



**Weymouth BID**

Week 26, 2018

25/06/2018 to 01/07/2018



REGION - South West

Monday to Sunday

COUNT TYPE: Footfall Counts

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	▼ -6.7 %	▲ 0.1 %	▲ 3.6 %	▲ 3.5 %	▲ 11.5 %	▼ -2.2 %
South West	▼ -3.0 %	▼ -1.1 %	▲ 2.1 %	▼ 0.0 %	▲ 7.2 %	▲ 1.1 %
High Street Index(Coastal Town)	▼ -4.9 %	▼ -2.4 %	▲ 4.8 %	▼ -4.9 %	▲ 9.1 %	▼ -1.5 %
UK	▼ -3.1 %	▲ 0.1 %	▲ 1.1 %	▲ 0.6 %	▲ 3.0 %	▲ 2.0 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 5% down on the previous year.

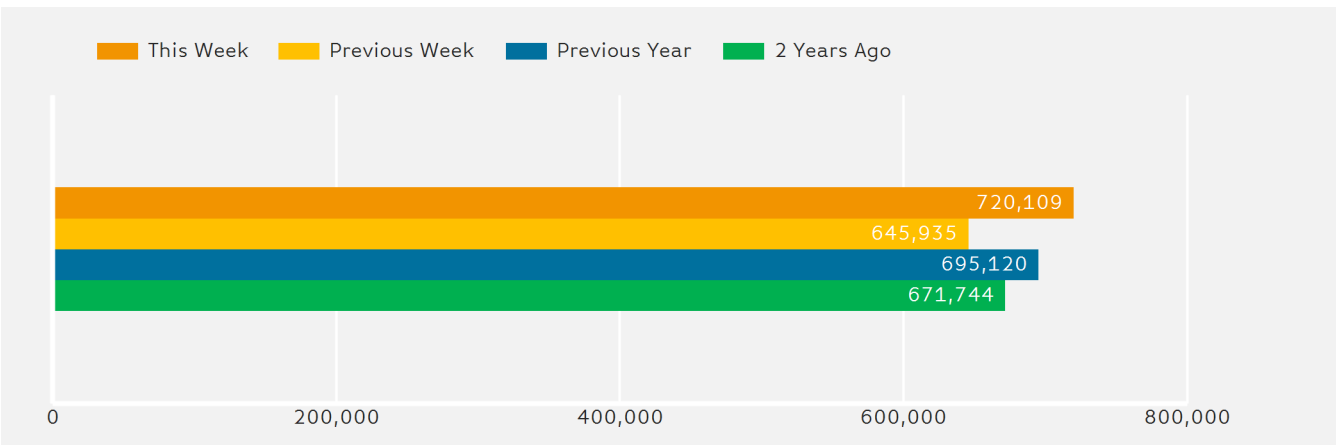
Footfall for the year to date is 6.7% down on the previous year.

The number of visitors counted for week commencing 25 June 2018 was 720,109.

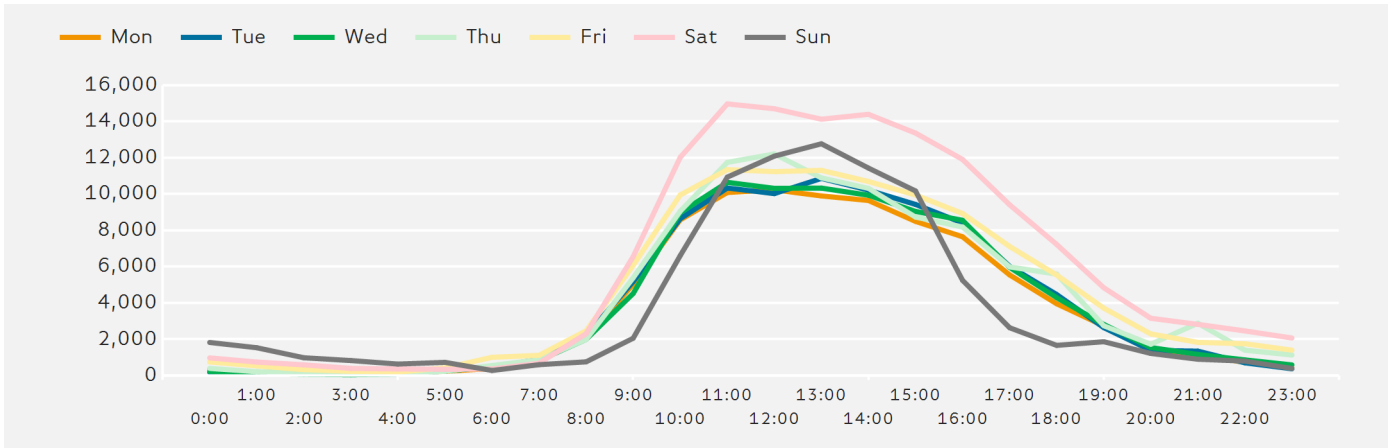
The busiest day in week commencing 25 June 2018 was Saturday with 140,688 visitors.

