



Weymouth BID

Week 29, 2017

17/07/2017 to 23/07/2017



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	▼ -0.2 %	▲ 4.7 %	▼ -11.7 %	▲ 15.3 %	▲ 1.8 %	▲ 13.3 %
South West	▼ -1.1 %	▼ -0.9 %	▼ -6.9 %	▲ 2.9 %	▼ -0.3 %	▲ 6.9 %
High Street Index(Coastal Town)	▼ -2.5 %	▼ -3.2 %	▼ -9.9 %	▼ -0.1 %	▲ 0.1 %	▲ 4.8 %
UK	▼ -0.1 %	▼ -2.1 %	▼ -3.9 %	▲ 2.1 %	▼ -0.1 %	▲ 2.2 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 1% up on the previous year.

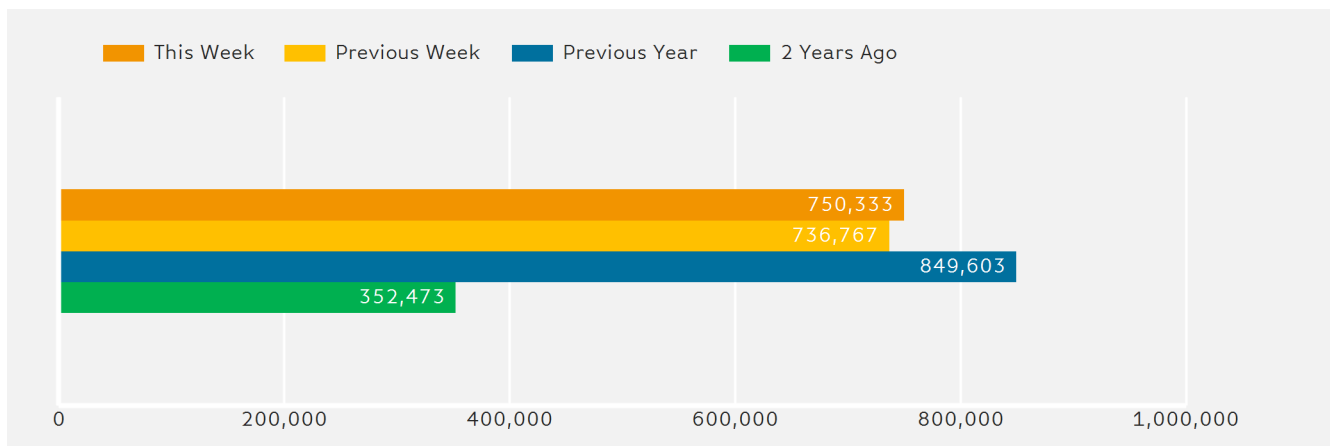
Footfall for the year to date is 0.2% down on the previous year.

The number of visitors counted for week commencing 17 July 2017 was 750,333.

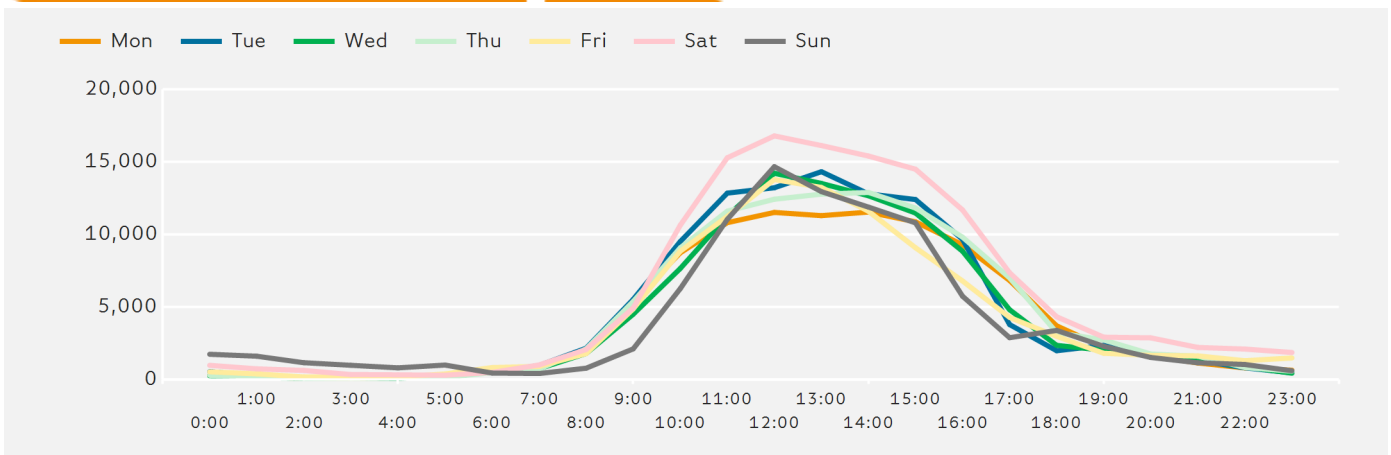
The busiest day in week commencing 17 July 2017 was Saturday with 135,705 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 16,775

