



Weymouth BID

Week 50, 2017

11/12/2017 to 17/12/2017



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

Weekly Footfall

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

	Year to Date % Change		Year on Year % Change		Week On Week % Change	
	2017	2016	2017	2016	2017	2016
Weymouth BID	▼ -1.7 %	▲ 3.0 %	▼ -11.9 %	▼ -4.4 %	▼ -1.1 %	▲ 3.8 %
South West	▼ -2.2 %	▼ -0.6 %	▼ -10.3 %	▼ -1.2 %	▲ 0.4 %	▲ 3.7 %
High Street Index(Coastal Town)	▼ -3.3 %	▼ -2.5 %	▼ -11.3 %	▲ 0.2 %	▼ -1.7 %	▲ 5.8 %
UK	▼ -1.1 %	▼ -1.4 %	▼ -8.8 %	▼ -1.8 %	▼ 0.0 %	▲ 4.9 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 1.5% down on the previous year.

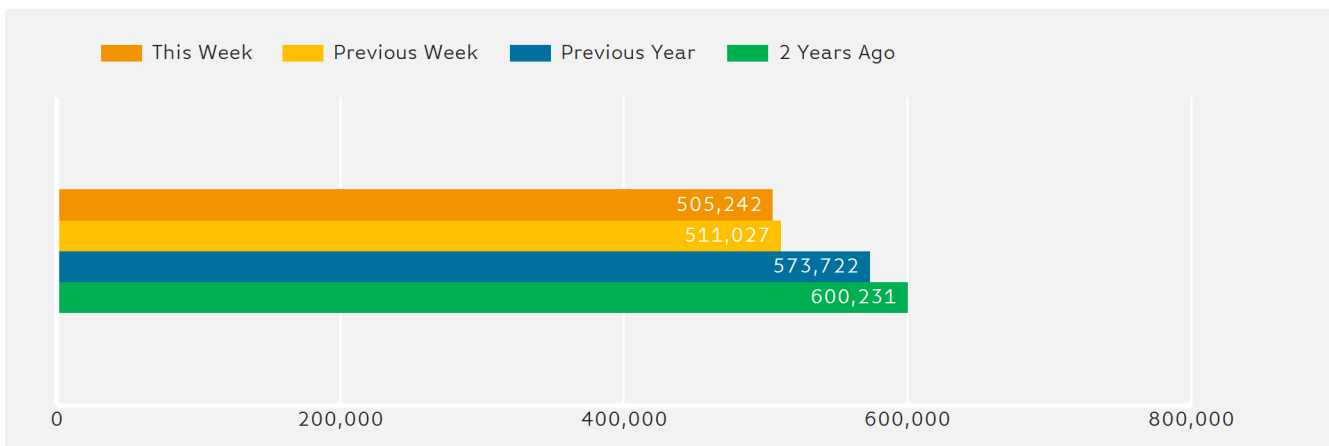
Footfall for the year to date is 1.7% down on the previous year.

The number of visitors counted for week commencing 11 December 2017 was 505,242.

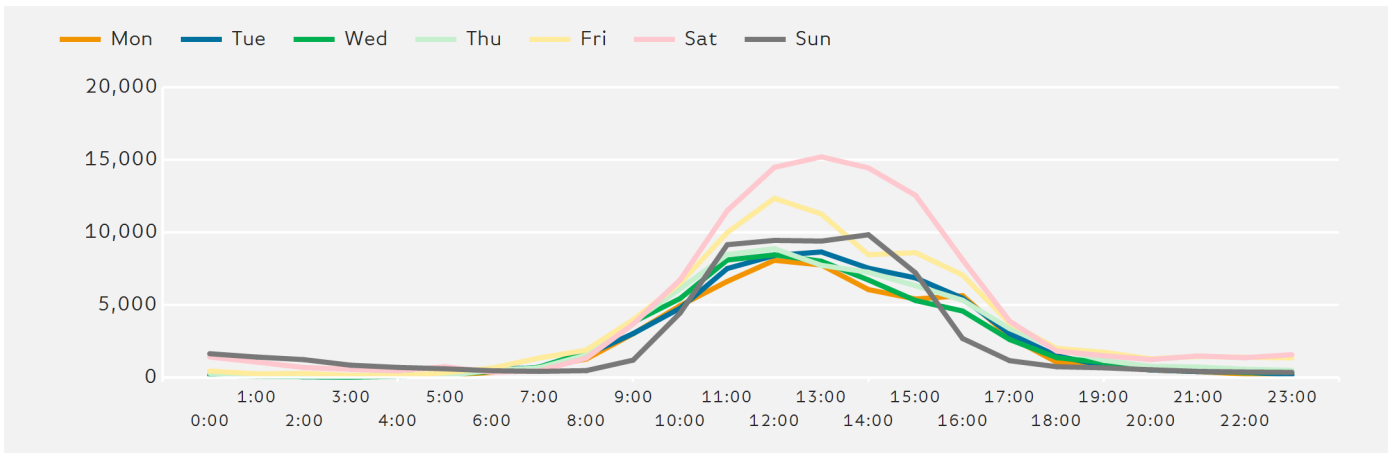
The busiest day in week commencing 11 December 2017 was Saturday with 106,589 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 15,196

