

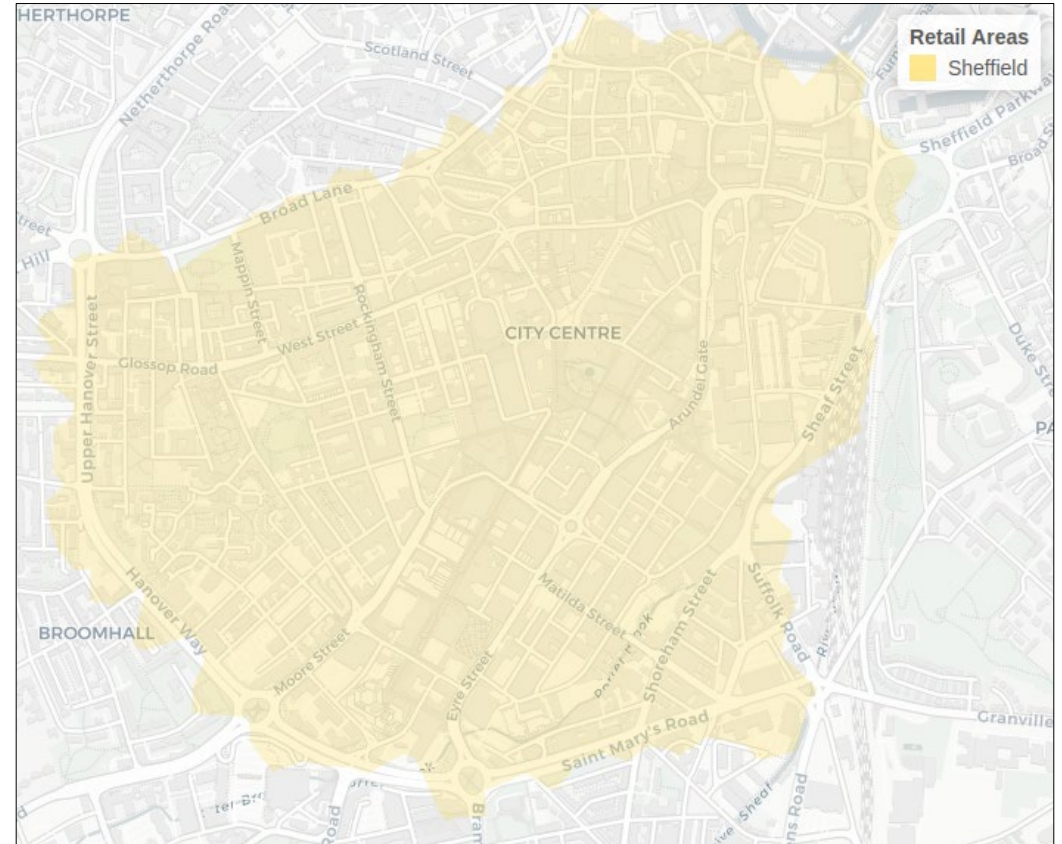
# LUNAR CHINESE NEW YEAR



## Visitor spend analysis

# Methodology

- Determine sales in Sheffield city centre over multiple weekends.
- Compare sales of the Lunar Chinese New Year weekend to the sales of the previous and following weekend.
- Determine if sales during the event weekend were higher than the neighbouring weekends.
- Compare sales changes in the event weekend to sales changes in the equivalent weekend of the previous year.



# Weekend dates

## 2024

Previous weekend	27th – 28th January
Query weekend	3rd – 4th February
Following weekend	10th – 11th February

## 2025

Previous weekend	25th – 26th January
Query weekend*	1st – 2nd February
Following weekend	8th – 9th February

