



Weymouth BID

Week 43, 2016

24/10/2016 to 30/10/2016



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 | |
|---------------------------------|-----------------------|----------|-----------------------|----------|-----------------------|----------|
| | 2016 | 2015 | 2016 | 2015 | 2016 | 2015 |
| Weymouth BID | ▲ 3.6 % | | ▼ -5.4 % | | ▲ 13.7 % | ▲ 18.8 % |
| South West | ▼ -0.4 % | ▼ -1.8 % | ▼ -2.6 % | ▼ -0.4 % | ▲ 4.8 % | ▲ 12.7 % |
| High Street Index(Coastal Town) | ▼ -2.7 % | ▼ -1.8 % | ▼ -1.2 % | ▲ 2.0 % | ▲ 11.2 % | ▲ 10.9 % |
| UK | ▼ -1.4 % | ▼ -1.5 % | ▼ -1.4 % | ▼ -3.4 % | ▲ 6.0 % | ▲ 8.4 % |

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 4.1% up on the previous year.

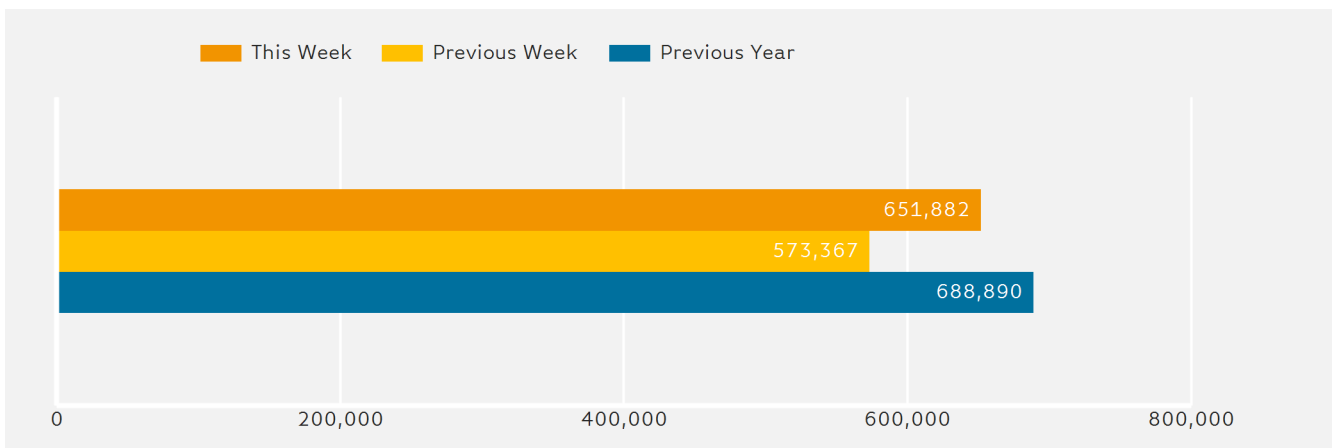
Footfall for the year to date is 3.6% up on the previous year.

The number of visitors counted for week commencing 24 October 2016 was 651,882.

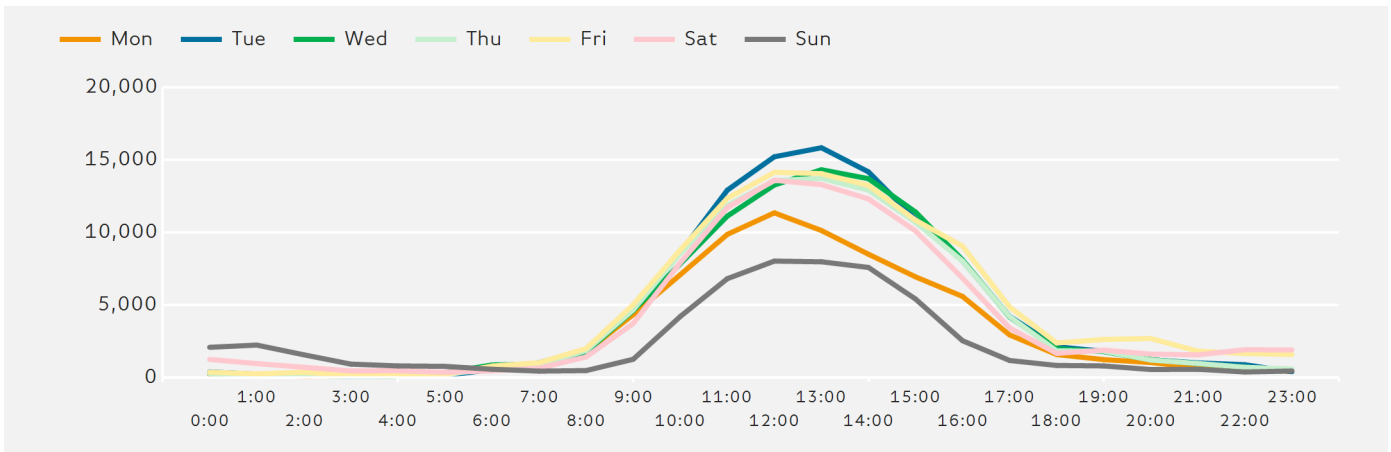
The busiest day in week commencing 24 October 2016 was Friday with 110,297 visitors.