Footfall by Week



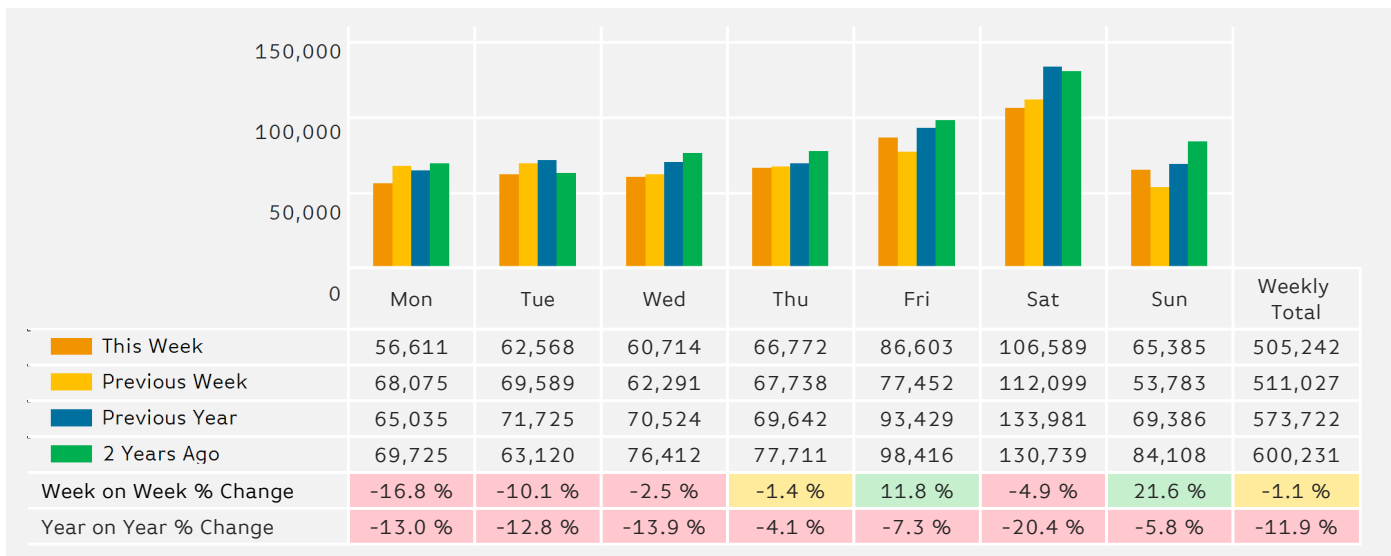
Footfall by Hour



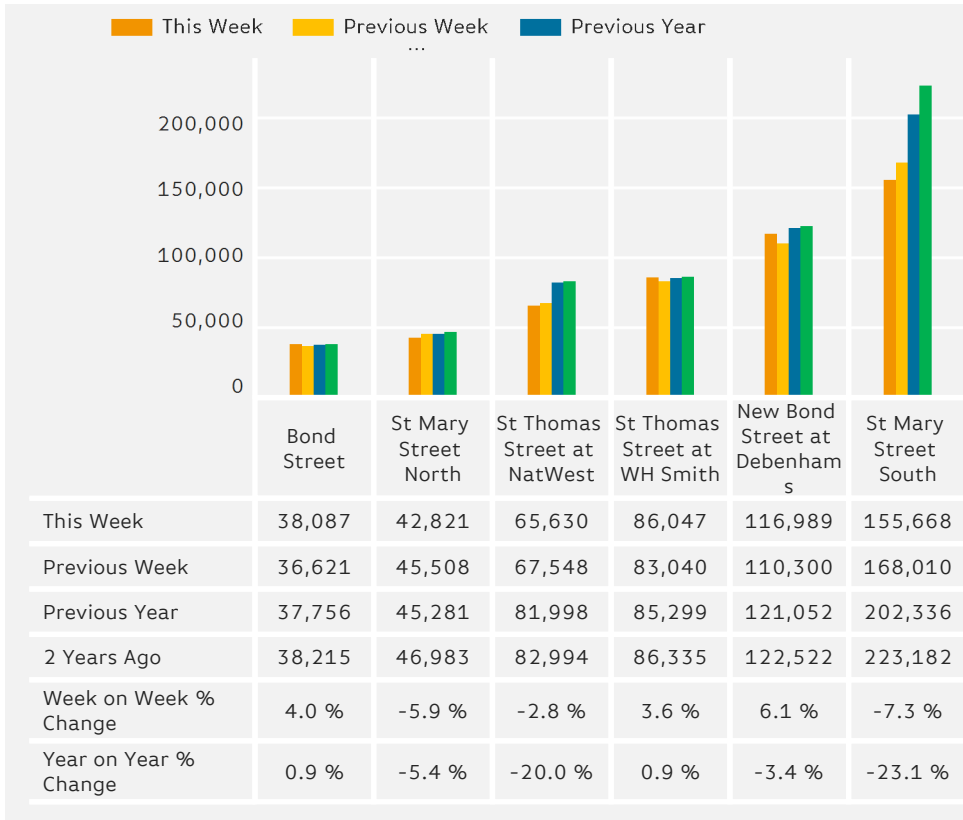
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	3	9	11	8	7	9	12
Previous Week	11	10	12	13	5	5	10
Previous Year	13	14	12	12	12	10	7

Footfall by Day

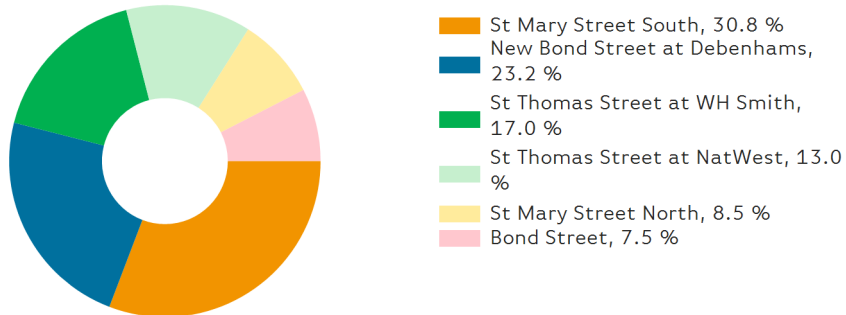


