



Weymouth BID

Week 31, 2018

30/07/2018 to 05/08/2018



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

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	▼ -6.2 %	▼ -0.9 %	▼ -2.3 %	▼ -6.6 %	▲ 11.2 %	▲ 4.5 %
South West	▼ -2.9 %	▼ -1.3 %	▼ -2.6 %	▼ -5.1 %	▲ 2.8 %	▲ 1.2 %
High Street Index(Coastal Town)	▼ -4.5 %	▼ -2.9 %	▼ -2.8 %	▼ -6.5 %	▲ 5.5 %	▲ 3.1 %
UK	▼ -2.6 %	▼ -0.3 %	▲ 1.3 %	▼ -3.1 %	▲ 2.7 %	▲ 1.5 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 5% down on the previous year.

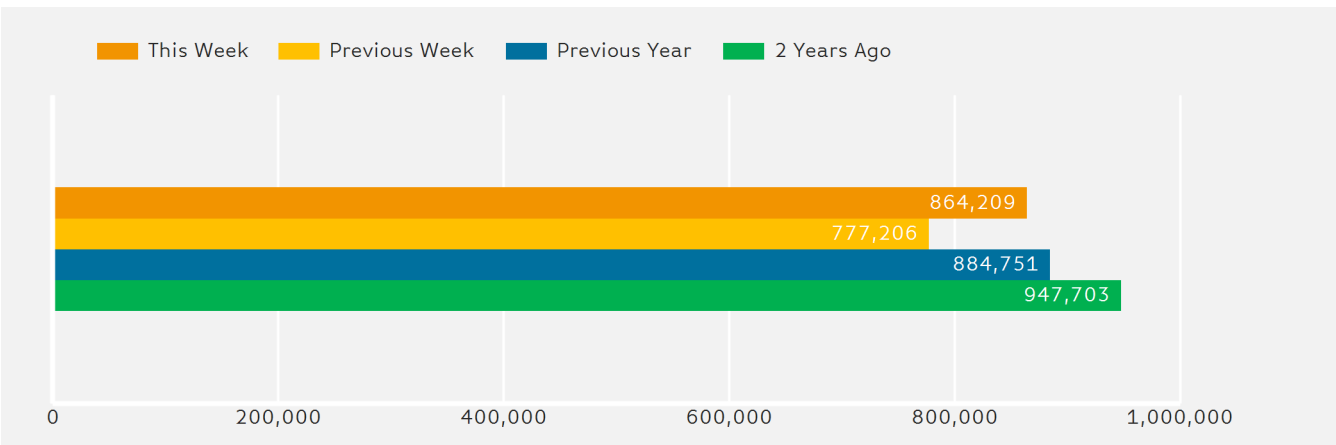
Footfall for the year to date is 6.2% down on the previous year.

The number of visitors counted for week commencing 30 July 2018 was 864,209.

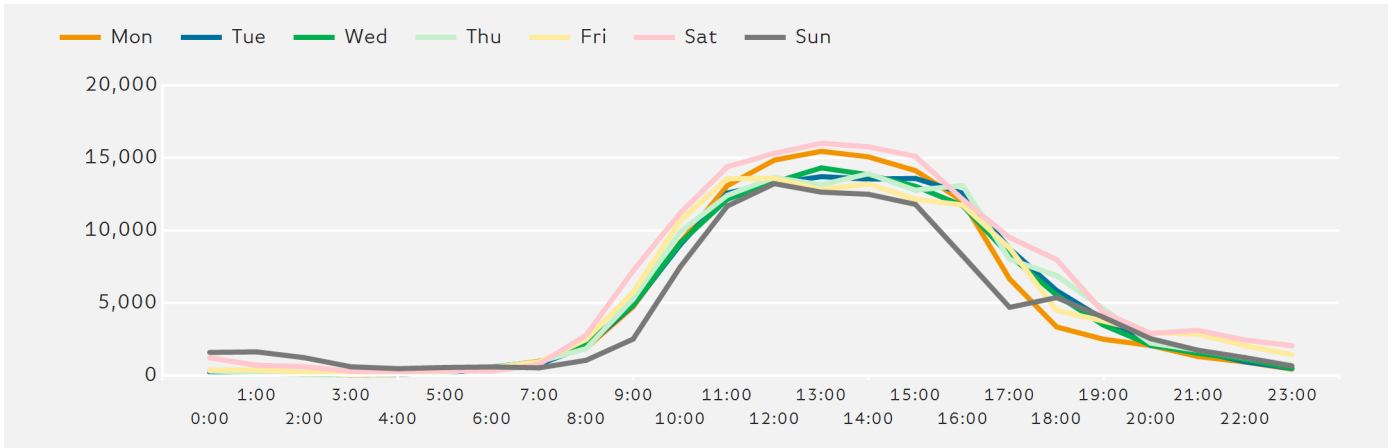
The busiest day in week commencing 30 July 2018 was Saturday with 146,634 visitors.

