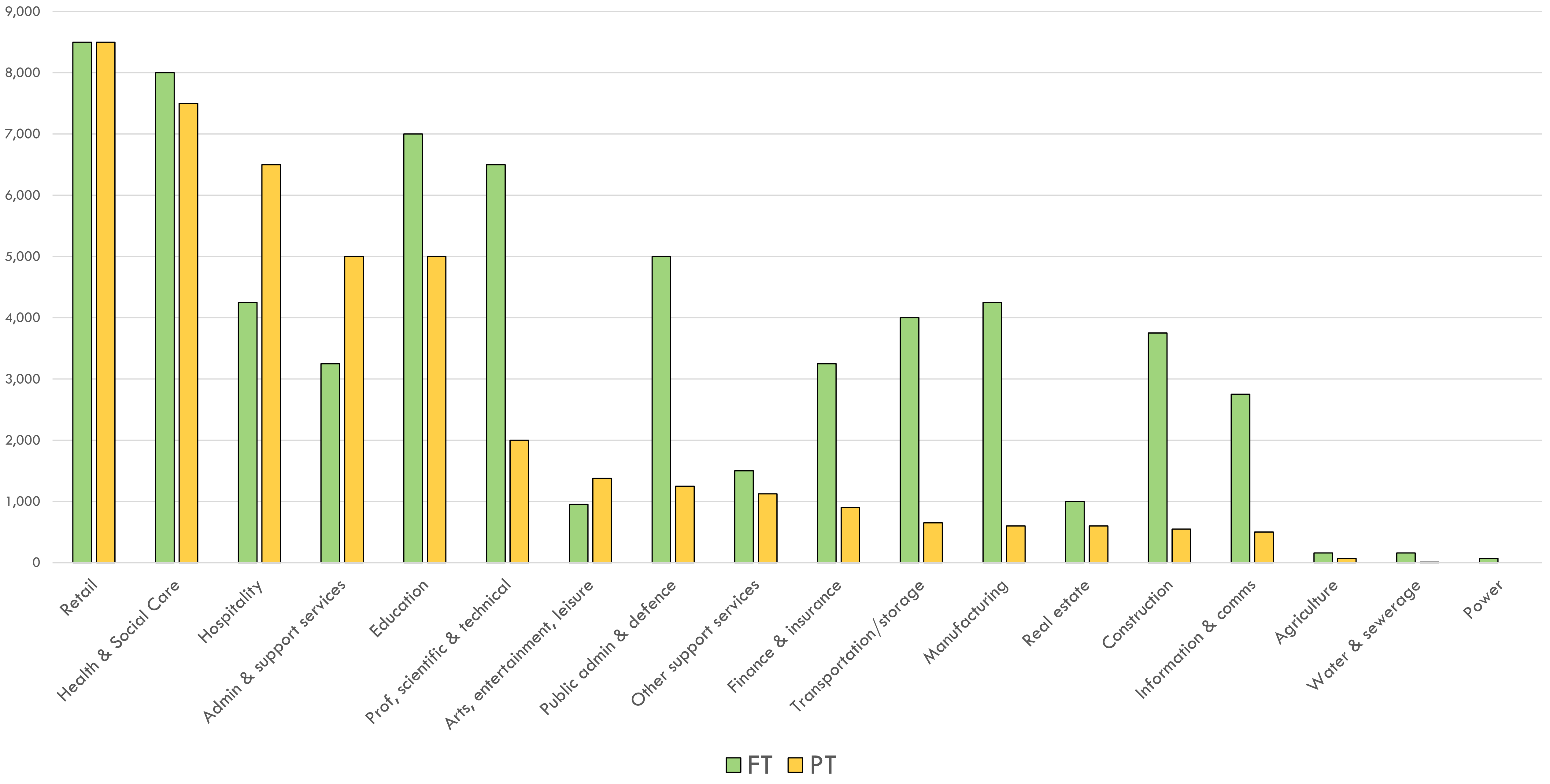
EMPLOYMENT

Key recent statistics

