



### Weymouth BID

Week 21, 2018

21/05/2018 to 27/05/2018



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                    | ▼ -7.0 %              | ▼ -1.1 % | ▼ -8.4 %              | ▲ 2.1 %  | ▲ 14.0 %              | ▲ 29.8 % |
| South West                      | ▼ -3.5 %              | ▼ -1.3 % | ▼ -6.2 %              | ▼ -1.3 % | ▲ 4.9 %               | ▲ 12.0 % |
| High Street Index(Coastal Town) | ▼ -5.6 %              | ▼ -2.5 % | ▼ -9.3 %              | ▼ -0.1 % | ▲ 6.5 %               | ▲ 15.0 % |
| UK                              | ▼ -3.8 %              | ▼ -0.1 % | ▼ -5.2 %              | ▲ 1.0 %  | ▼ -0.1 %              | ▲ 9.1 %  |

### Headlines

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

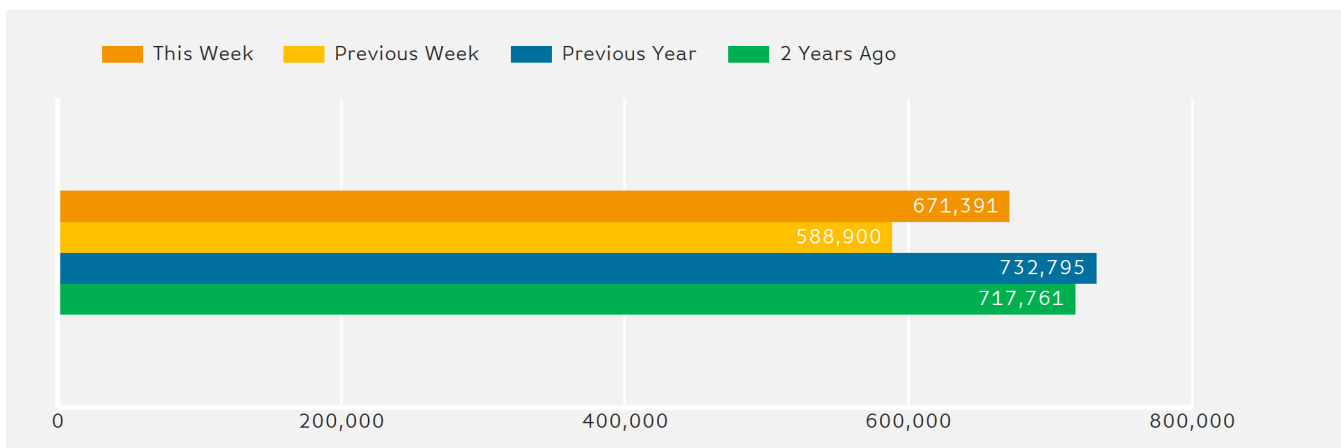
Footfall for the year to date is 7% down on the previous year.

The number of visitors counted for week commencing 21 May 2018 was 671,391.

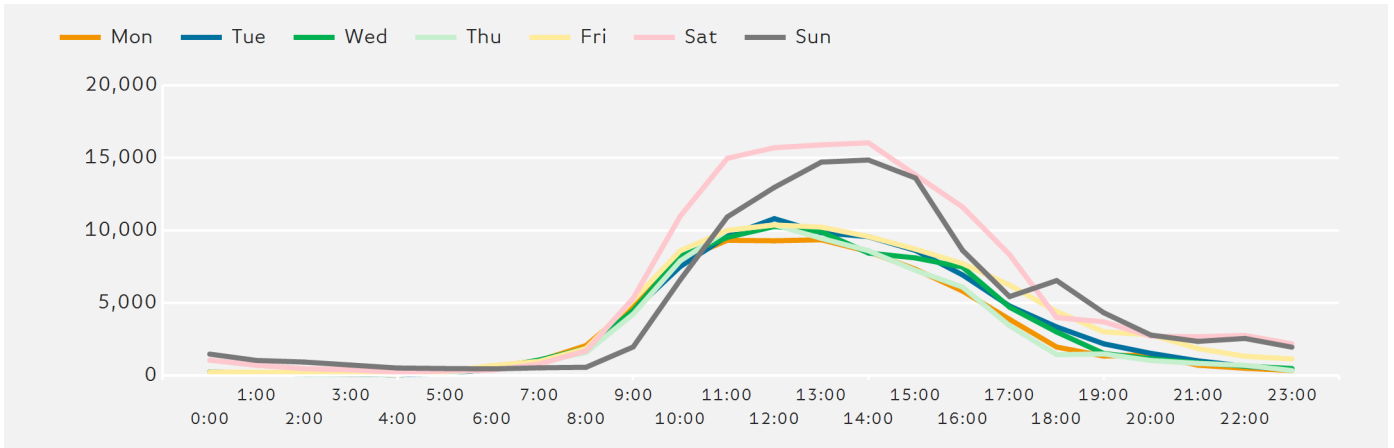
The busiest day in week commencing 21 May 2018 was Saturday with 136,568 visitors.