Footfall Totals by Week



Footfall by Hour



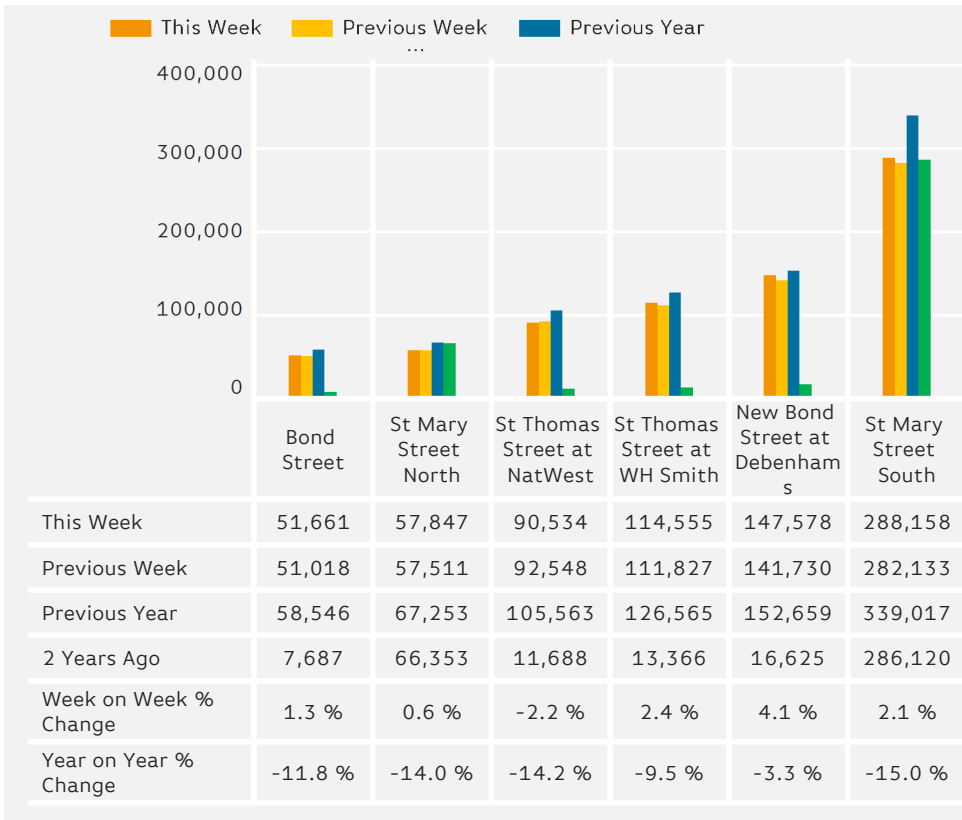
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	22	23	19	18	18	16	19
Previous Week	21	17	21	18	21	19	21
Previous Year	28	31	25	21	24	22	20

Footfall by Day

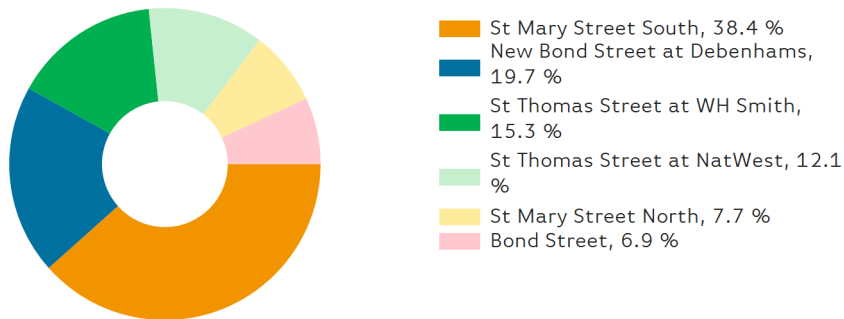
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	100,785	107,675	101,600	107,637	99,793	135,705	97,138	750,333
Previous Week	98,315	89,636	104,943	101,075	114,861	139,681	88,256	736,767
Previous Year	108,387	117,612	118,367	113,805	125,534	156,115	109,783	849,603
2 Years Ago	47,359	50,943	51,816	51,619	35,775	70,224	44,737	352,473
Week on Week % Change	2.5 %	20.1 %	-3.2 %	6.5 %	-13.1 %	-2.8 %	10.1 %	1.8 %
Year on Year % Change	-7.0 %	-8.4 %	-14.2 %	-5.4 %	-20.5 %	-13.1 %	-11.5 %	-11.7 %

Footfall Totals

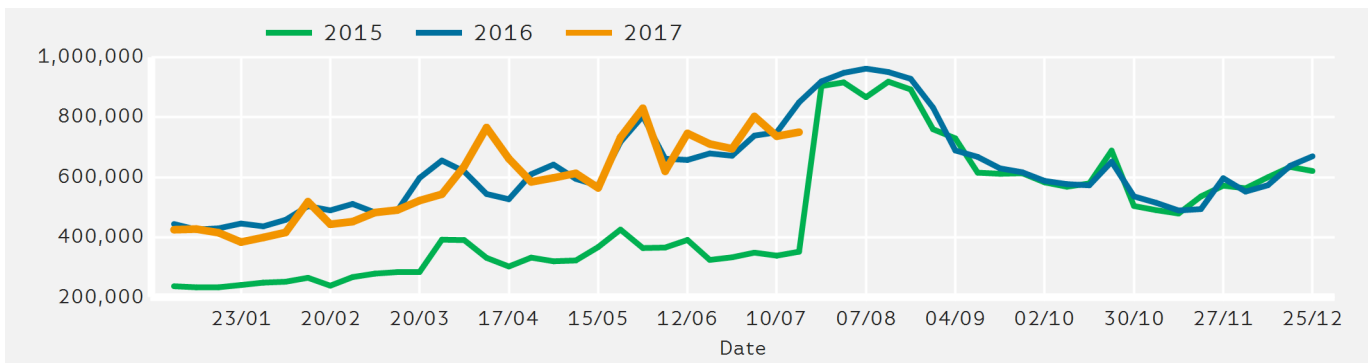


Footfall Totals

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.