



Weymouth BID

Week 52, 2017

25/12/2017 to 31/12/2017



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	▼ -1.9 %	▲ 3.1 %	▼ -20.4 %	▲ 7.9 %	▼ -21.3 %	▲ 4.9 %
South West	▼ -2.3 %	▼ -0.4 %	▼ -16.3 %	▲ 5.2 %	▼ -29.2 %	▼ -6.9 %
High Street Index(Coastal Town)	▼ -3.3 %	▼ -2.3 %	▼ -16.2 %	▲ 5.8 %	▼ -29.4 %	▼ -12.2 %
UK	▼ -1.1 %	▼ -1.1 %	▼ -10.3 %	▲ 4.9 %	▼ -29.0 %	▼ -5.6 %

Headlines

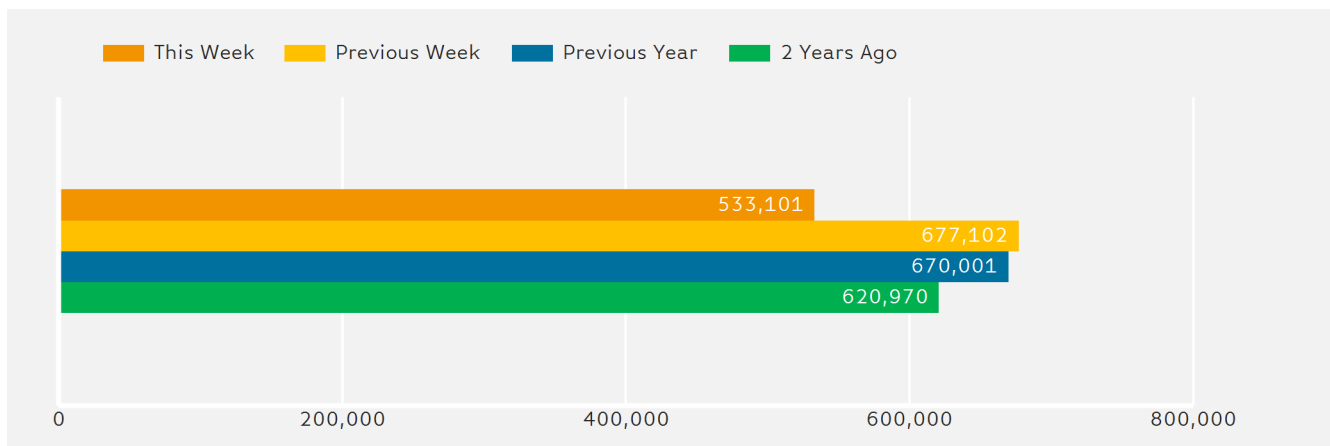
Footfall for the year to date is 1.9% down on the previous year.

The number of visitors counted for week commencing 25 December 2017 was 533,101.

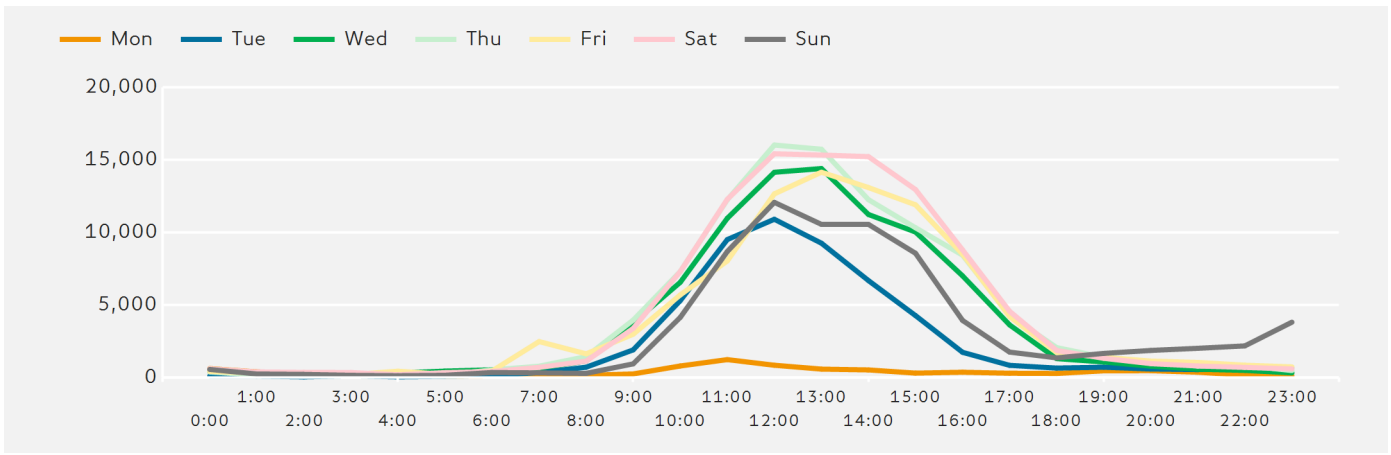
The busiest day in week commencing 25 December 2017 was Saturday with 105,818 visitors.

