



**Weymouth BID**

Week 13, 2018

26/03/2018 to 01/04/2018



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	
	2018	2017	2018	2017	2018	2017
Weymouth BID	▼ -6.2 %	▼ -7.0 %	▲ 5.8 %	▼ -17.1 %	▲ 23.3 %	▲ 4.1 %
South West	▼ -4.5 %	▼ -2.1 %	▼ -5.4 %	▼ -3.0 %	▲ 2.8 %	▲ 2.4 %
High Street Index(Coastal Town)	▼ -5.6 %	▼ -3.4 %	▼ -5.4 %	▼ -6.5 %	▲ 4.6 %	▲ 1.8 %
UK	▼ -5.1 %	▼ -0.1 %	▼ -9.5 %	▲ 2.3 %	▼ -1.5 %	▲ 4.1 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 1.7% down on the previous year.

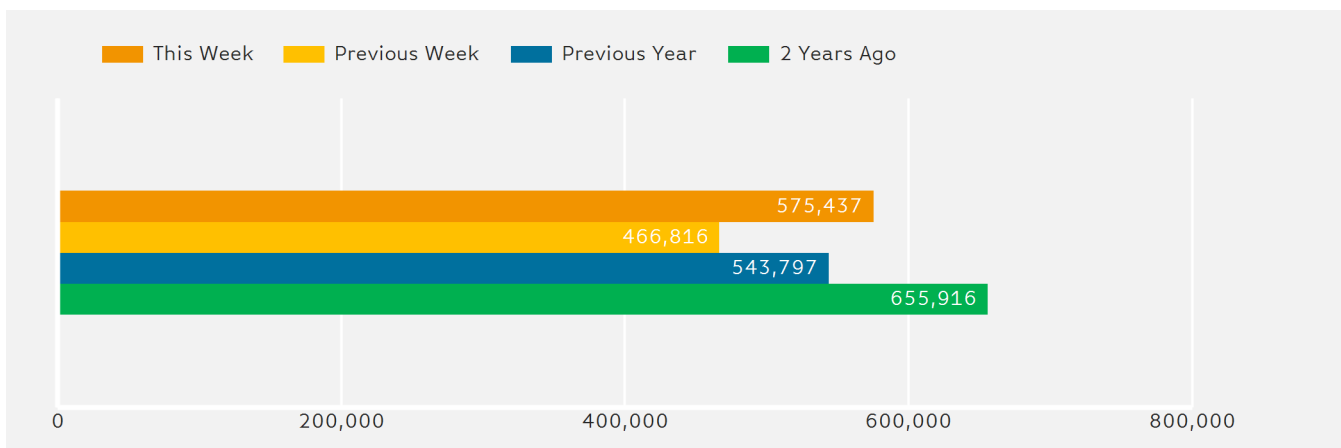
Footfall for the year to date is 6.2% down on the previous year.

The number of visitors counted for week commencing 26 March 2018 was 575,437.

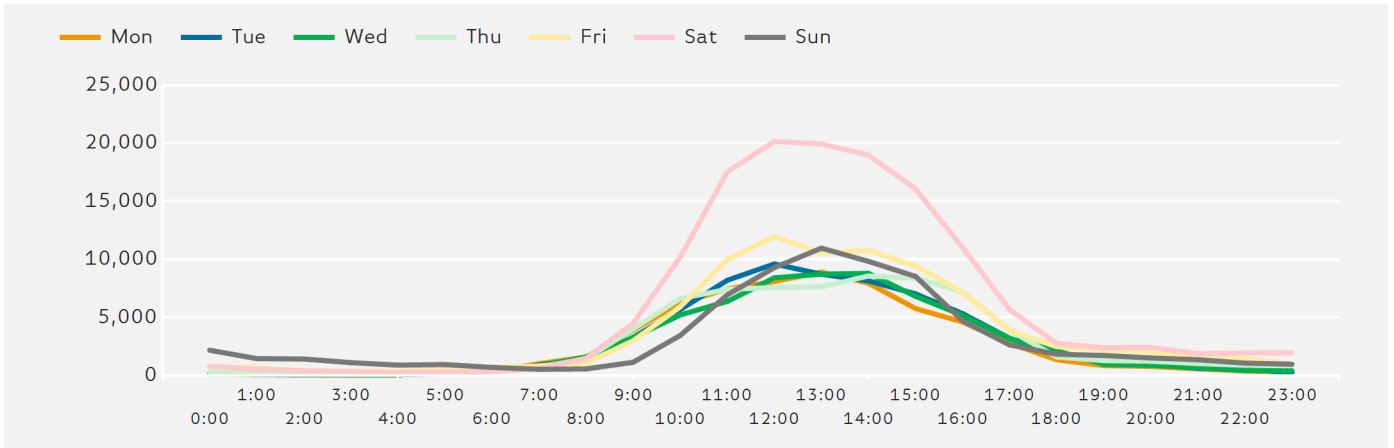
The busiest day in week commencing 26 March 2018 was Saturday with 142,402 visitors.