The peak hour of the week was 13:00 on Saturday 4 August 2018 with footfall of 15,990

Footfall by Week



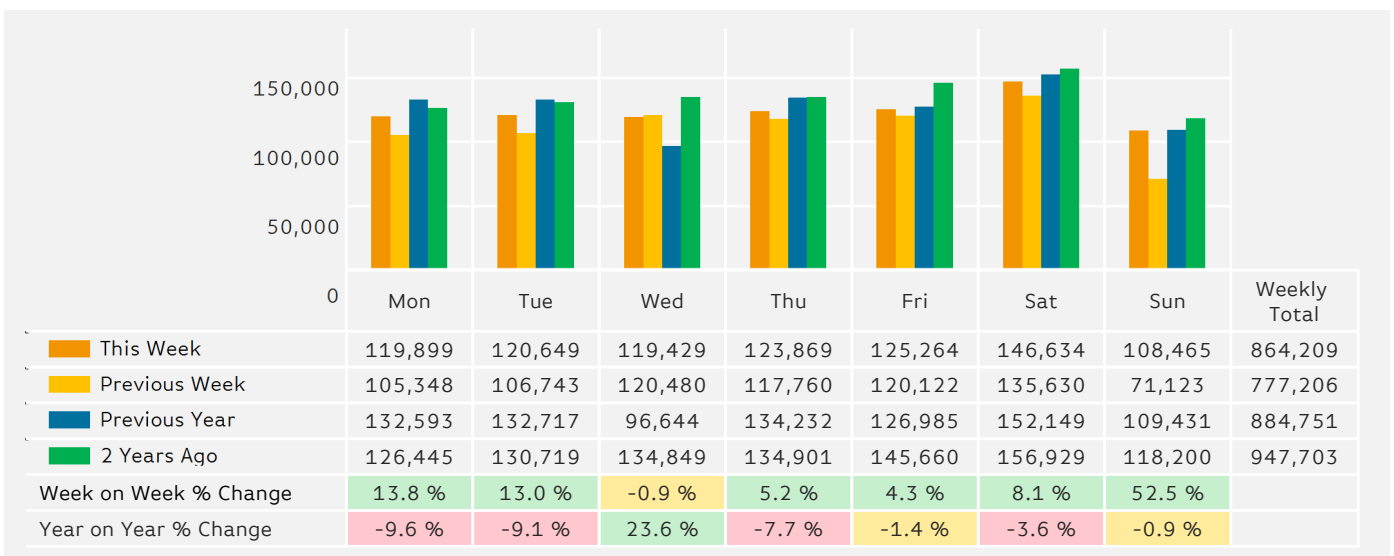
Footfall by Hour



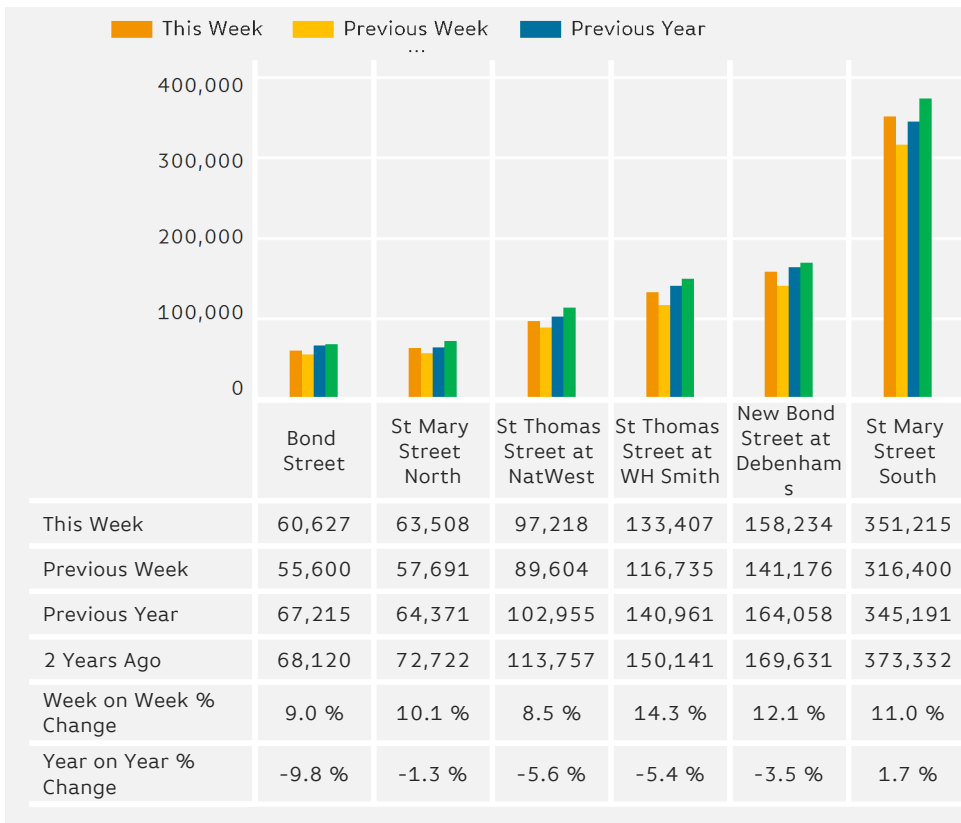
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	20	19	19	22	24	26	23
Previous Week	22	22	23	24	22	20	21
Previous Year	18	18	18	18	18	19	18

Footfall by Day

