



Weymouth BID

Week 19, 2018

07/05/2018 to 13/05/2018



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	▼ -7.5 %	▼ -1.3 %	▼ -3.0 %	▲ 3.1 %	▼ -5.7 %	▲ 2.5 %
South West	▼ -3.8 %	▼ -1.3 %	▼ -1.4 %	▲ 1.8 %	▼ -4.4 %	▲ 2.7 %
High Street Index(Coastal Town)	▼ -5.8 %	▼ -2.7 %	▼ -3.6 %	▼ -0.9 %	▼ -1.6 %	▲ 1.4 %
UK	▼ -4.1 %	▼ -0.1 %	▼ -0.4 %	▼ -1.7 %	▼ -4.0 %	▲ 0.9 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 3.8% down on the previous year.

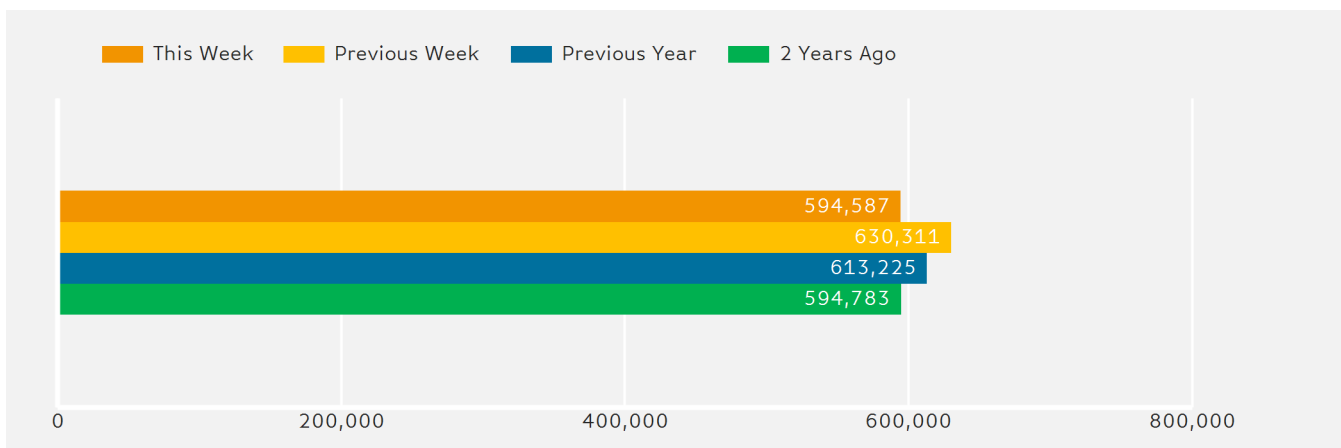
Footfall for the year to date is 7.5% down on the previous year.

The number of visitors counted for week commencing 7 May 2018 was 594,587.

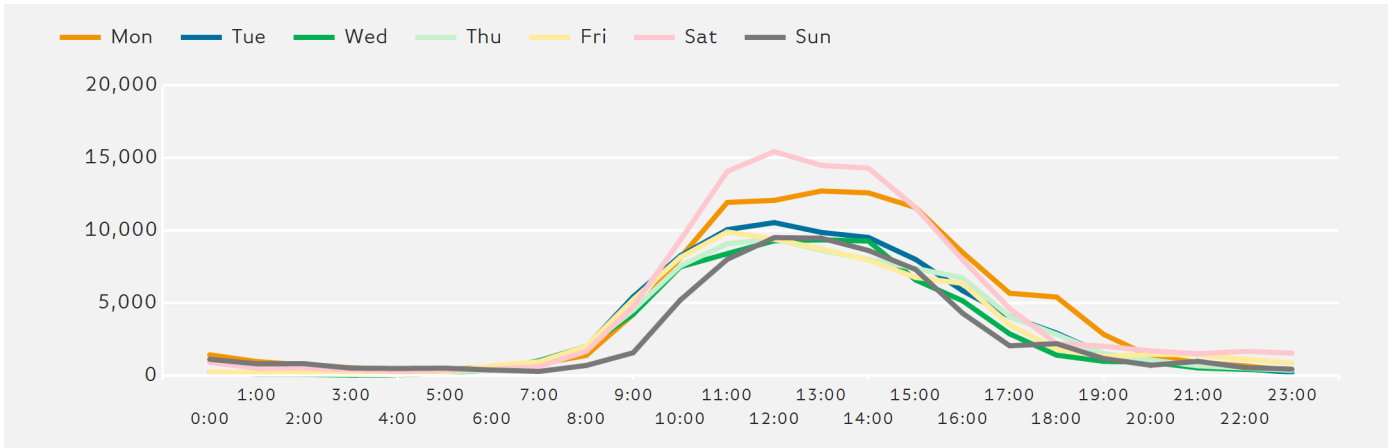
The busiest day in week commencing 7 May 2018 was Saturday with 112,655 visitors.