The peak hour of the week was 13:00 on Tuesday with footfall of 15,822

Footfall Totals by Week



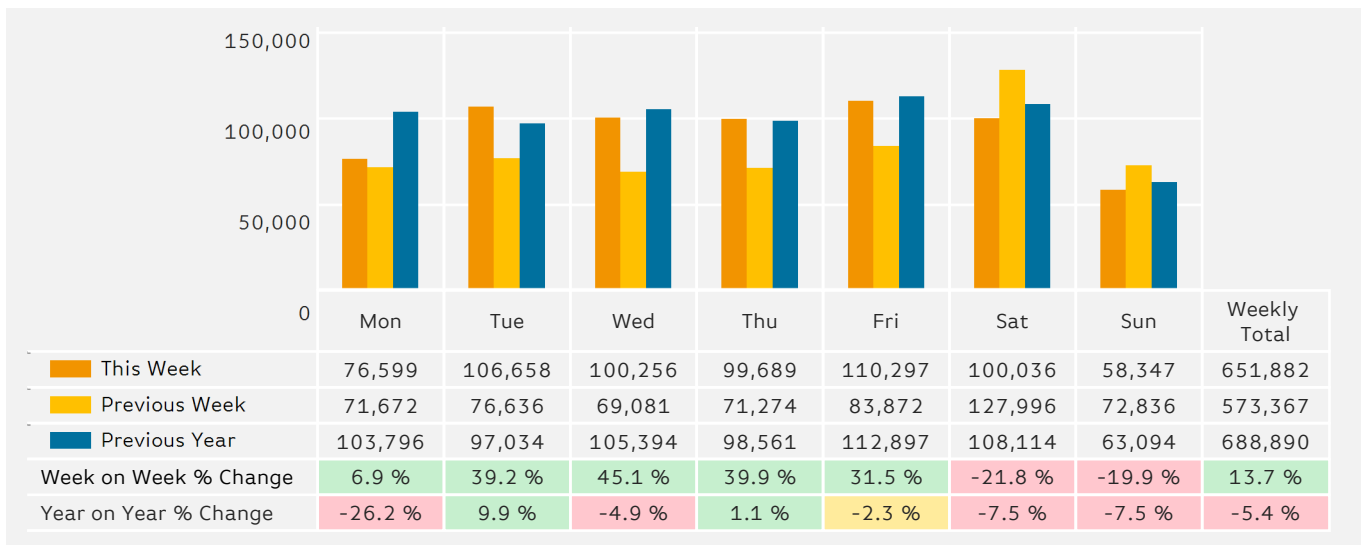
Footfall by Hour



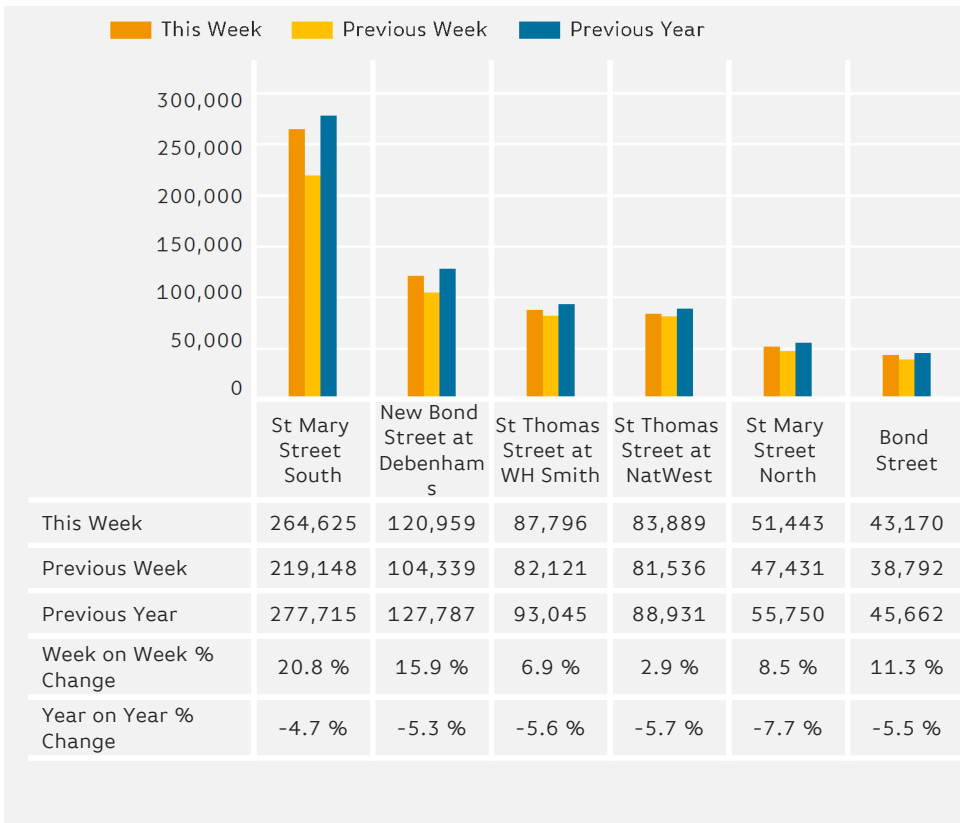
Weather

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|--------|-----|
| This Week | 11 | 15 | 16 | 15 | 15 | 14 | 16 |
