



Weymouth BID

Week 24, 2018

11/06/2018 to 17/06/2018



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	▼ -7.1 %	▼ -0.3 %	▼ -13.6 %	▲ 13.4 %	▲ 4.9 %	▲ 20.3 %
South West	▼ -3.4 %	▼ -1.3 %	▼ -7.0 %	▲ 6.8 %	▲ 2.6 %	▲ 6.9 %
High Street Index(Coastal Town)	▼ -5.5 %	▼ -2.4 %	▼ -9.2 %	▲ 6.5 %	▲ 1.6 %	▲ 10.2 %
UK	▼ -3.4 %	▼ 0.0 %	▼ -2.6 %	▲ 4.4 %	▲ 1.1 %	▲ 7.6 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 4.7% down on the previous year.

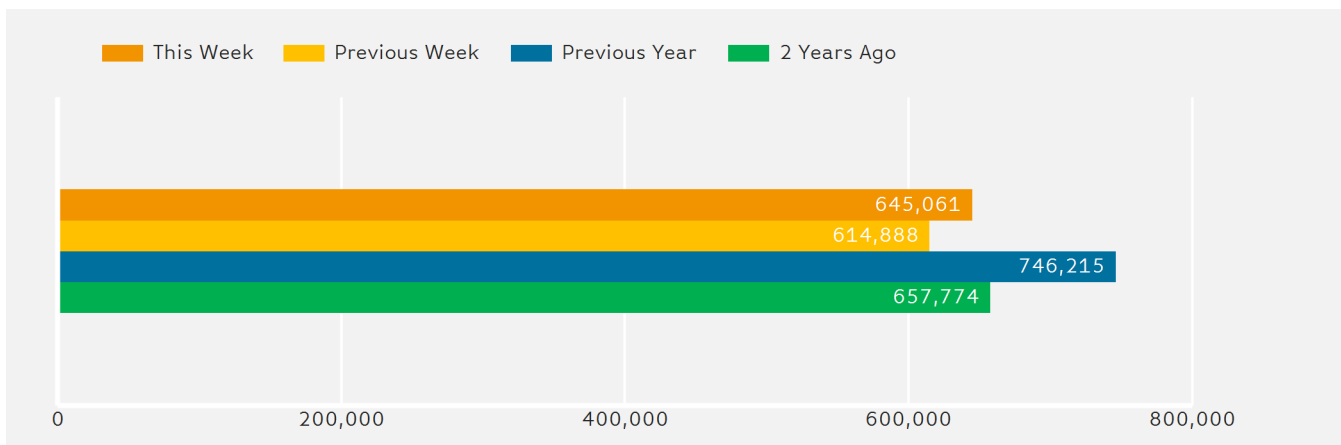
Footfall for the year to date is 7.1% down on the previous year.

The number of visitors counted for week commencing 11 June 2018 was 645,061.

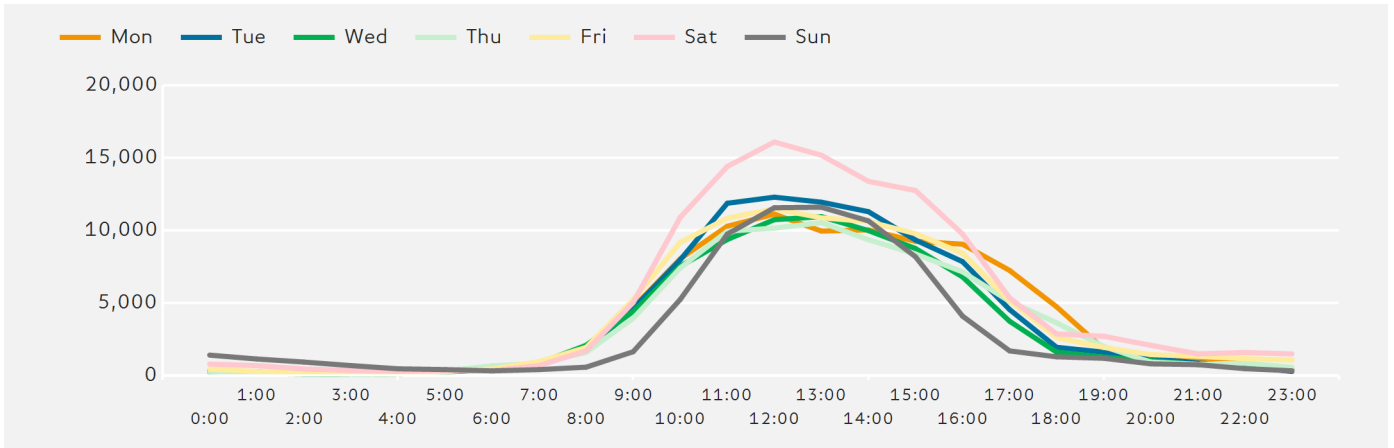
The busiest day in week commencing 11 June 2018 was Saturday with 120,560 visitors.