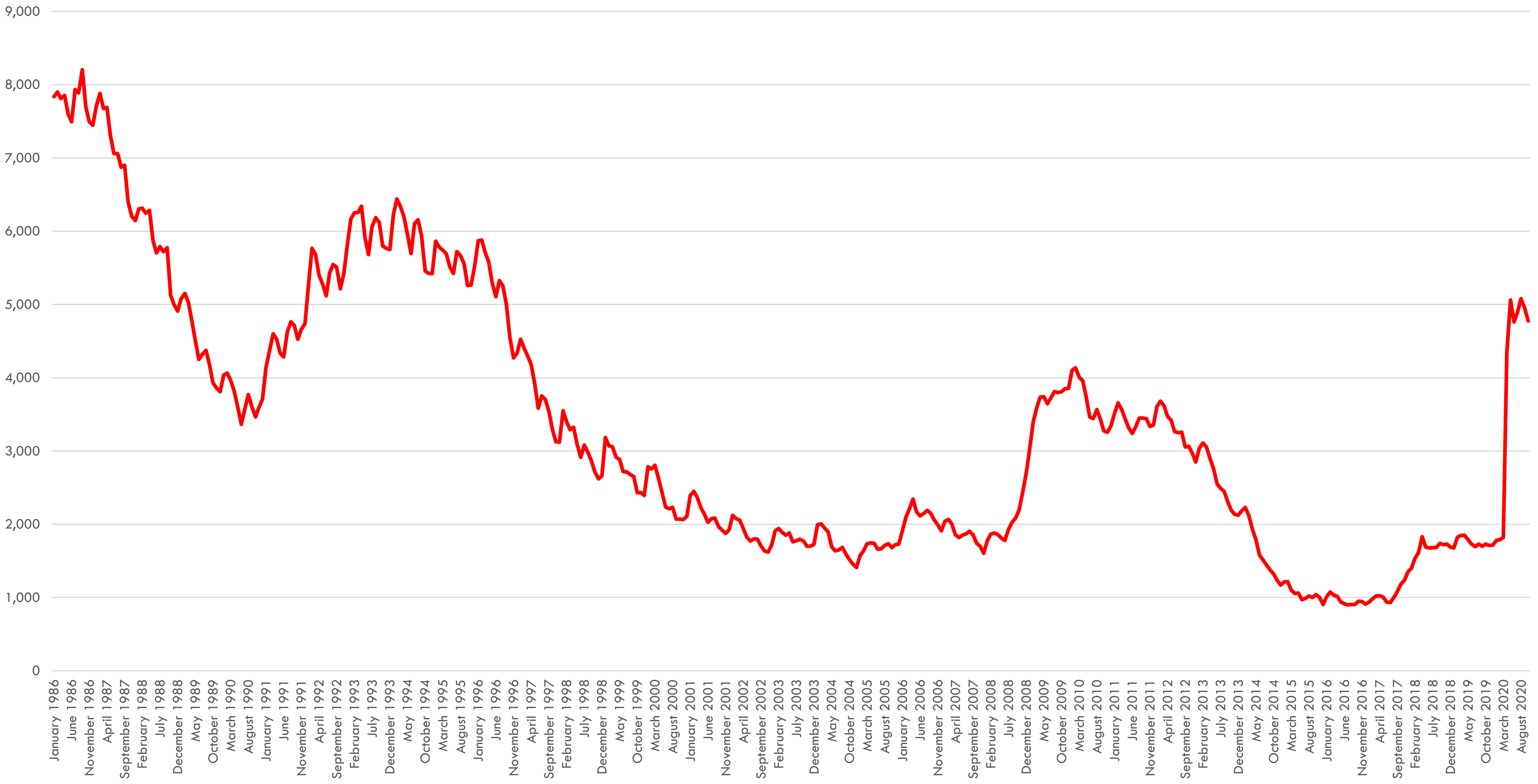
Employment in York continued to rise in 2019