| Previous Week | 16 | 13 | 14 | 13 | 13 | 11 | 12 |
| Previous Year | 15 | 16 | 15 | 15 | 16 | FOG 18 | 13 |

Footfall by Day

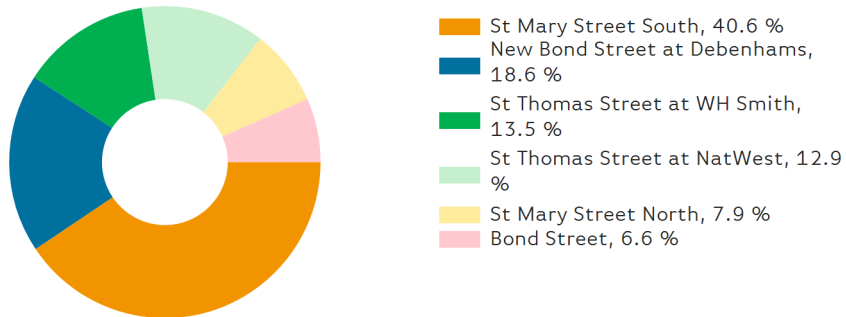


Footfall Totals

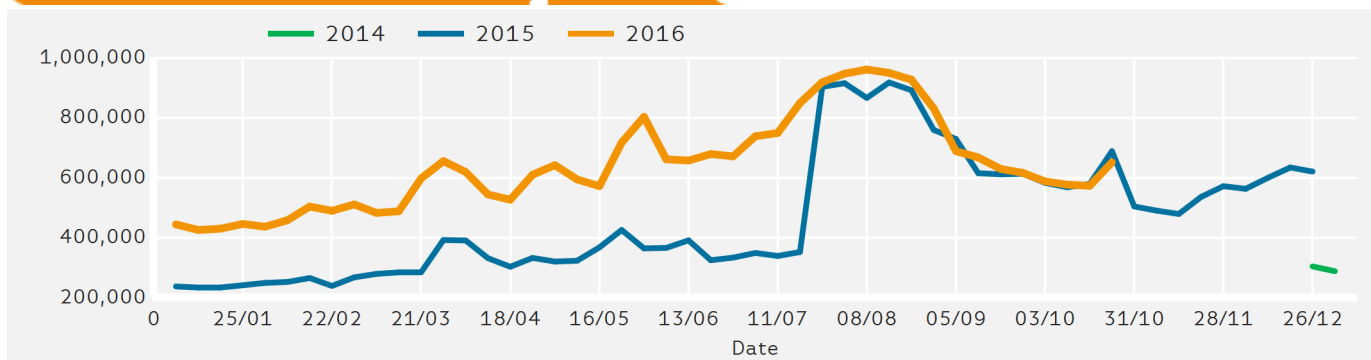


Footfall Totals

Counting By Location - Main Locations Only



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.