The peak hour of the week was 11:00 on Saturday 30 June 2018 with footfall of 14,961

**Footfall by Week**



### Footfall by Hour



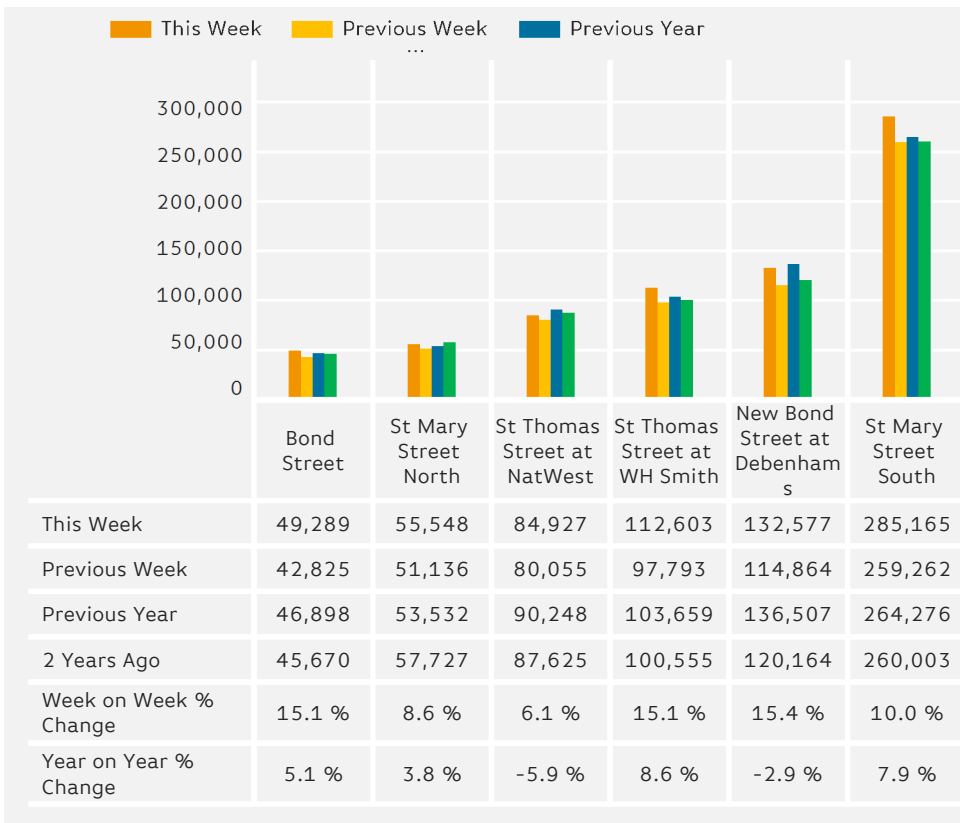
### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	21	21	22	26	26	26	23
Previous Week	18	18	17	19	19	19	20
Previous Year	19	19	18	17	20	20	19

### Footfall by Day

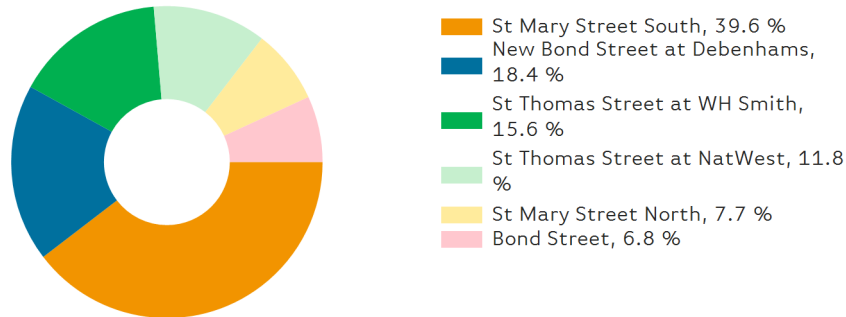
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	89,911	94,421	93,578	102,577	110,081	140,688	88,853	720,109
Previous Week	86,910	81,666	78,814	91,368	95,729	128,942	82,506	645,935
Previous Year	92,788	88,646	83,753	89,389	103,098	144,045	93,401	695,120
2 Years Ago	91,113	85,273	72,028	101,474	102,320	136,356	83,180	671,744
Week on Week % Change	3.5 %	15.6 %	18.7 %	12.3 %	15.0 %	9.1 %	7.7 %	
Year on Year % Change	-3.1 %	6.5 %	11.7 %	14.8 %	6.8 %	-2.3 %	-4.9 %	

### Footfall by Location

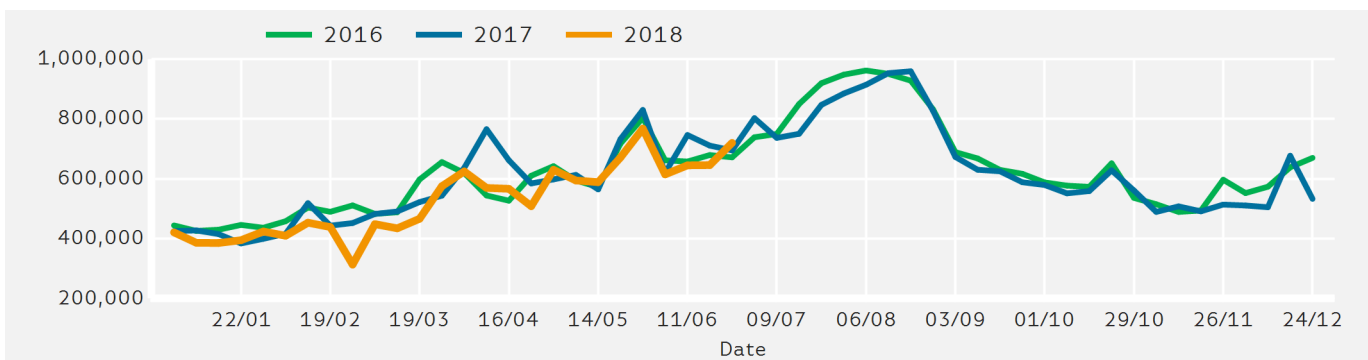


### Footfall by location

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 26, 2018 Vs Week 1, 2017 to Week 26, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 26, 2018 Vs Week 26, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 26 2018 Vs Week 25 2018