The peak hour of the week was 12:00 on Saturday 12 May 2018 with footfall of 15,419

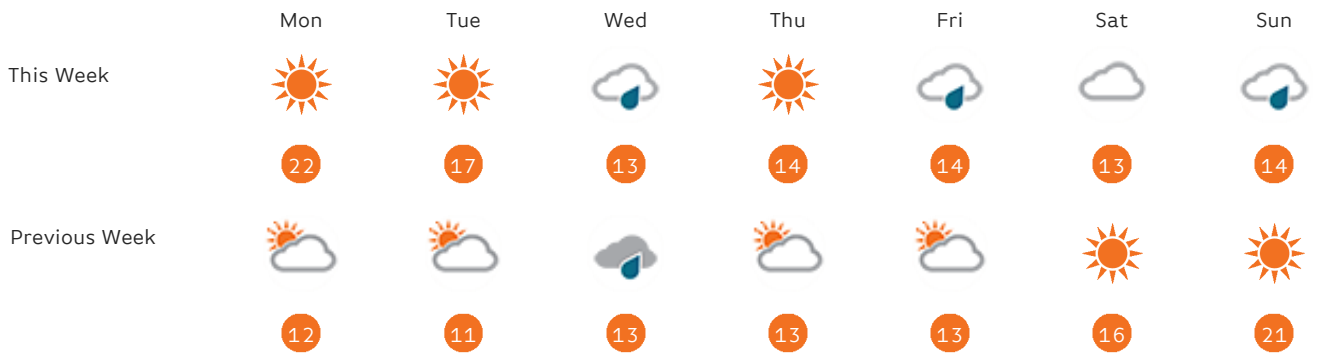
Footfall by Week



Footfall by Hour



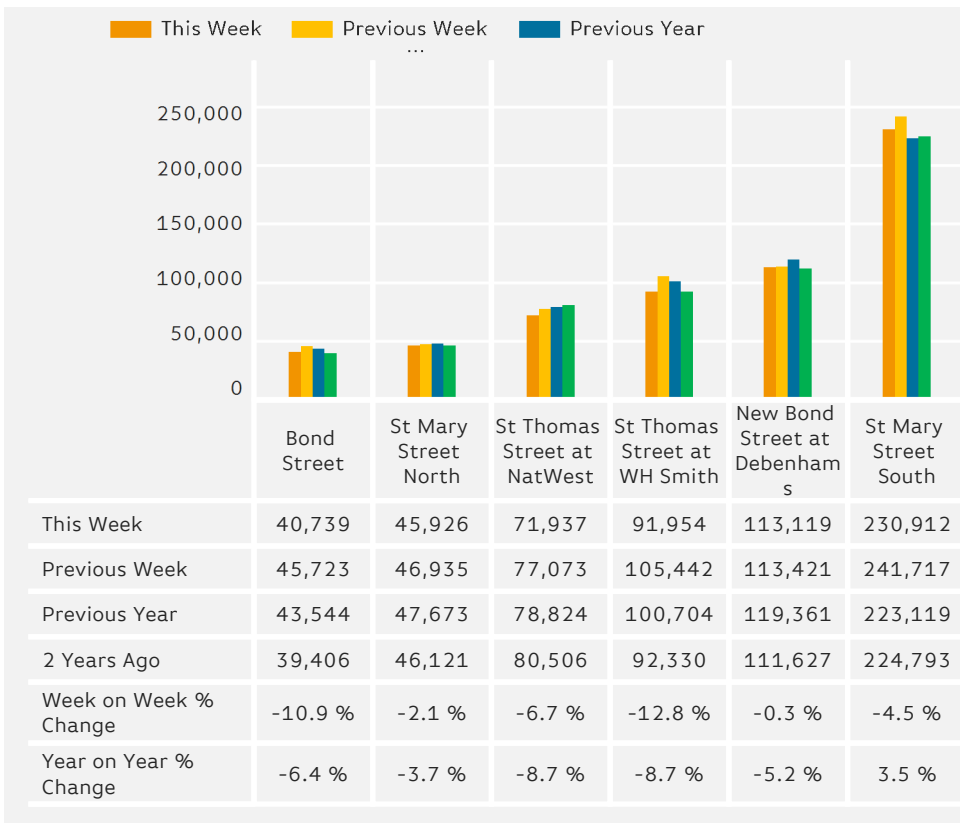
Weather



Footfall by Day

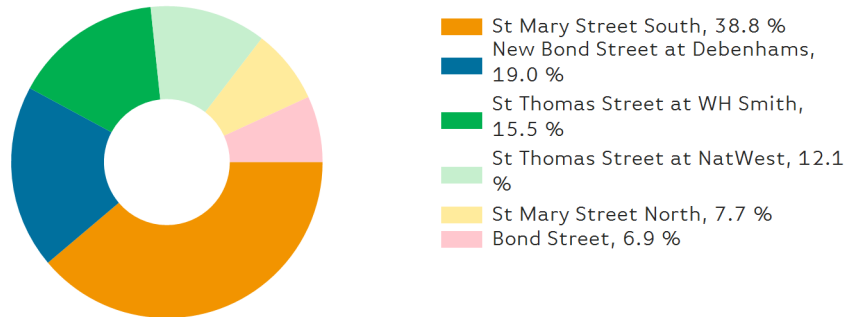
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	105,975	82,544	71,151	76,198	78,500	112,655	67,564	594,587
Previous Week	67,193	70,638	74,062	75,189	83,051	136,120	124,058	630,311
Previous Year	81,090	83,052	83,244	84,317	79,591	124,267	77,664	613,225
