



**Weymouth BID**

Week 33, 2018

13/08/2018 to 19/08/2018



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	▼ -6.1 %	▼ -1.1 %	▼ -5.4 %	▲ 0.3 %	▲ 2.9 %	▲ 4.2 %
South West	▼ -3.0 %	▼ -1.5 %	▼ -2.6 %	▼ -2.3 %	▼ -0.9 %	▼ -1.6 %
High Street Index(Coastal Town)	▼ -4.4 %	▼ -3.0 %	▼ -2.2 %	▼ -4.7 %	▼ -1.0 %	▼ -1.5 %
UK	▼ -2.5 %	▼ -0.5 %	▼ -1.7 %	▼ -1.5 %	▼ -0.5 %	▲ 0.5 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 5.1% down on the previous year.

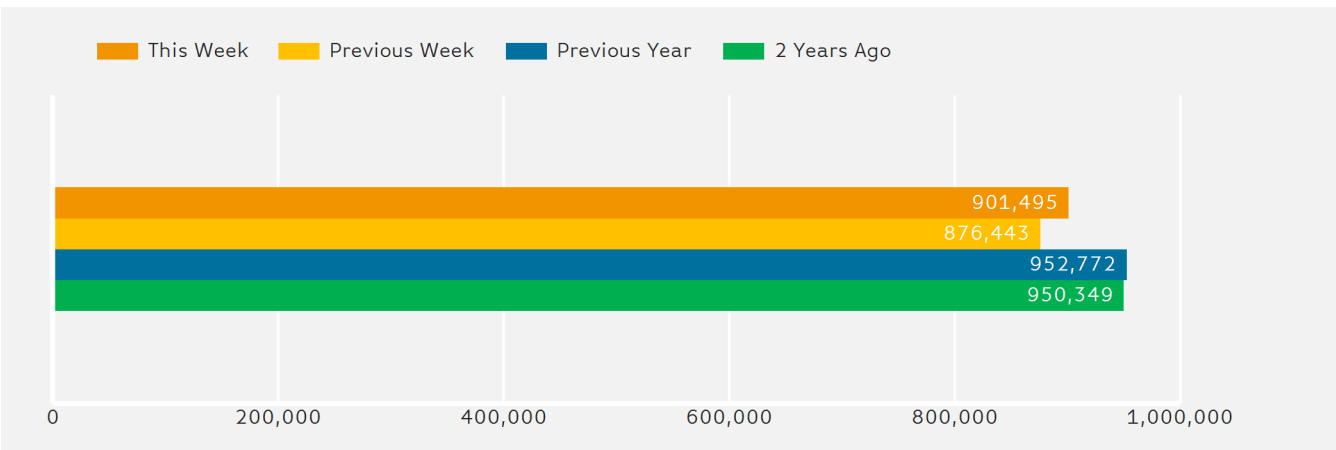
Footfall for the year to date is 6.1% down on the previous year.

The number of visitors counted for week commencing 13 August 2018 was 901,495.

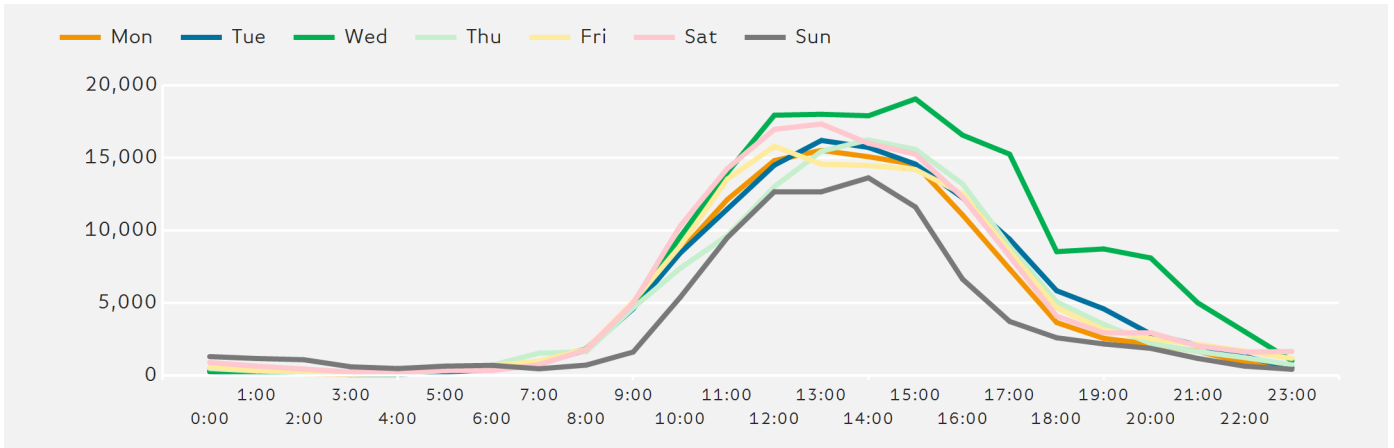
The busiest day in week commencing 13 August 2018 was Wednesday with 171,675 visitors.

