



Weymouth BID

Week 27, 2018

02/07/2018 to 08/07/2018



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	▼ -7.0 %	▲ 0.5 %	▼ -13.3 %	▲ 8.6 %	▼ -3.4 %	▲ 15.5 %
South West	▼ -3.1 %	▼ -0.8 %	▼ -4.4 %	▲ 4.6 %	▼ -1.3 %	▲ 9.0 %
High Street Index(Coastal Town)	▼ -4.8 %	▼ -2.2 %	▼ -1.8 %	▲ 2.9 %	▼ -2.2 %	▲ 9.1 %
UK	▼ -3.0 %	▲ 0.1 %	▼ -0.7 %	▲ 1.5 %	▲ 0.9 %	▲ 3.5 %

Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 5.5% down on the previous year.

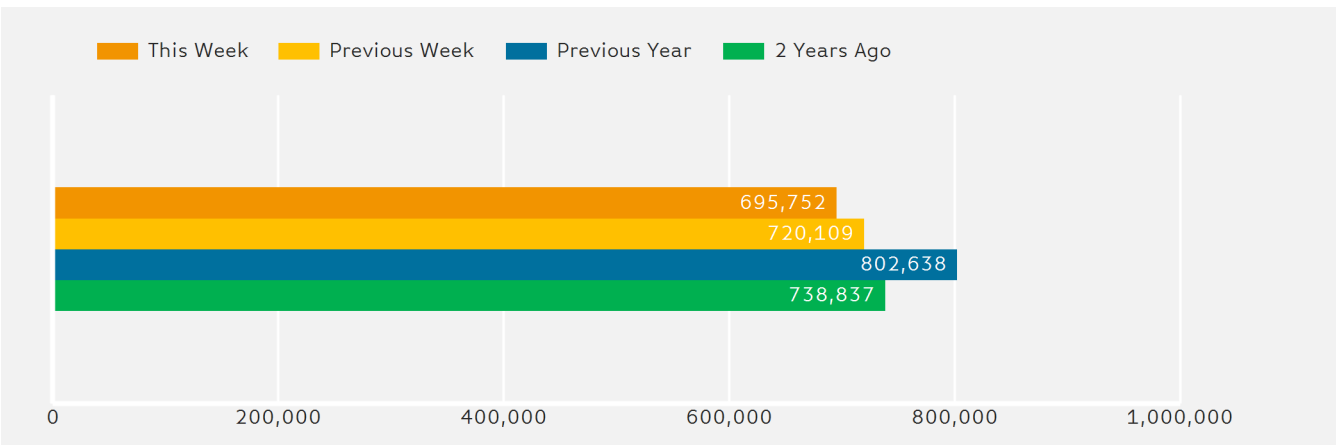
Footfall for the year to date is 7% down on the previous year.

The number of visitors counted for week commencing 2 July 2018 was 695,752.

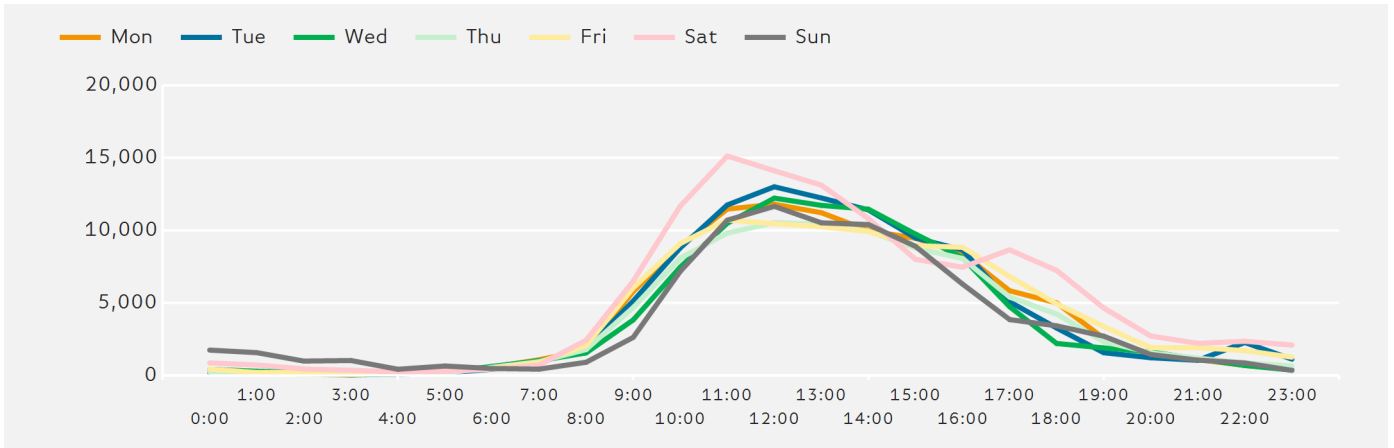
The busiest day in week commencing 2 July 2018 was Saturday with 123,167 visitors.

