



Weymouth BID

Week 17, 2018

23/04/2018 to 29/04/2018



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	
	2018	2017	2018	2017	2018	2017
Weymouth BID	▼ -8.7 %	▼ -1.2 %	▼ -13.0 %	▼ -4.2 %	▼ -10.2 %	▼ -11.7 %
South West	▼ -4.4 %	▼ -1.3 %	▼ -5.7 %	▲ 0.0 %	▼ -6.5 %	▼ -4.0 %
High Street Index(Coastal Town)	▼ -6.2 %	▼ -2.7 %	▼ -9.5 %	▼ -1.4 %	▼ -10.1 %	▼ -5.3 %
UK	▼ -4.9 %	▲ 0.3 %	▼ -3.8 %	▼ -0.7 %	▼ -6.1 %	▲ 2.4 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 3.9% down on the previous year.

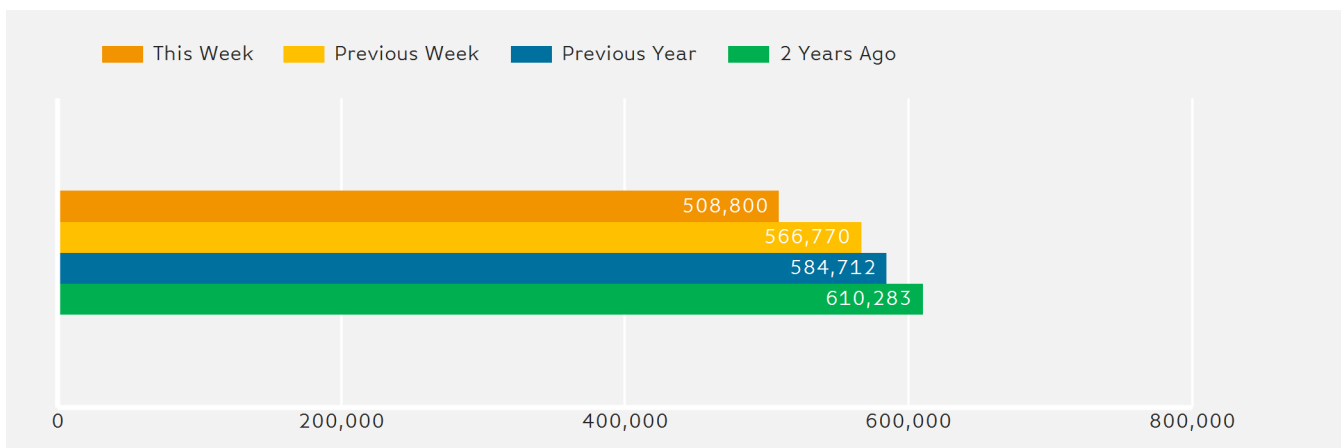
Footfall for the year to date is 8.7% down on the previous year.

The number of visitors counted for week commencing 23 April 2018 was 508,800.

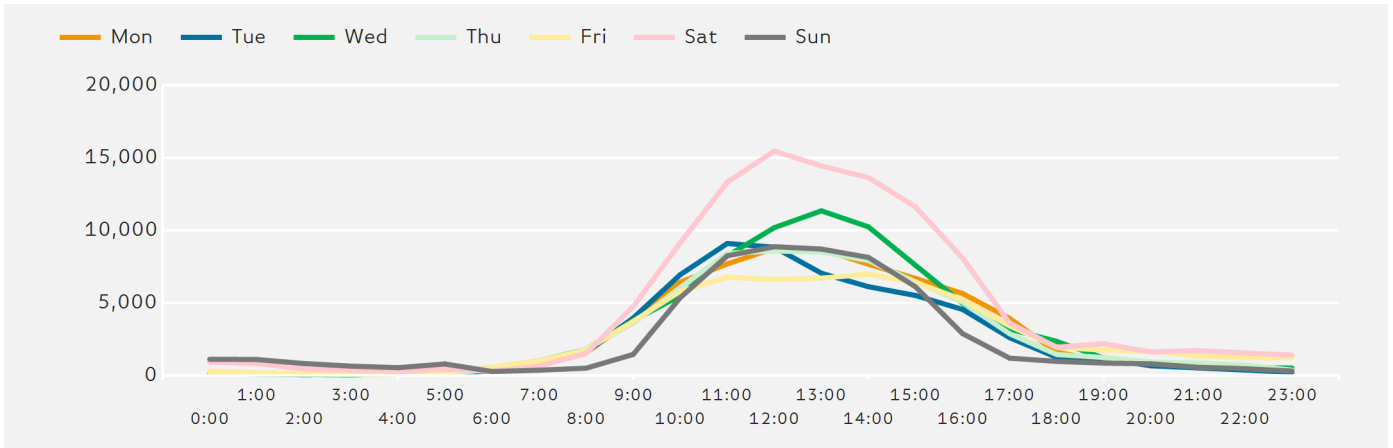
The busiest day in week commencing 23 April 2018 was Saturday with 110,131 visitors.