\*Weekend of Sheffield's Lunar Chinese New Year Celebrations

# Results

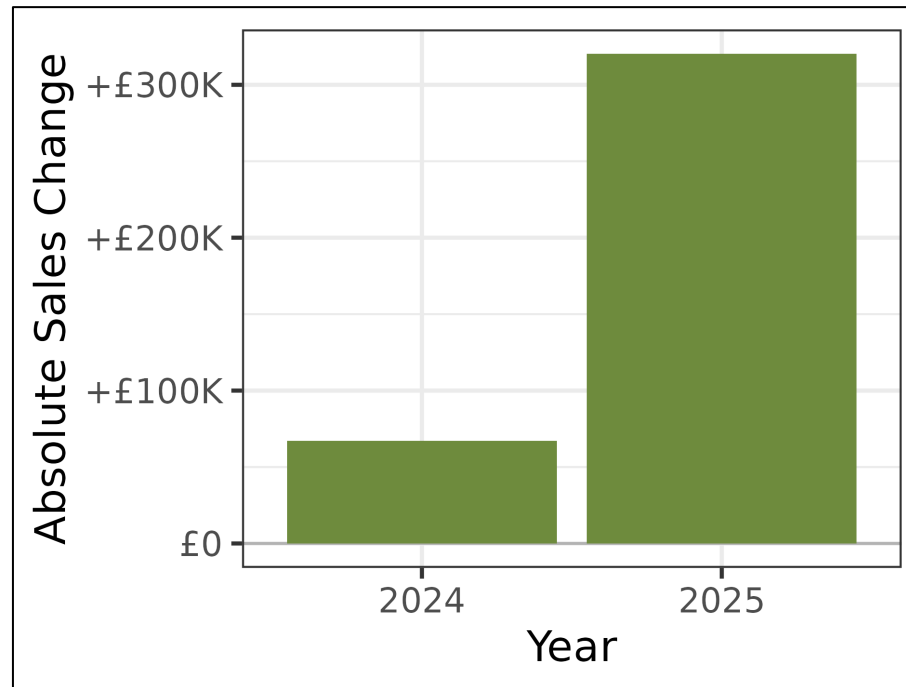
# Weekend sales comparison

- In both 2024 and 2025, sales in the query weekends were higher than both the neighbouring weekends.
- Increase in query weekends may be partially due to it being the first weekend after February's payday.



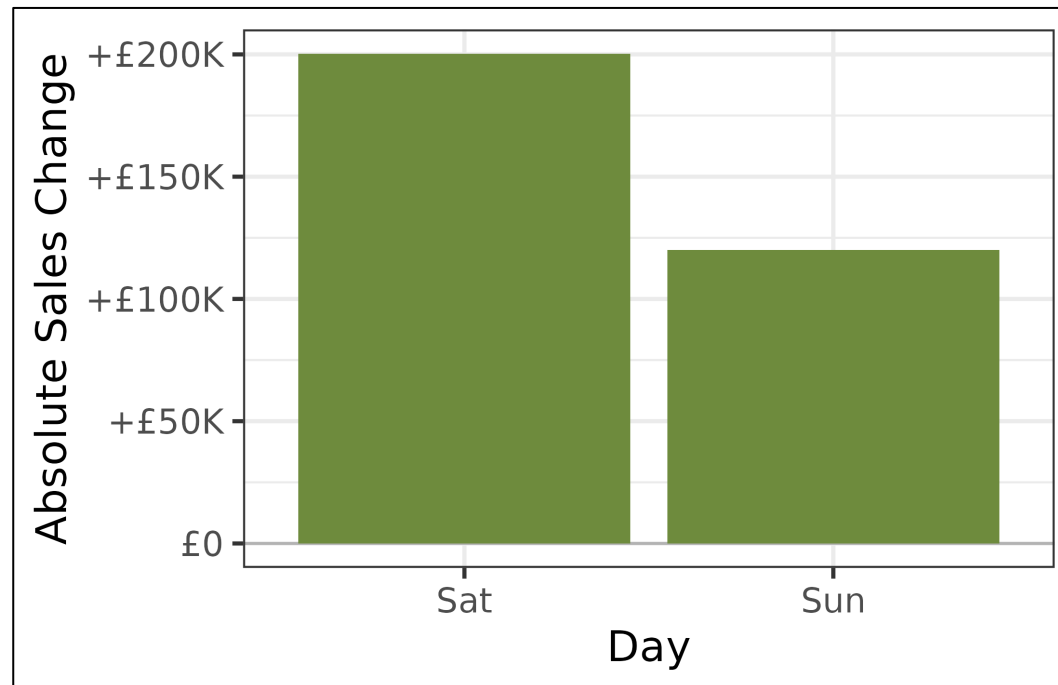
# Sales change by query weekend

- Sales in the query weekend of 2024 increased by +£67.1k (+4.3%).
- Sales in the query weekend of 2025 (Lunar Chinese New Year) increased by +£321k (+20.9%).
- Sheffield's Lunar Chinese New Celebrations (2025) are associated with an incremental increase in sales of +£253k (+16.5%).