The peak hour of the week was 11:00 on Saturday 7 July 2018 with footfall of 15,116

Footfall by Week



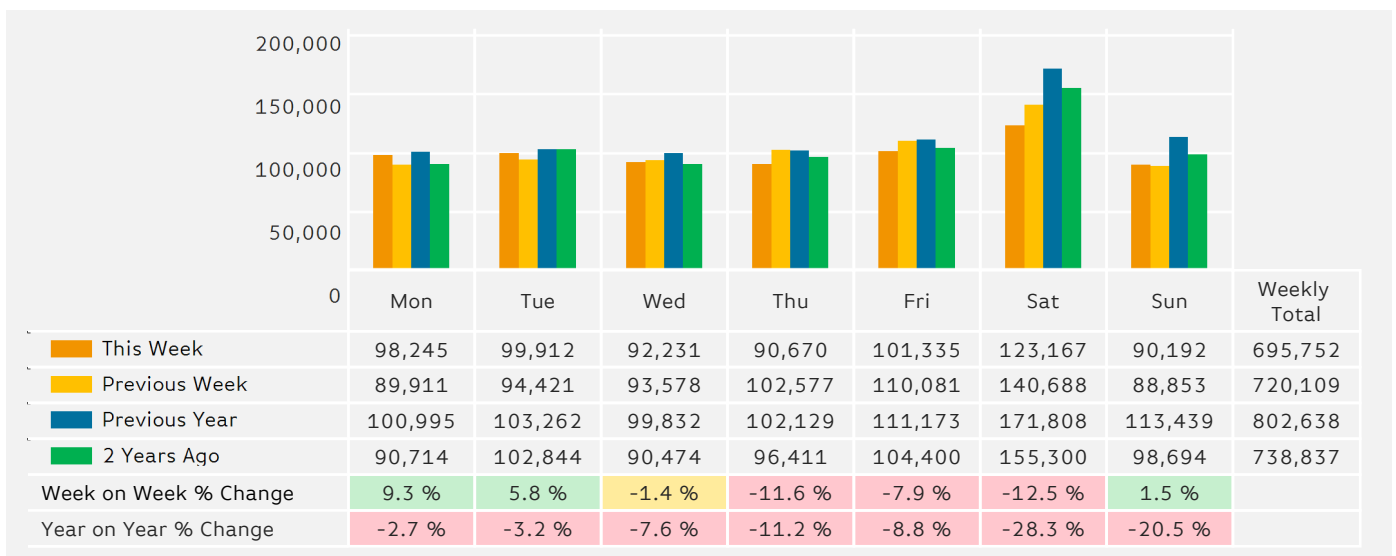
Footfall by Hour



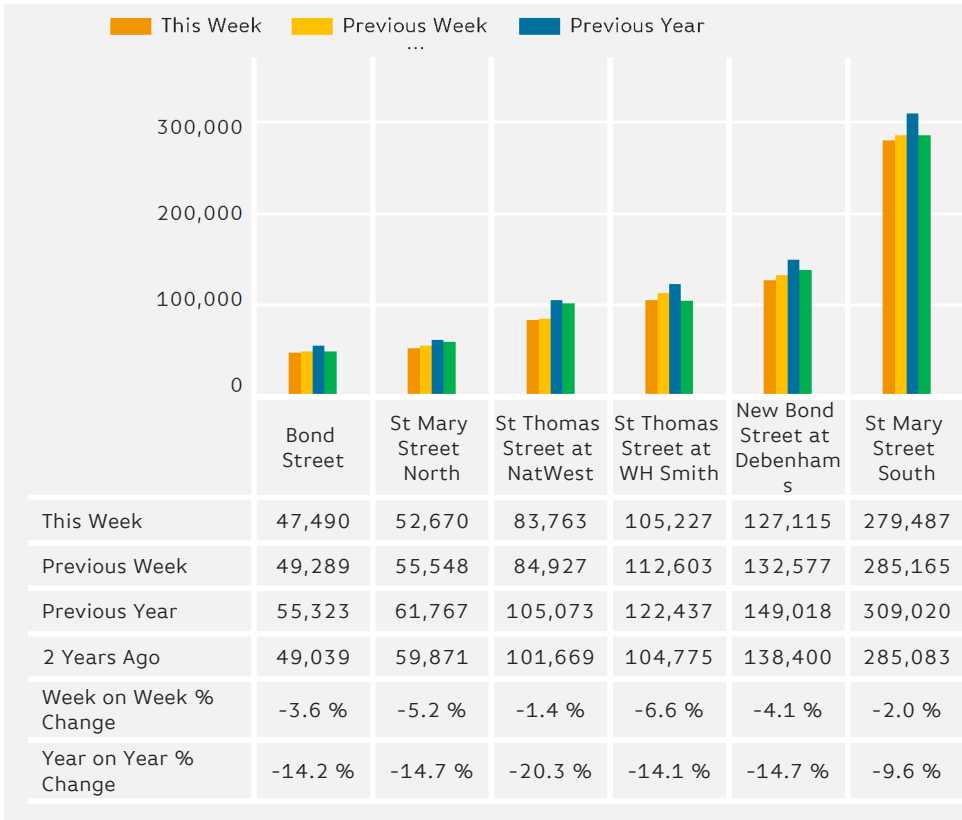
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	24	22	19	20	23	25	26
Previous Week	21	21	22	26	26	26	23
Previous Year	19	18	21	23	20	21	21

Footfall by Day