The peak hour of the week was 12:00 on Saturday 28 April 2018 with footfall of 15,458

Footfall by Week



Footfall by Hour



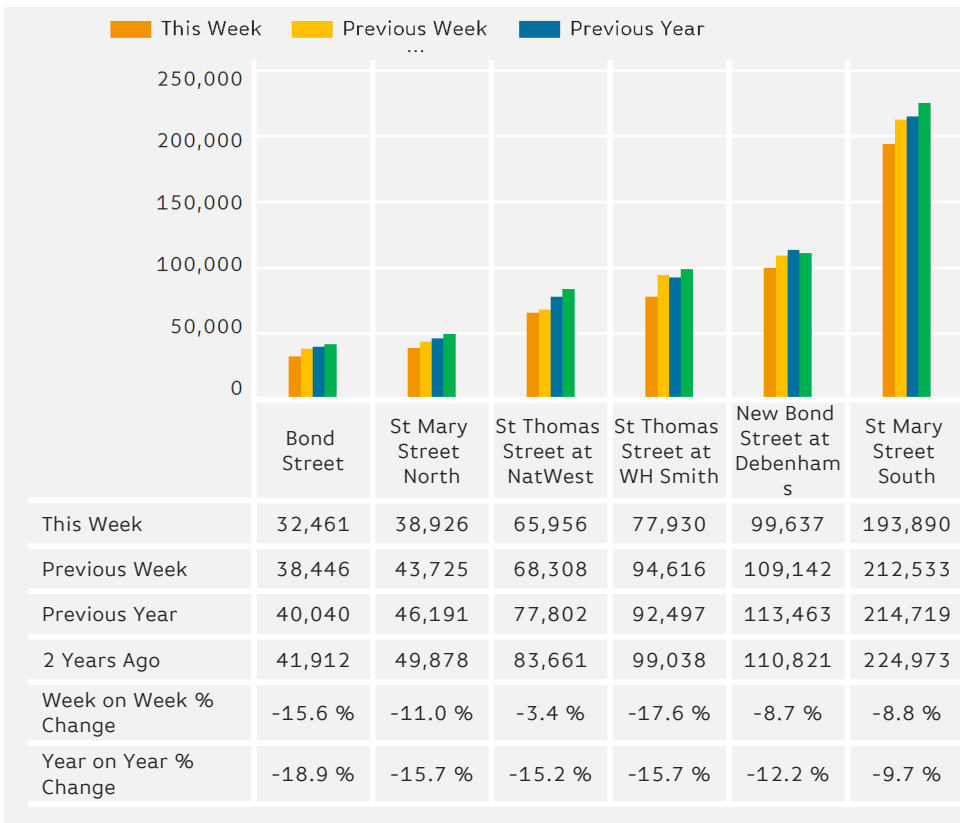
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	12	12	11	12	11	12
Previous Week	11	13	14	16	19	17	13
Previous Year	14	●	●	●	●	●	●

Footfall by Day

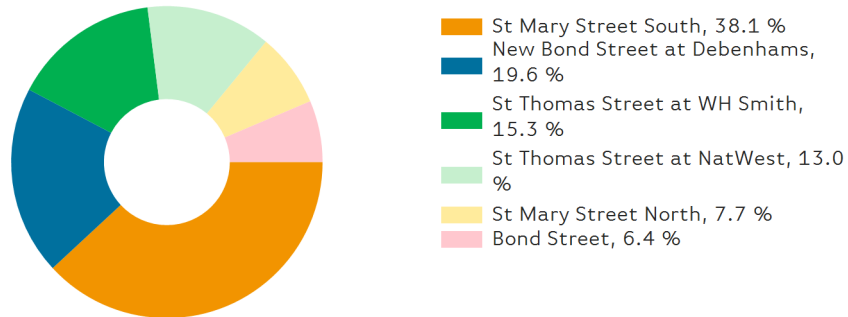
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	67,944	62,364	75,024	67,069	65,184	110,131	61,084	508,800
Previous Week	66,717	65,518	68,350	80,526	92,418	124,492	68,749	566,770
Previous Year	69,062	76,441	80,719	72,760	84,581	130,246	70,903	584,712
2 Years Ago	66,439	69,918	66,260	74,284	92,521	144,295	96,566	610,283
Week on Week % Change	1.8 %	-4.8 %	9.8 %	-16.7 %	-29.5 %	-11.5 %	-11.1 %	-10.2 %
Year on Year % Change	-1.6 %	-18.4 %	-7.1 %	-7.8 %	-22.9 %	-15.4 %	-13.8 %	-13.0 %

Footfall by Location

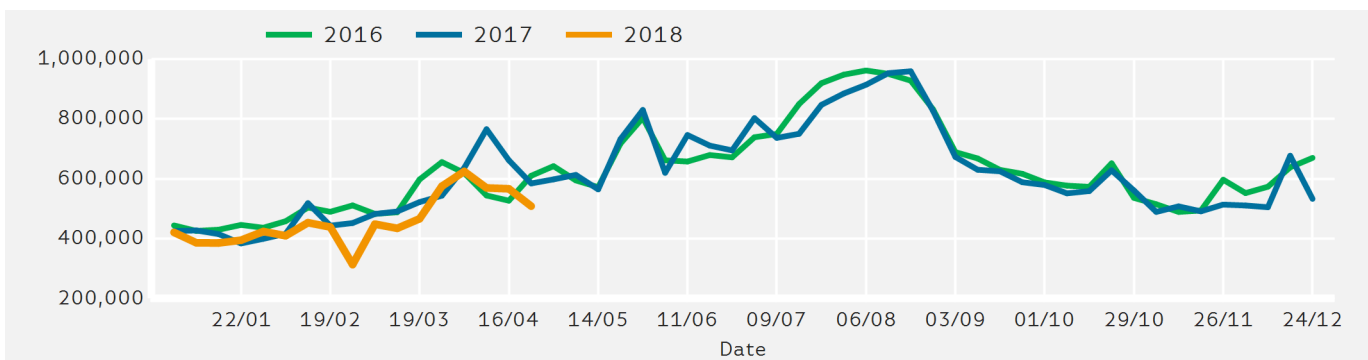


Footfall by location

Counting By Location - Main Locations Only



Footfall by Week



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2018 to Week 17, 2018 Vs Week 1, 2017 to Week 17, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 17, 2018 Vs Week 17, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 17 2018 Vs Week 16 2018