



**Weymouth BID**

Week 17, 2017

24/04/2017 to 30/04/2017



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	
	2017	2016	2017	2016	2017	2016
Weymouth BID	▼ -1.2 %	▲ 5.1 %	▼ -4.2 %	▲ 6.0 %	▼ -11.7 %	▲ 15.8 %
South West	▼ -1.3 %	▼ -0.6 %	▲ 0.0 %	▼ -1.2 %	▼ -4.0 %	▲ 5.6 %
High Street Index(Coastal Town)	▼ -2.7 %	▼ -3.4 %	▼ -1.4 %	▼ -2.2 %	▼ -5.3 %	▲ 0.1 %
UK	▲ 0.3 %	▼ -2.8 %	▼ -0.7 %	▼ -1.3 %	▲ 2.4 %	▲ 1.2 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 1.5% up on the previous year.

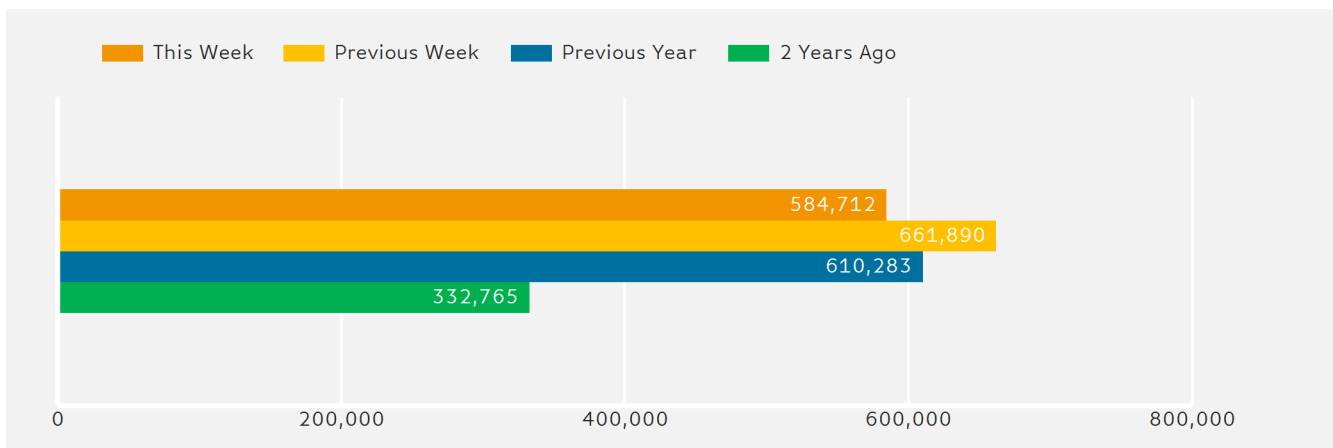
Footfall for the year to date is 1.2% down on the previous year.

The number of visitors counted for week commencing 24 April 2017 was 584,712.

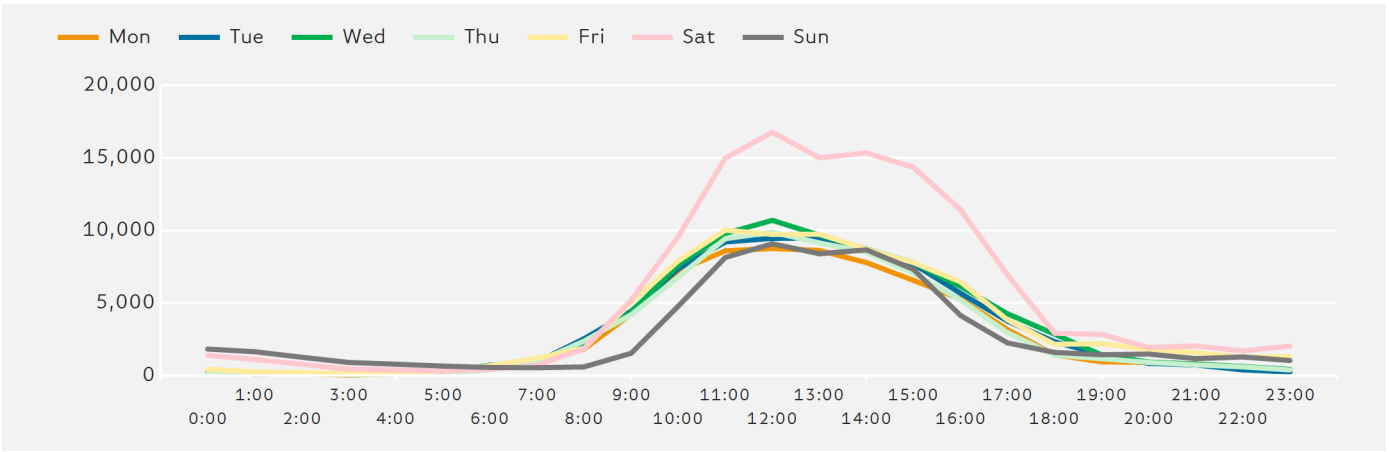
The busiest day in week commencing 24 April 2017 was Saturday with 130,246 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 16,756