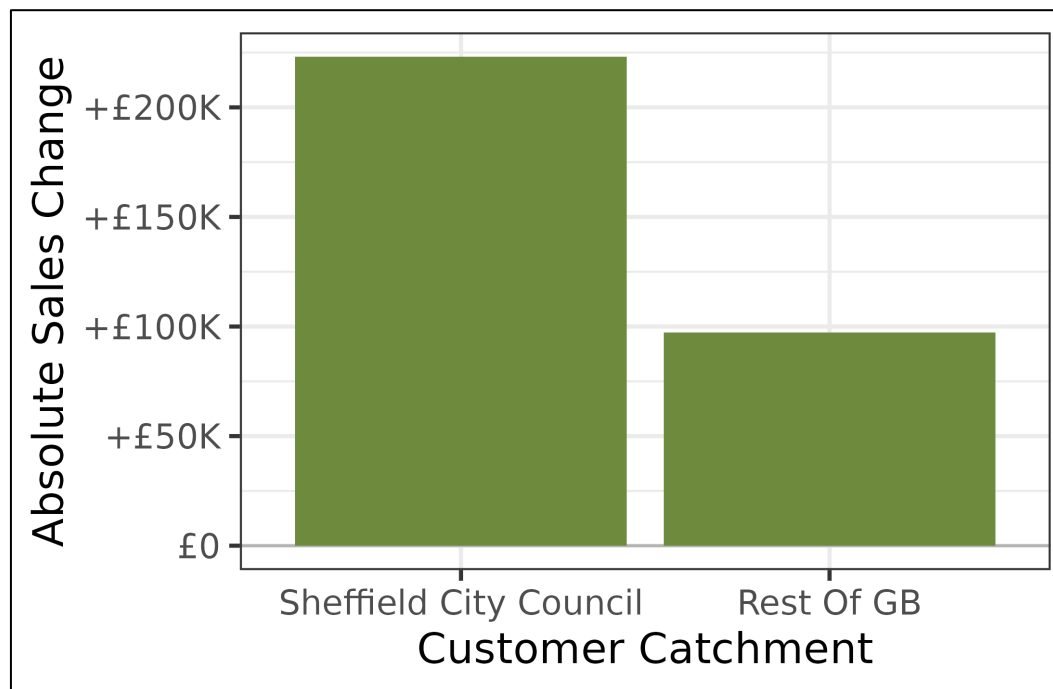
## Weekend sales change by day (Sat 1<sup>st</sup> & Sun 2<sup>nd</sup> Feb)

- Saturday sales increased by +£200k (+17.6%) and Sunday sales increased by +£120k (+30.2%).