The peak hour of the week was 14:00 on Saturday 26 May 2018 with footfall of 16,023






















### Footfall by Week



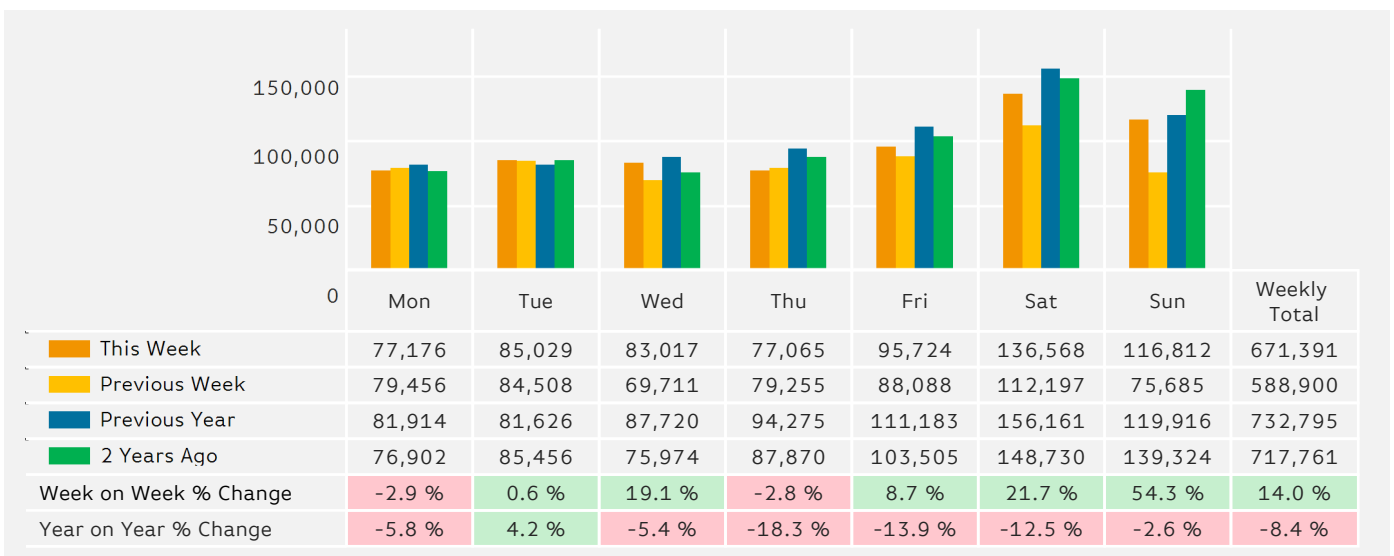
### Footfall by Hour



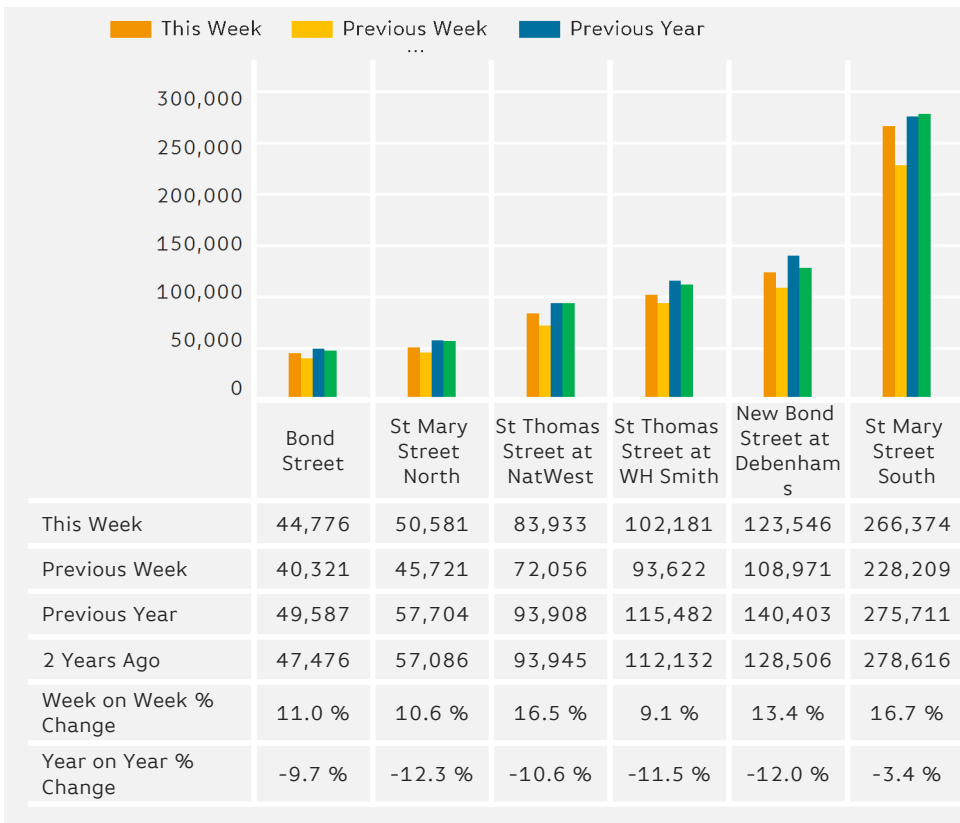
### Weather

|               | Mon   | Tue   | Wed   | Thu   | Fri   | Sat   | Sun   |
|---------------|---|---|---|---|---|---|---|
| This Week     | <br>19   | <br>22   | <br>22   | <br>18   | <br>18   | <br>22   | <br>17   |
| Previous Week | <br>18  | <br>20  | <br>18  | <br>15  | <br>13  | <br>16  | <br>17  |