The peak hour of the week was 12:00 on Saturday with footfall of 20,147

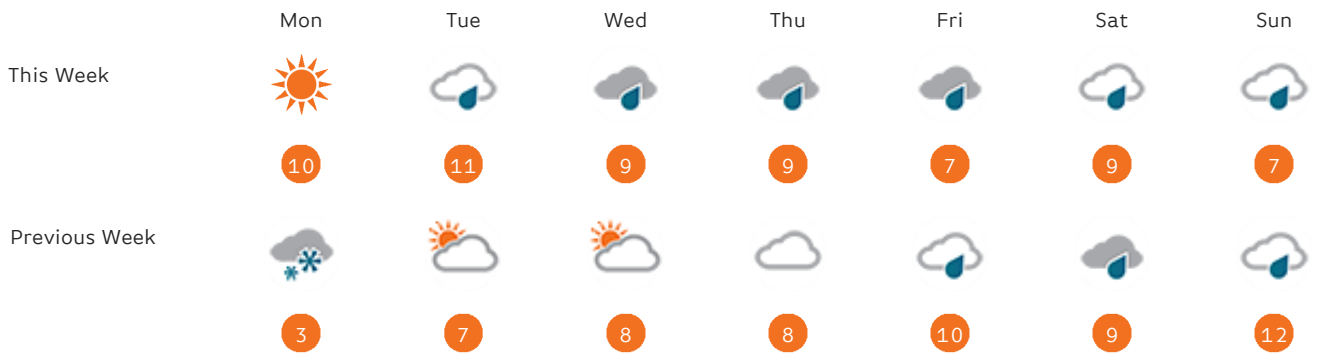
**Footfall by Week**



### Footfall by Hour



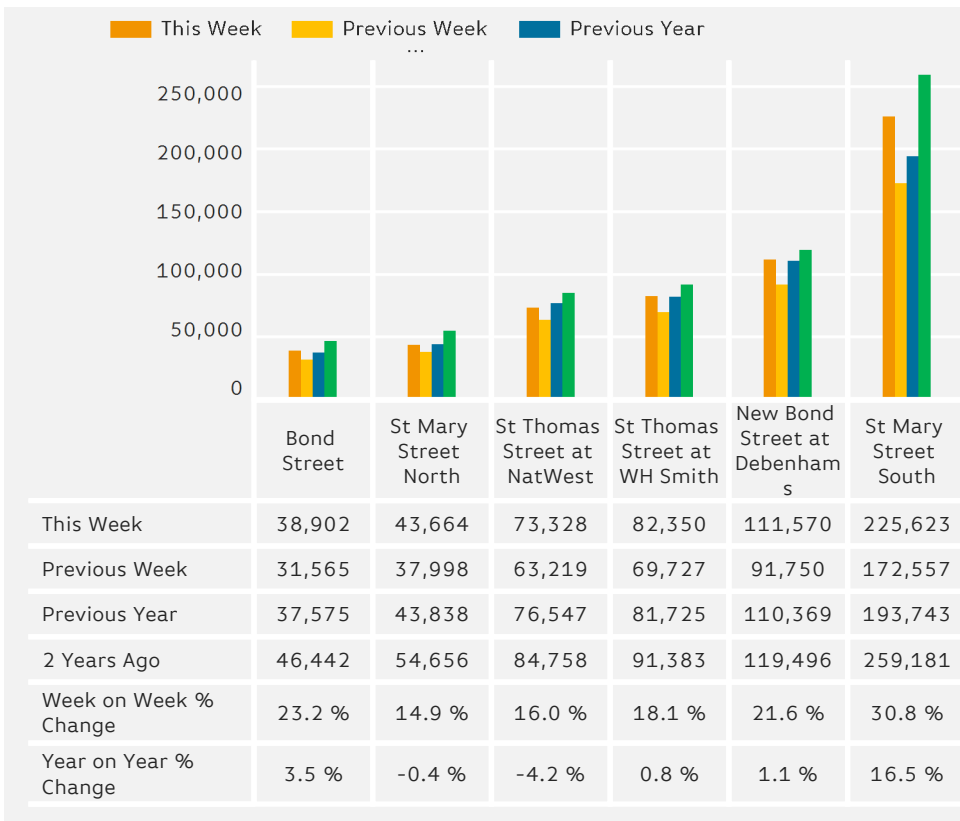
### Weather



### Footfall by Day

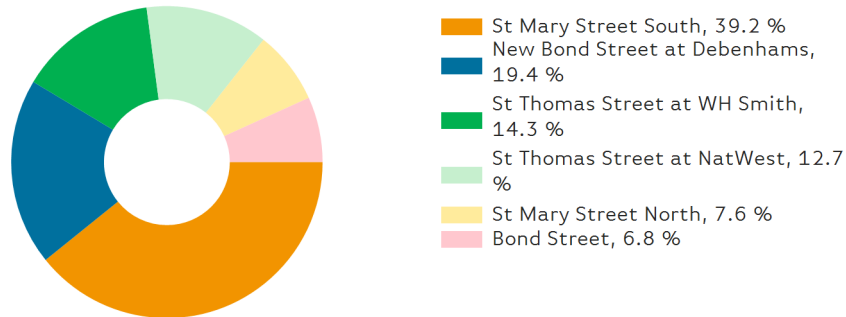
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	63,465	67,807	65,276	71,939	88,831	142,402	75,717	575,437
Previous Week	52,551	60,007	55,843	58,488	70,533	107,594	61,800	466,816
Previous Year	69,438	67,544	60,824	68,018	84,991	120,003	72,979	543,797
