

fabler

THOR'S
— TIPI BAR —

House of the
Trembling Madness

Dusk

Statement on the Importance of the York Christmas Market to Local Bars and Pubs **January 2026 | On behalf of all Pubwatch Members**

Written and circulated by Amanda Monaghan, part of the Pubwatch Steering Committee and Co-Owner of THOR'S tipi bar, Trembling Madness Lendal, and Dusk.

Pubwatch represents Licensee Holders in York and we wish to make a statement to York City Council regarding the vital importance of the York Christmas market as a source of revenue for local businesses, particularly those in the hospitality sector.

York Christmas market is one of the most lucrative events for all businesses residing in the city centre, not only for vendors who choose to operate within the market, but for all of us who naturally benefit from the increased footfall of tourists and residents visiting our city.

Collectively, while the market is here, our revenue grows around 50% per week and our staff-rotas increase around 20%. When things are good for us, they're also good for our team. Increased revenue means that we can afford to give our employees more hours and hire additional seasonal staff. We believe that around 15-20% of our turnover during the festive period is directly related to the higher footfall coming to the city for the Christmas market.

We estimate the Christmas market generates a total of 72,000 hours or £1million worth of wages directly into the pockets of York workers.

Not only do our teams rely on the extra hours and tips they'll accrue, the revenue that's generated during this period helps our businesses to shoulder the lean months that inevitably follow in our industry, from January to March. During this period customer spend in the city centre is half that of the festive period (figures obtained from York BID).

Additionally, visitors come to the market, they visit our venues and then, we hope, will return themselves and tell their friends to visit – a double-boost for hospitality businesses who are already facing well publicised head-winds and difficult trading conditions.

Indie York estimates that around 65% of all businesses in York are independently owned. Removing the Christmas market from our city would be a serious blow to local independent businesses whom are less able to weather economic shocks.

When an ATTRO is implemented, we kindly ask you to seek a compromise and create additional support for those with protected characteristics e.g. work with partners to identify pockets of space within the city that provide suitable parking access for the city centre. This may mean shorter opening times during the day and opening later (say 11am), these changes would have a negligible effect on our business.

Ultimately, we ask you kindly, please don't take our hugely successful Christmas market away from the city.