| Previous Year | <br>17 | <br>17 | <br>19 | <br>19 | <br>21 | <br>17 | <br>17 |

### Footfall by Day

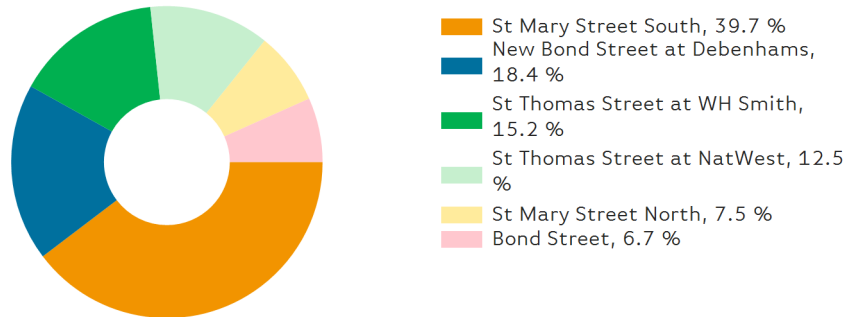


### Footfall by Location

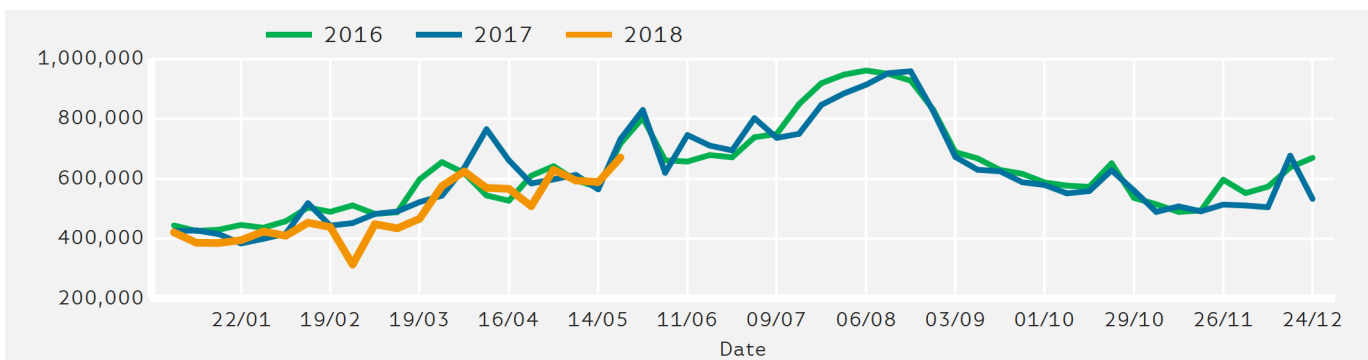


### Footfall by location

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 21, 2018 Vs Week 1, 2017 to Week 21, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 21, 2018 Vs Week 21, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 21 2018 Vs Week 20 2018