**Footfall Totals by Week**



### Footfall by Hour



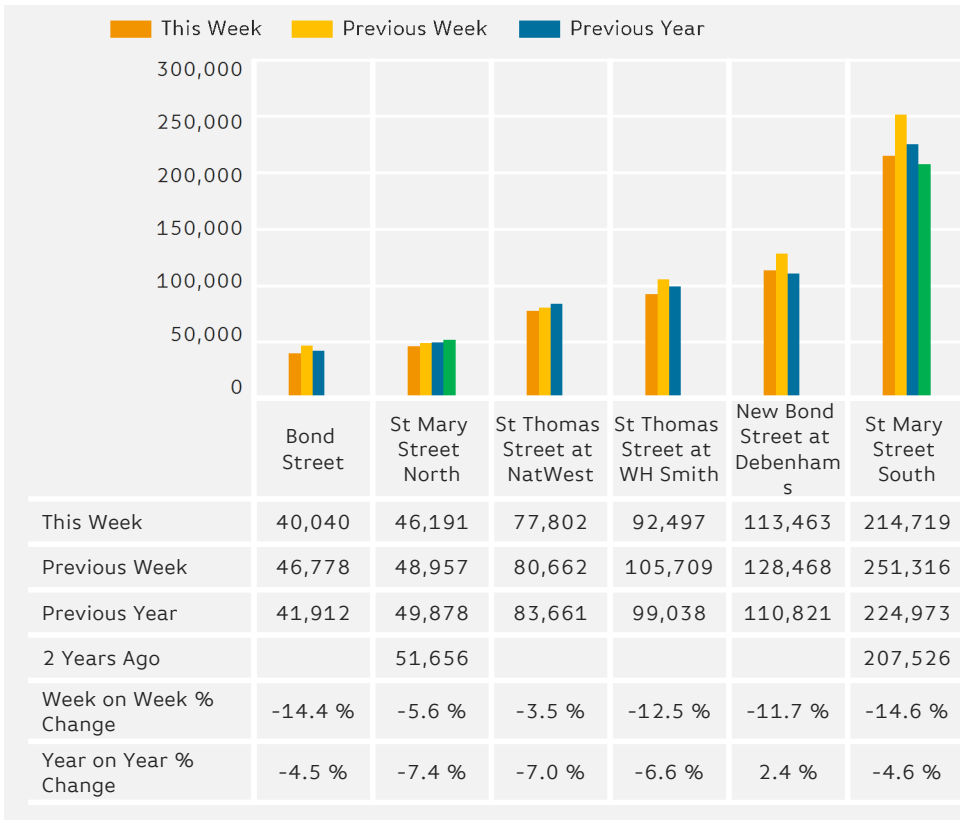
### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	14	13	11	12	13	13	12
Previous Week	14	13	14	13	15	16	15
Previous Year	12	10	9	10	10	12	12

### Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	69,062	76,441	80,719	72,760	84,581	130,246	70,903	584,712
Previous Week	92,070	105,440	97,114	94,489	95,772	113,992	63,013	661,890
Previous Year	66,439	69,918	66,260	74,284	92,521	144,295	96,566	610,283
2 Years Ago	37,999	41,459	37,993	44,319	41,643	71,968	57,384	332,765
Week on Week % Change	-25.0 %	-27.5 %	-16.9 %	-23.0 %	-11.7 %	14.3 %	12.5 %	-11.7 %
Year on Year % Change	3.9 %	9.3 %	21.8 %	-2.1 %	-8.6 %	-9.7 %	-26.6 %	-4.2 %

### Footfall Totals



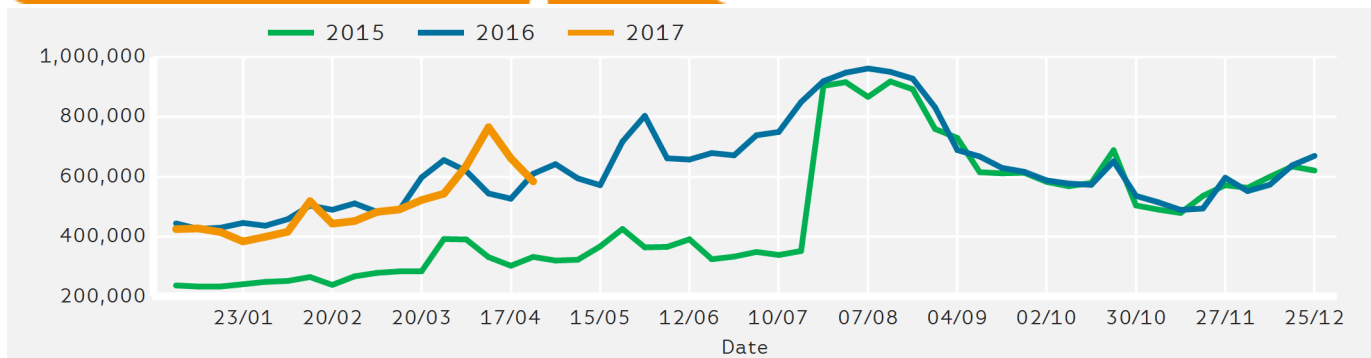
### Footfall Totals

Counting By Location - Main Locations Only



- St Mary Street South, 36.7 %
- New Bond Street at Debenhams, 19.4 %
- St Thomas Street at WH Smith, 15.8 %
- St Thomas Street at NatWest, 13.3 %
- St Mary Street North, 7.9 %
- Bond Street, 6.8 %

### Footfall by Week



Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.  
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.  
 Week on Week % Change is the % change in footfall for this week from the previous week.