# Weekend sales change by catchment

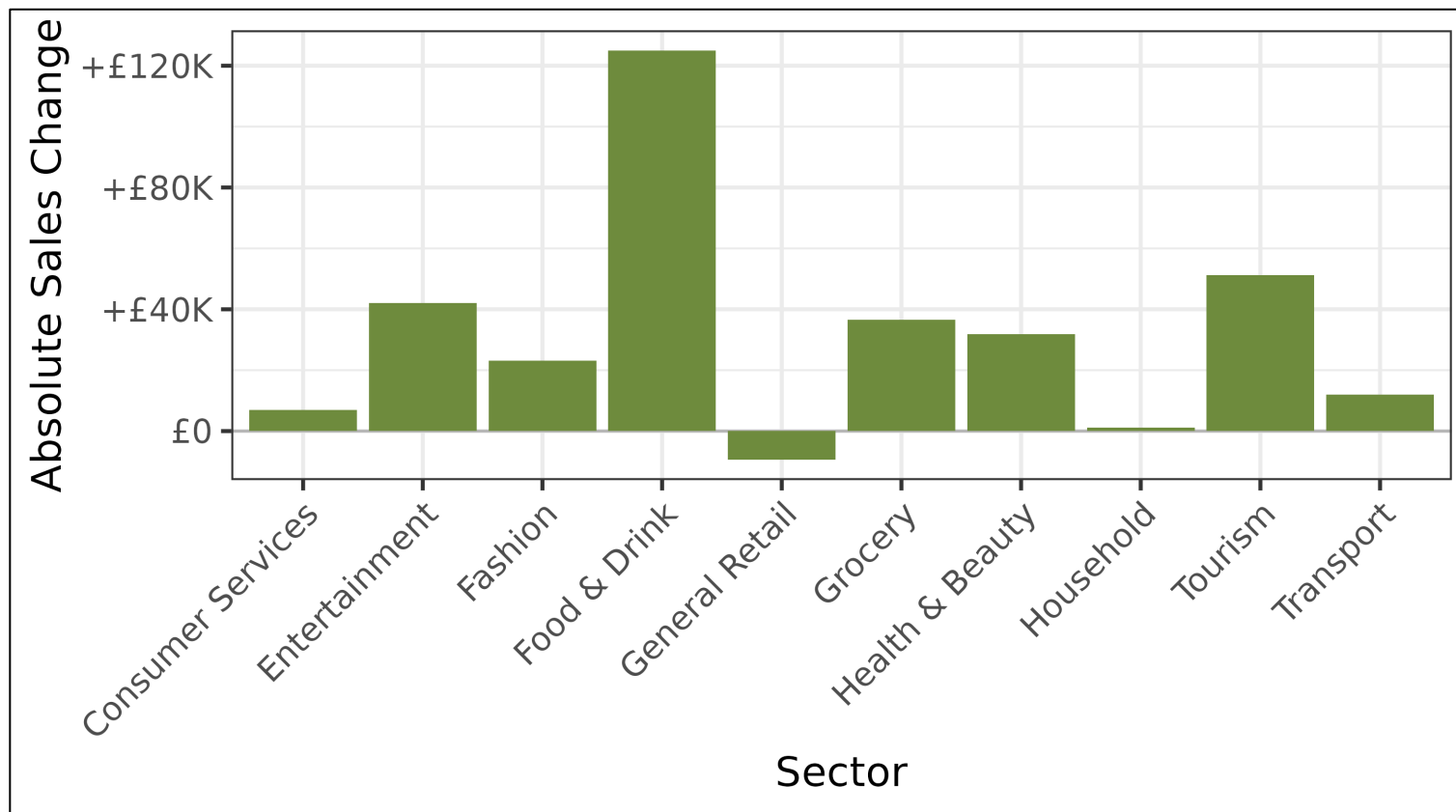
- The majority of the sales increase was derived from people living within Sheffield (+£223k / + 25.3%).
- Sales from people living outside of Sheffield contributed 30% to the increase in sales (+£97.2k / + 14.8%).