The peak hour of the week was 15:00 on Wednesday 15 August 2018 with footfall of 19,047

**Footfall by Week**



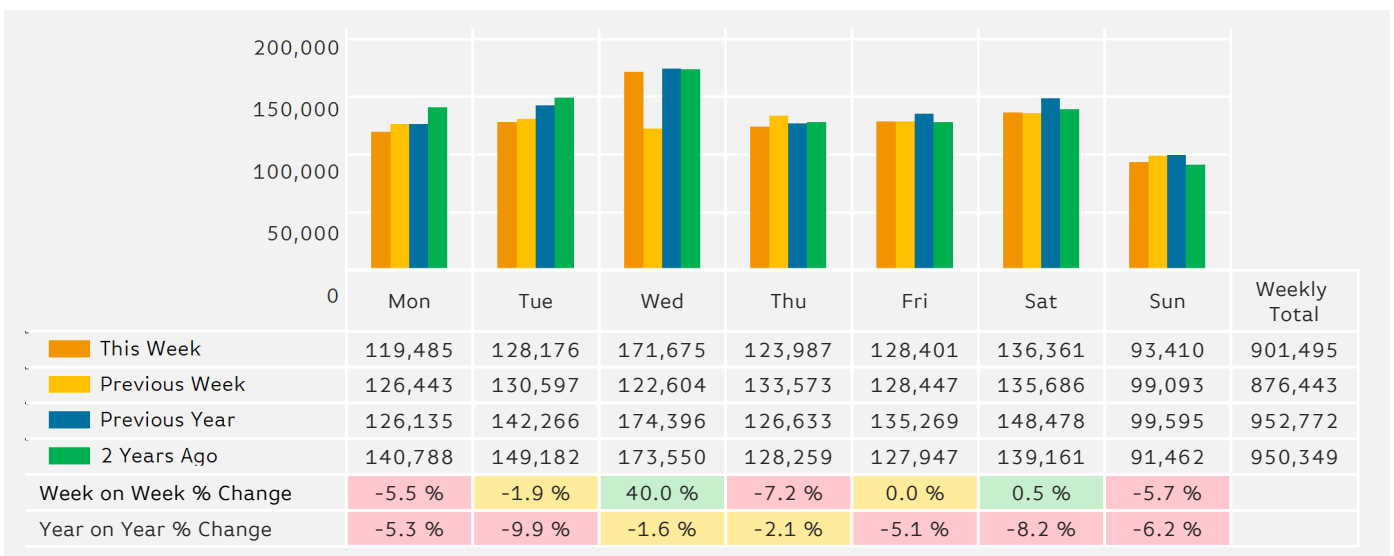
### Footfall by Hour



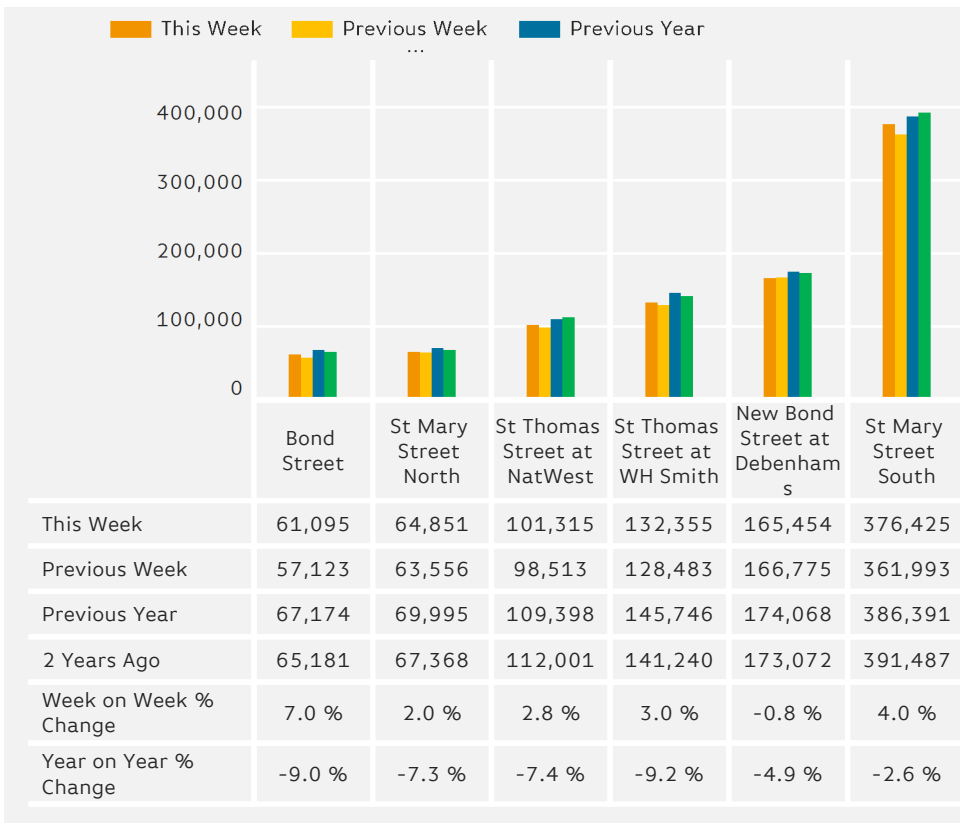
### Weather

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

### Footfall by Day

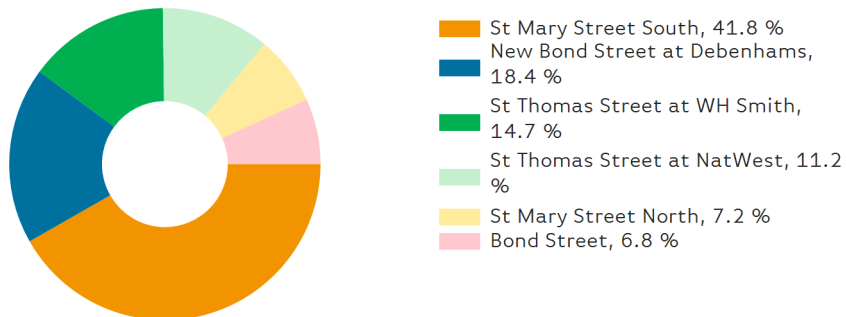