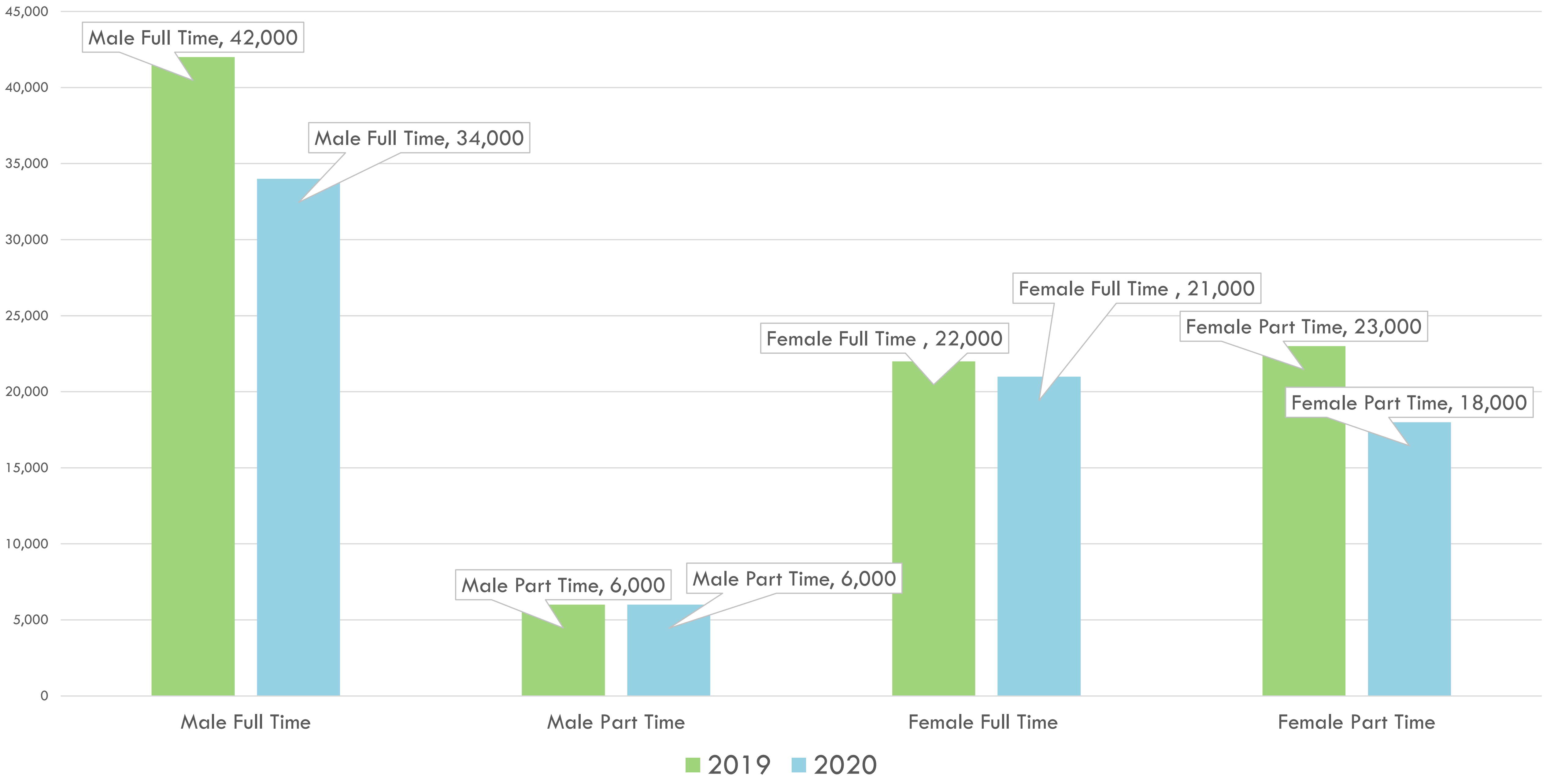
Part Time Work is concentrated in lower paid sectors