The peak hour of the week was 12:00 on Saturday 16 June 2018 with footfall of 16,079

Footfall by Week



Footfall by Hour



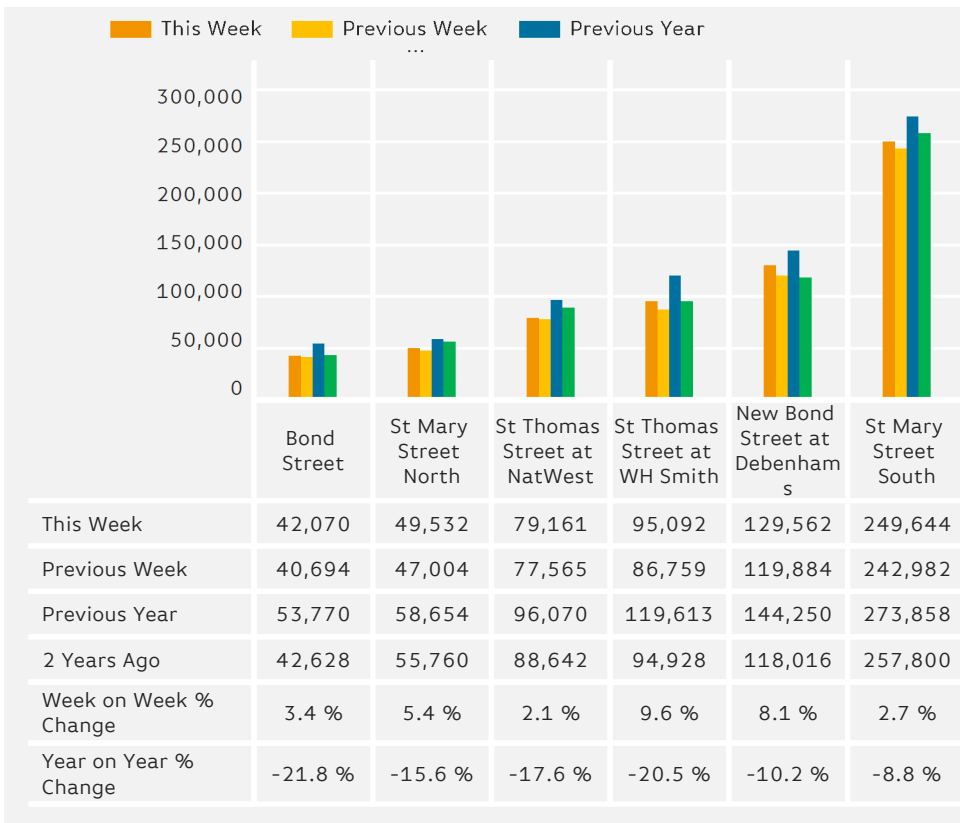
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	22	19	16	18	17	17	16
Previous Week	21	18	21	17	18	18	19
Previous Year	17	18	19	18	18	19	22

Footfall by Day

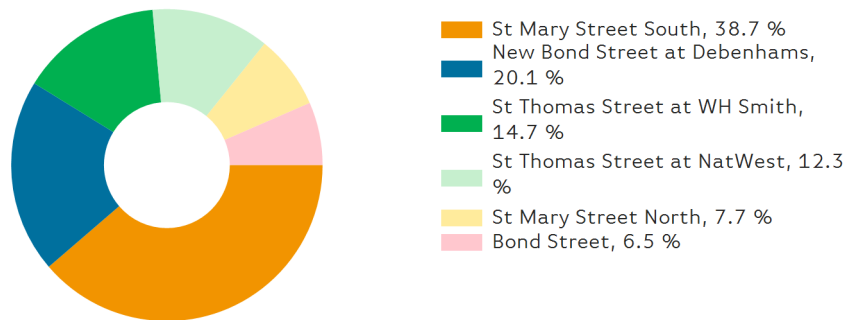
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	93,848	92,426	81,994	84,836	95,901	120,560	75,496	645,061
Previous Week	83,385	80,153	85,021	79,367	85,720	120,597	80,645	614,888
Previous Year	92,657	95,731	98,389	102,191	113,849	145,981	97,417	746,215
2 Years Ago	84,073	86,740	83,566	86,976	97,322	136,473	82,624	657,774
Week on Week % Change	12.5 %	15.3 %	-3.6 %	6.9 %	11.9 %	0.0 %	-6.4 %	4.9 %
Year on Year % Change	1.3 %	-3.5 %	-16.7 %	-17.0 %	-15.8 %	-17.4 %	-22.5 %	-13.6 %

Footfall by Location

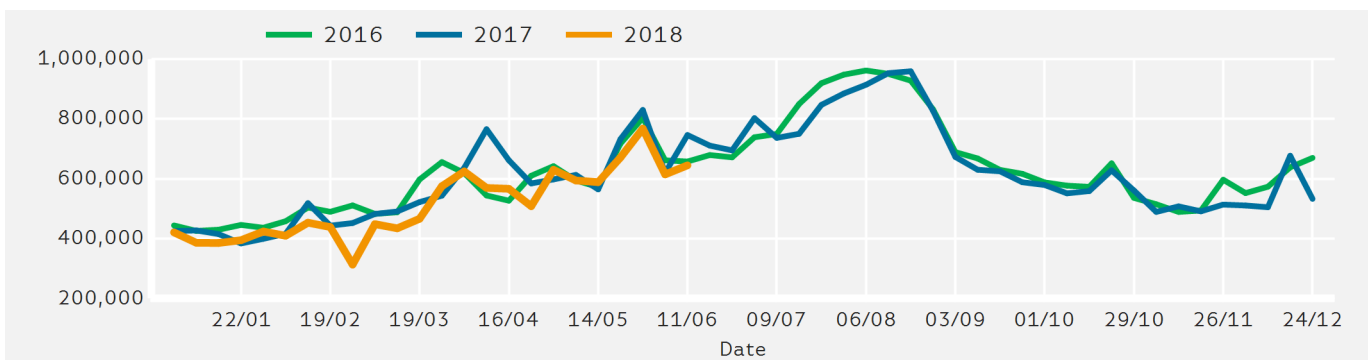


Footfall by location

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 24, 2018 Vs Week 1, 2017 to Week 24, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 24, 2018 Vs Week 24, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 24 2018 Vs Week 23 2018