2 Years Ago	85,658	86,551	94,034	103,451	104,476	111,922	69,824	655,916
Week on Week % Change	20.8 %	13.0 %	16.9 %	23.0 %	25.9 %	32.4 %	22.5 %	23.3 %
Year on Year % Change	-8.6 %	0.4 %	7.3 %	5.8 %	4.5 %	18.7 %	3.8 %	5.8 %

### Footfall by Location

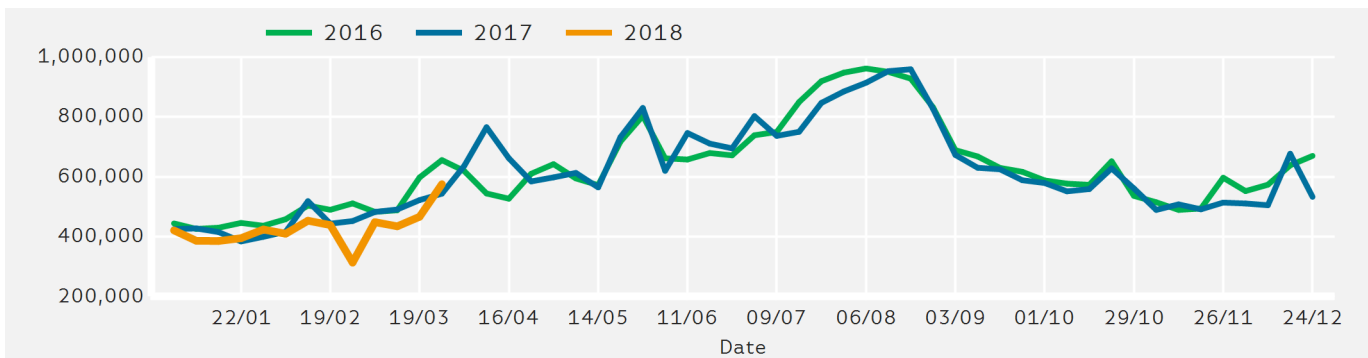


### Footfall by location

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 13, 2018 Vs Week 1, 2017 to Week 13, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 13, 2018 Vs Week 13, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2018 Vs Week 12 2018