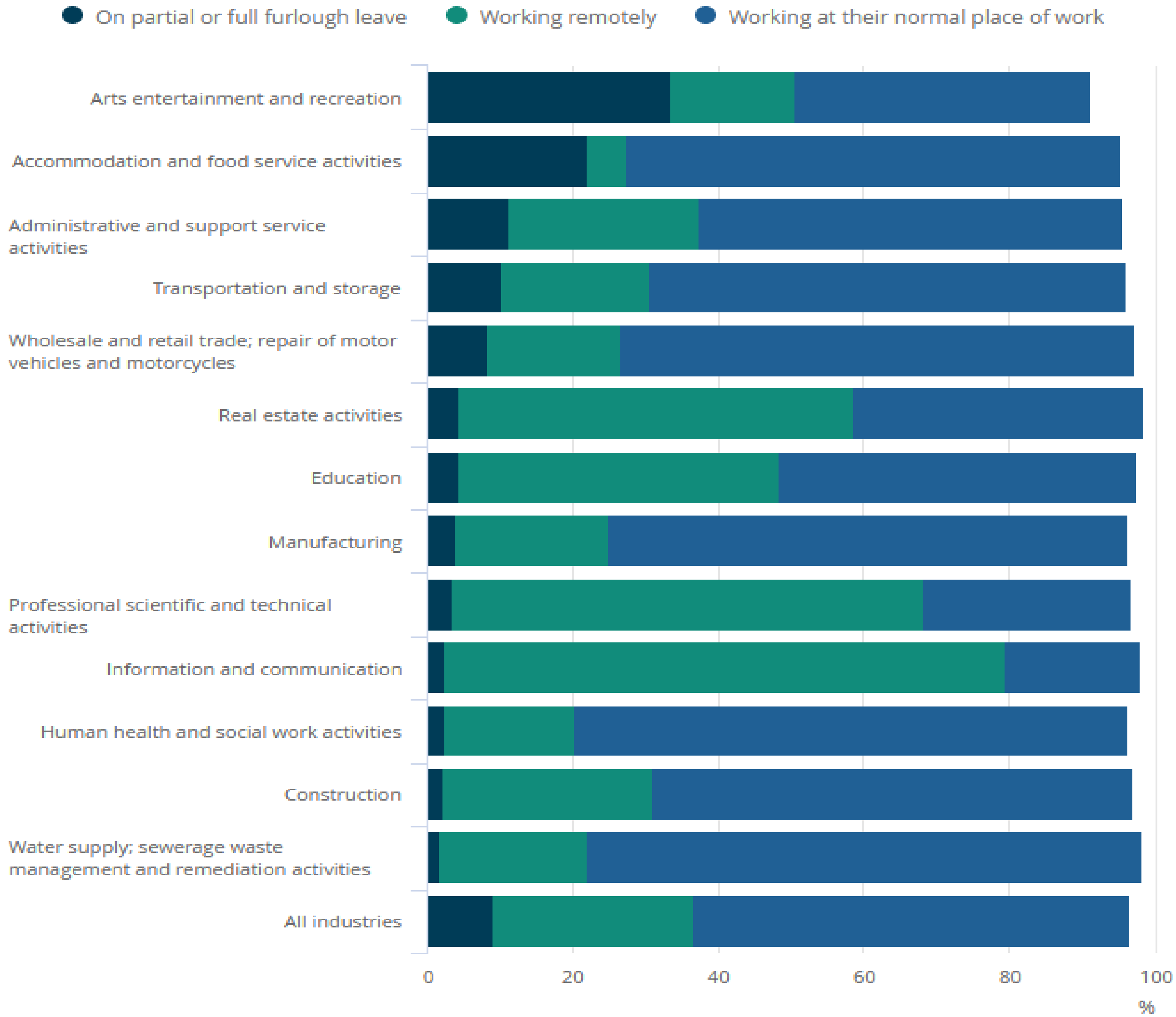
York Claimant Count – up by 3,200



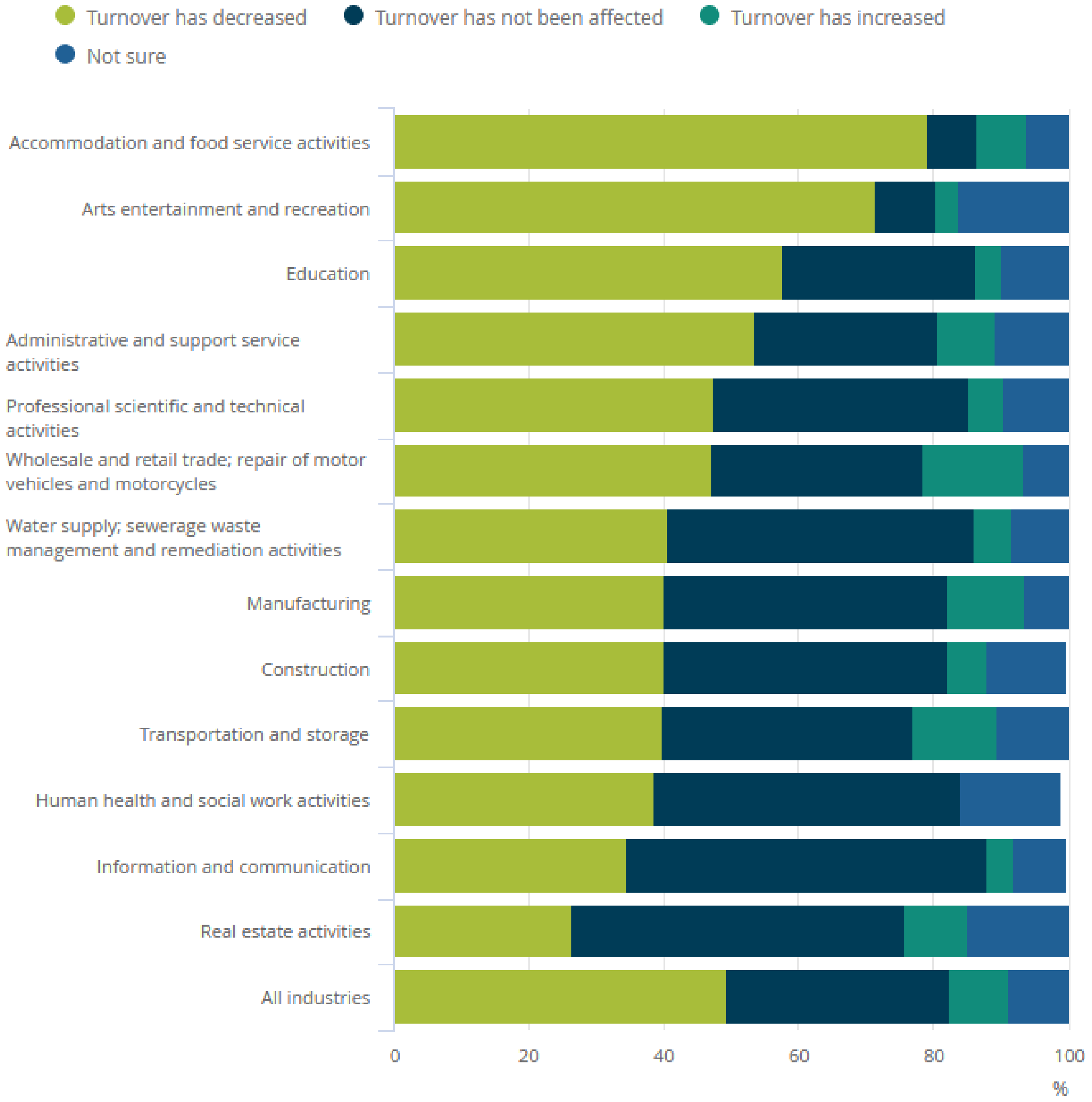
14,000 fewer jobs April 2020



Working arrangements, businesses that have not permanently stopped trading, broken down by industry, weighted, UK, 19 October to 1 November 2020



Impact on turnover, businesses that are currently trading, broken down by industry, weighted, UK, 19 October to 1 November 2020



30th Sept 2020: York 6,800 Furloughed : 3,700 female, 3,100 male

Source: Office for National Statistics – Business Impact of Coronavirus

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