2 Years Ago	68,573	76,285	70,494	76,727	91,933	134,016	76,755	594,783
Week on Week % Change	57.7 %	16.9 %	-3.9 %	1.3 %	-5.5 %	-17.2 %	-45.5 %	-5.7 %
Year on Year % Change	30.7 %	-0.6 %	-14.5 %	-9.6 %	-1.4 %	-9.3 %	-13.0 %	-3.0 %

Footfall by Location

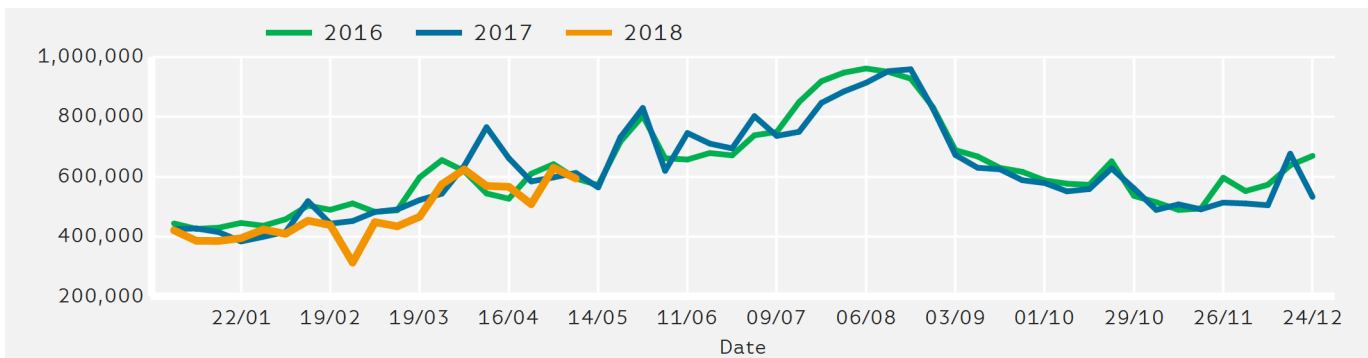


Footfall by location

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 19, 2018 Vs Week 1, 2017 to Week 19, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 19, 2018 Vs Week 19, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 19 2018 Vs Week 18 2018