Footfall by Location

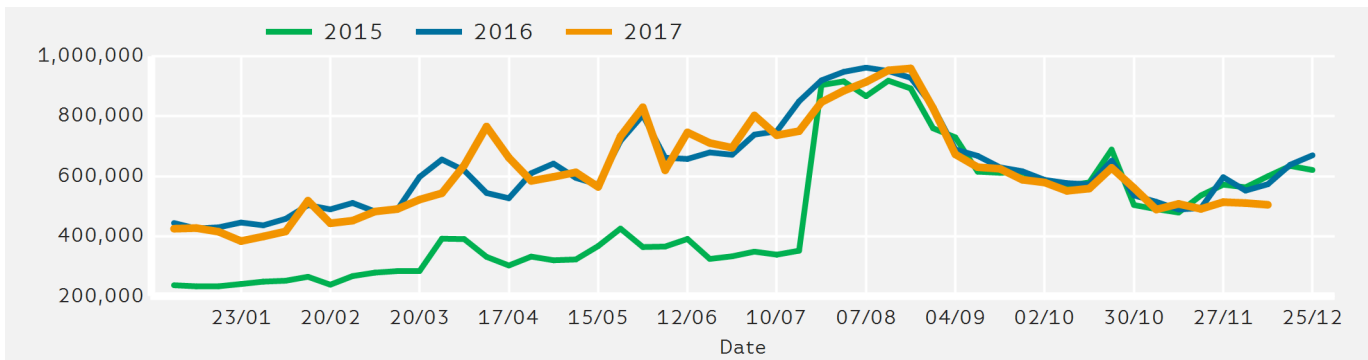


Footfall by location

Counting By Location - Main Locations Only



Footfall by Week



Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
 Week on Week % Change is the % change in footfall for this week from the previous week.