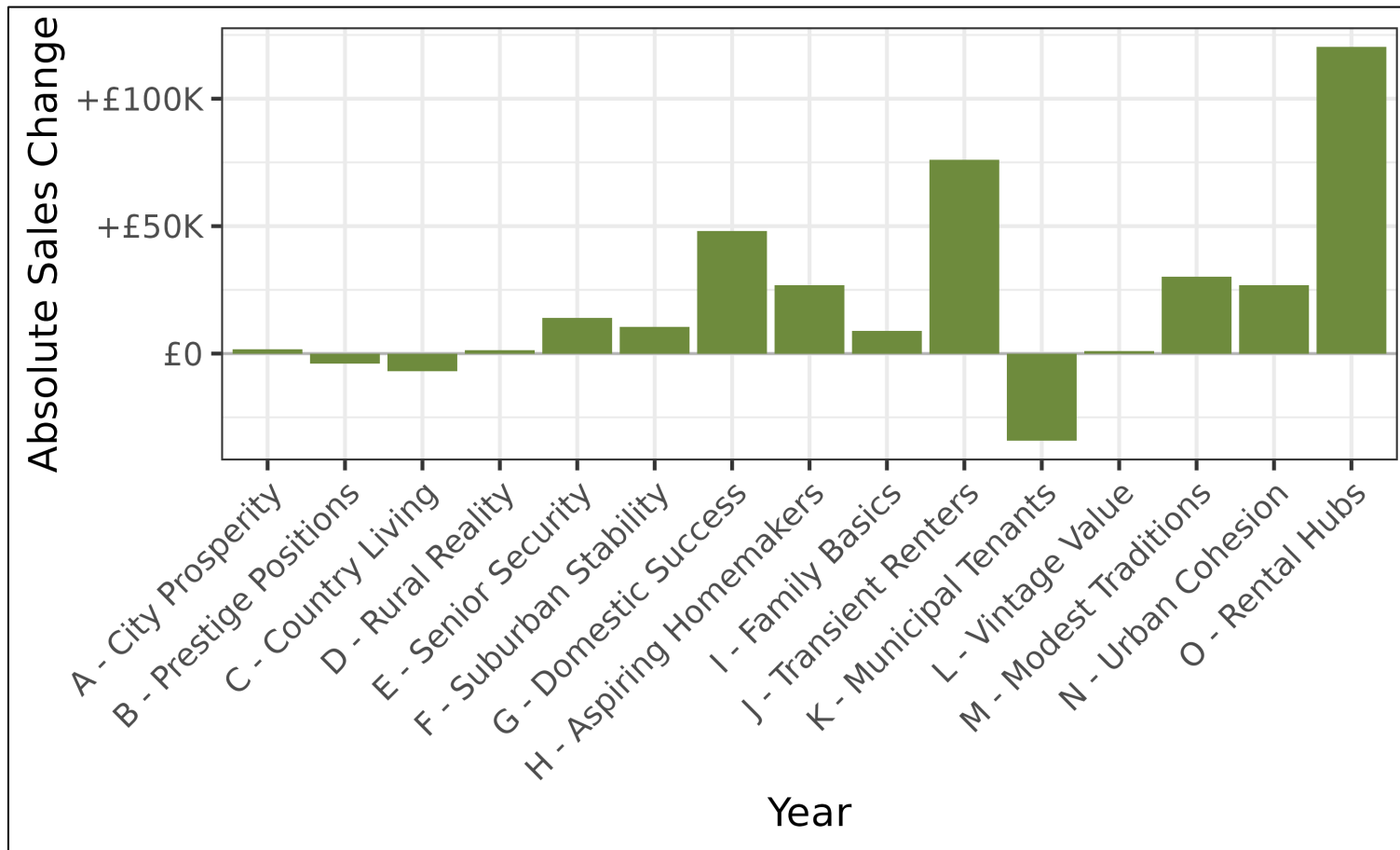
# Weekend sales change by sector

- The single greatest change in sales during the weekend was the Food & Drink sector, where sales increased +£125k (+15.3%).



# Customer demographics

- Largest sales change over the weekend came from 'Rental Hubs' (+£120k / +67.9%) and 'Transient Renters' (+£76.0k / +74.1%)



# Customer demographics

## J - Transient Renters

Single people renting low-cost homes for the short term.

Transient Renters are young single people in their twenties and thirties who rent affordable living spaces. Levels of movement are high, and most residents have only been living at their address for a few years or less. Some live alone while others share with housemates or partners. A minority of households include a young child.

## O - Rental Hubs

Educated young people privately renting in urban neighbourhoods.

Rental Hubs are young people enjoying city lifestyles in accessible locations. Usually aged in their twenties and thirties, they moved to their current addresses relatively recently. Many live alone and others share with housemates or partners, but few are thinking about children yet.

# Conclusions

# Summary of impact

- Sales over the 2025 event weekend increased +£320,266 (+20.9%), compared to the average of the neighbouring weekends.
- Sales were only increased by +£67.1k (+4.3%) on the equivalent weekend in 2024 meaning that +£253k of the increase in sales in 2025 may be attributed to the festival.
- There was an increase in sales across most retail sectors, with the biggest change seen in Food & Drink sales which increased by +£125k (+15.3%)
- The majority of sales increases came from people living within the Sheffield District (69.7%) although people outside of the district contributed (30.3%)

# About this report

This analysis has been provided by the city centre Business Improvement District, Sheffield BID, one of the primary funders of the Lunar Chinese New Year festival in the city centre.

Contact: [enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com).

*Data source: Beauclair*