The peak hour of the week was 12:00 on Thursday with footfall of 16,008

Footfall by Week



Footfall by Hour



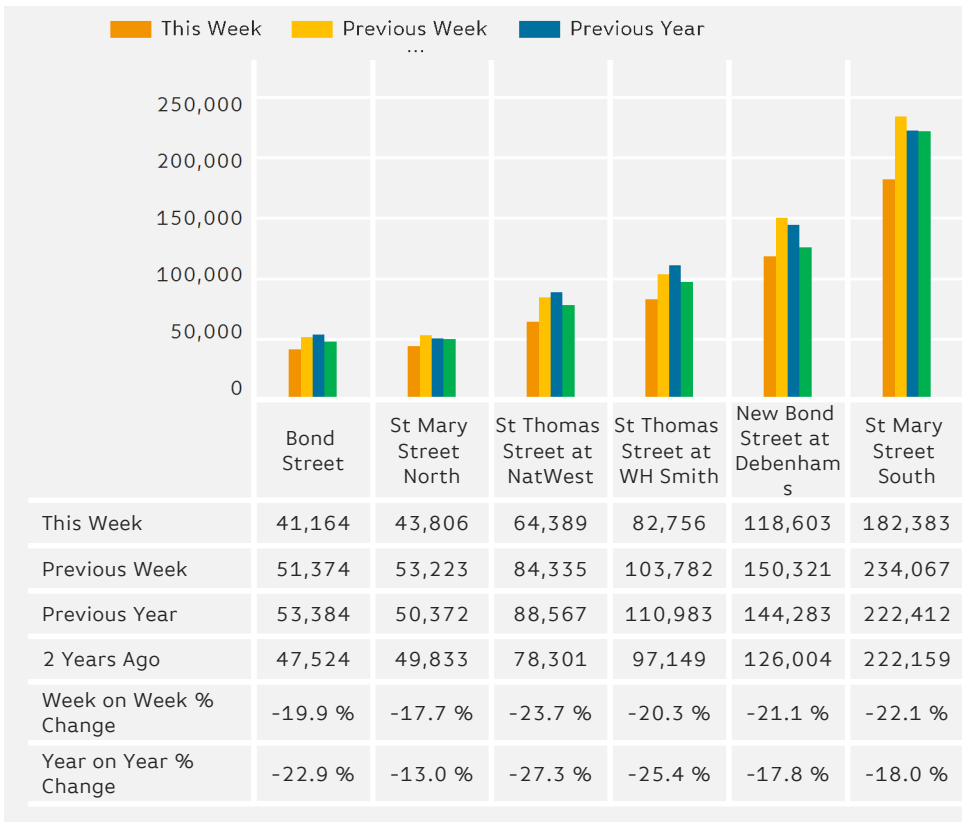
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	9	6	7	9	13	12
Previous Week	8	11	12	12	12	11	11

Footfall by Day

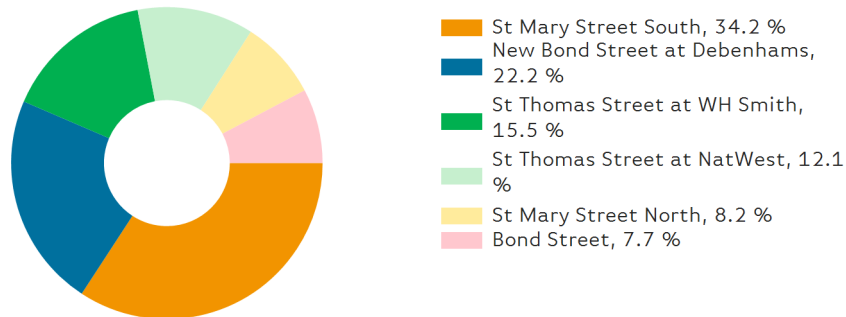
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	9,127	55,823	90,582	100,982	94,370	105,818	76,399	533,101
Previous Week	63,810	92,456	90,440	94,581	122,607	128,093	85,115	677,102
Previous Year	74,658	109,149	105,671	126,036	85,735	115,802	52,950	670,001
2 Years Ago	105,993	120,168	76,027	117,580	59,316	99,008	42,878	620,970
Week on Week % Change	-85.7 %	-39.6 %	0.2 %	6.8 %	-23.0 %	-17.4 %	-10.2 %	-21.3 %
Year on Year % Change	-87.8 %	-48.9 %	-14.3 %	-19.9 %	10.1 %	-8.6 %	44.3 %	-20.4 %

Footfall by Location

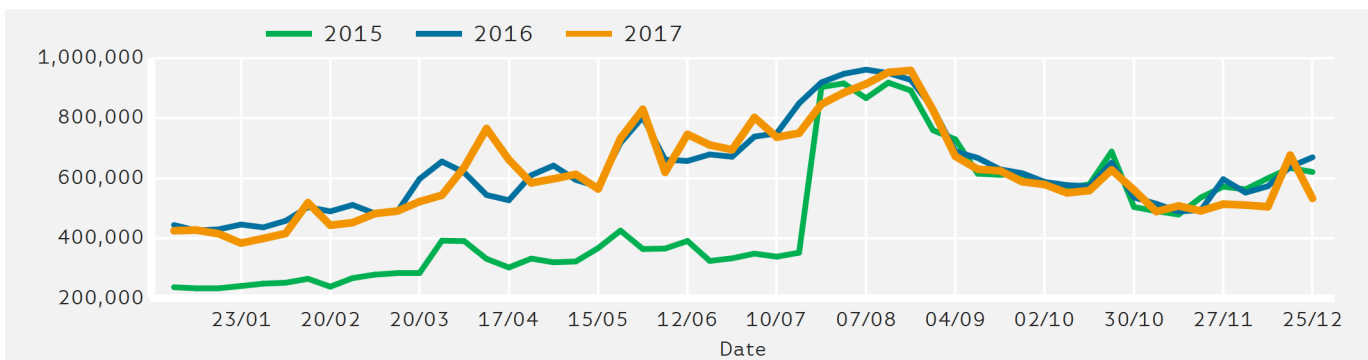


Footfall by location

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.