### Footfall by Location

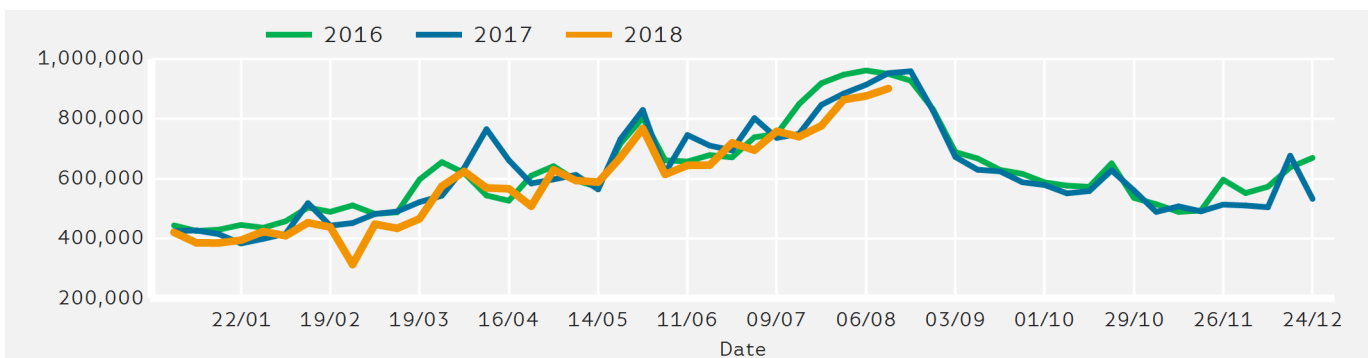


### Footfall by location

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 33, 2018 Vs Week 1, 2017 to Week 33, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 33, 2018 Vs Week 33, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 33 2018 Vs Week 32 2018