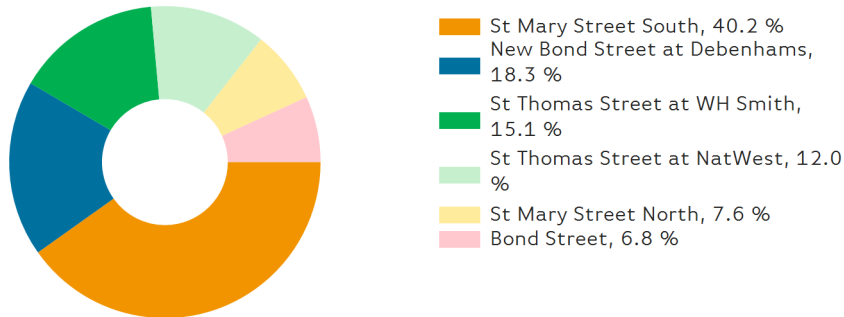


Footfall by Location

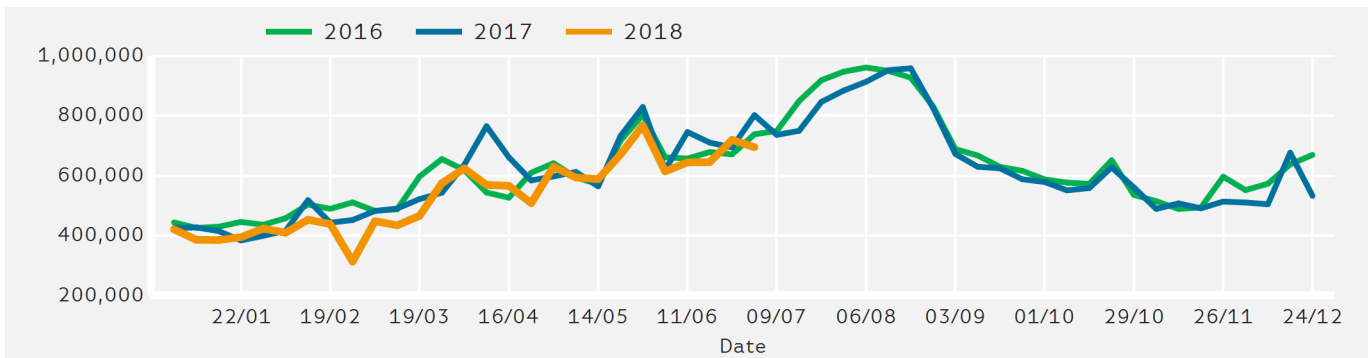


Footfall by location

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 27, 2018 Vs Week 1, 2017 to Week 27, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 27, 2018 Vs Week 27, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 27 2018 Vs Week 26 2018