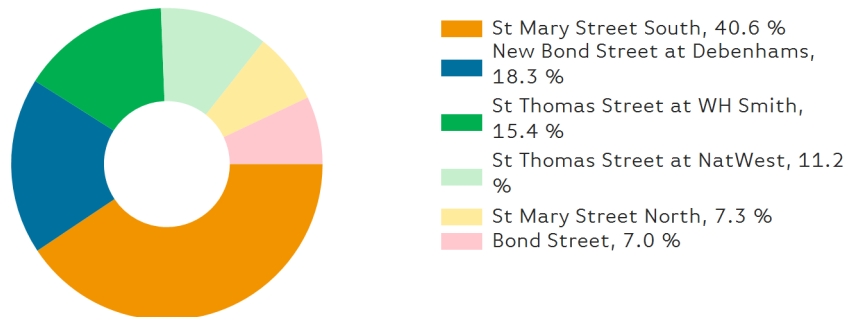


Footfall by Location

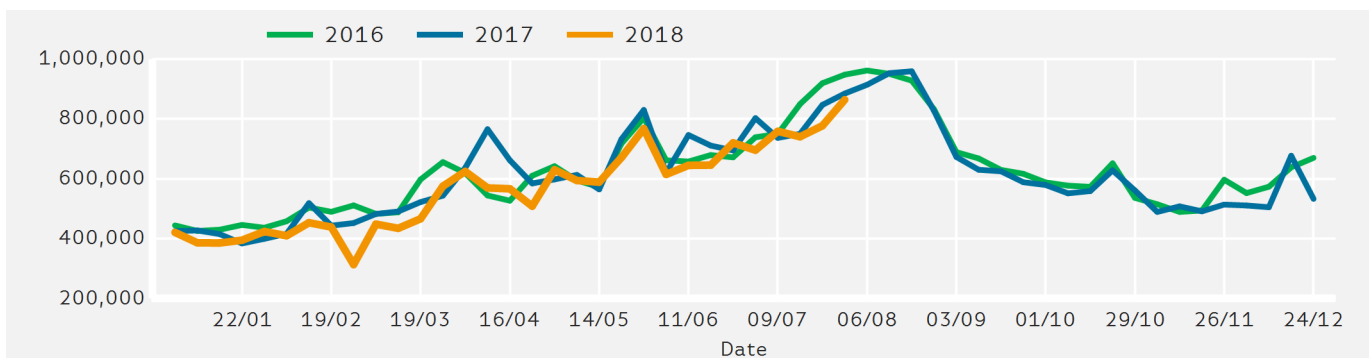


Footfall by location

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 31, 2018 Vs Week 1, 2017 to Week 31, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 31, 2018 Vs Week 31, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 31 2018 Vs Week 30 2018