



**Weymouth BID**

Week 30, 2018

23/07/2018 to 29/07/2018



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	▼ -6.4 %	▼ -0.6 %	▼ -8.2 %	▼ -7.9 %	▲ 4.9 %	▲ 12.9 %
South West	▼ -2.9 %	▼ -1.2 %	▼ -5.5 %	▼ -5.9 %	▲ 0.7 %	▲ 8.0 %
High Street Index(Coastal Town)	▼ -4.5 %	▼ -2.8 %	▼ -5.2 %	▼ -9.5 %	▲ 3.1 %	▲ 8.1 %
UK	▼ -2.7 %	▼ -0.2 %	▼ -1.6 %	▼ -5.5 %	▲ 0.1 %	▲ 2.1 %

### Headlines

The change in footfall for Weymouth BID over the last 52 weeks is 5.1% down on the previous year.

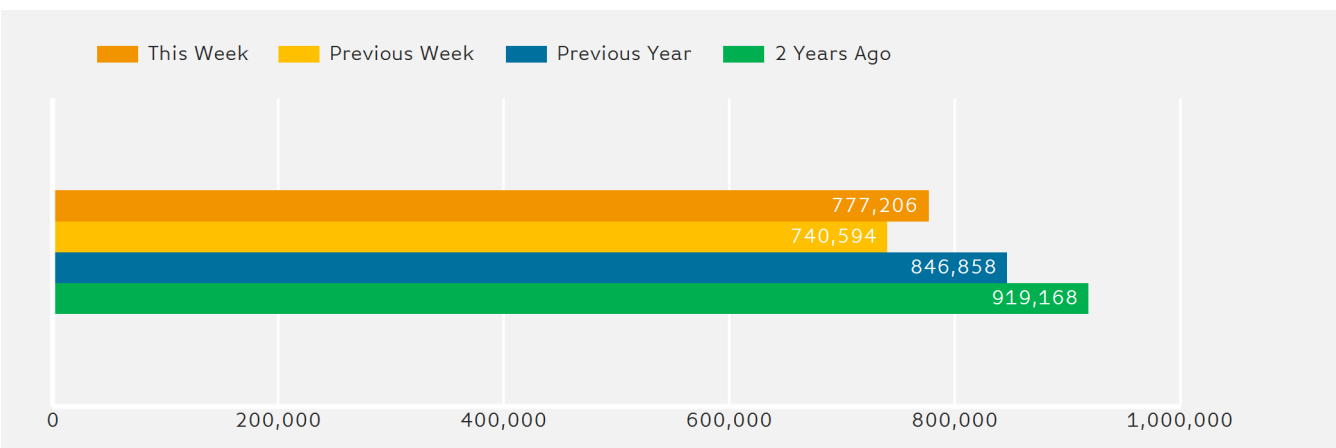
Footfall for the year to date is 6.4% down on the previous year.

The number of visitors counted for week commencing 23 July 2018 was 777,206.

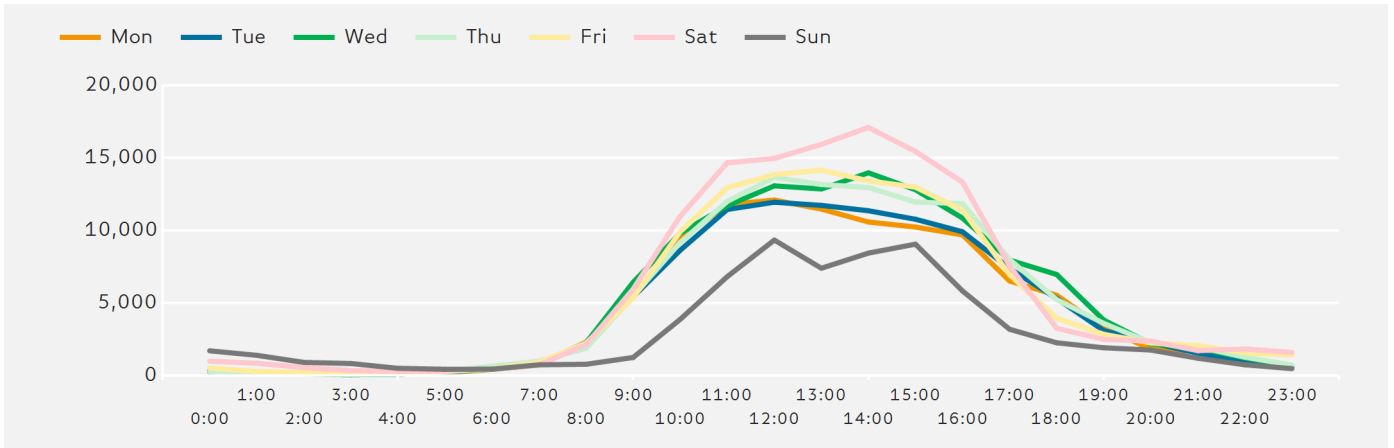
The busiest day in week commencing 23 July 2018 was Saturday with 135,630 visitors.

The peak hour of the week was 14:00 on Saturday 28 July 2018 with footfall of 17,077

### Footfall by Week



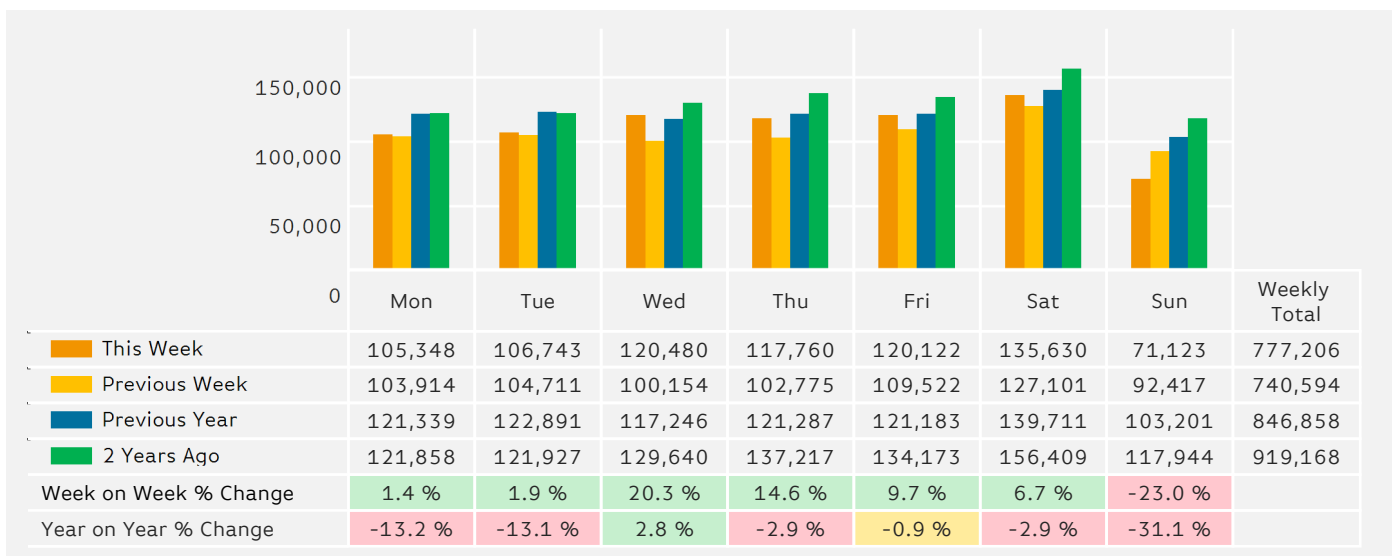
### Footfall by Hour



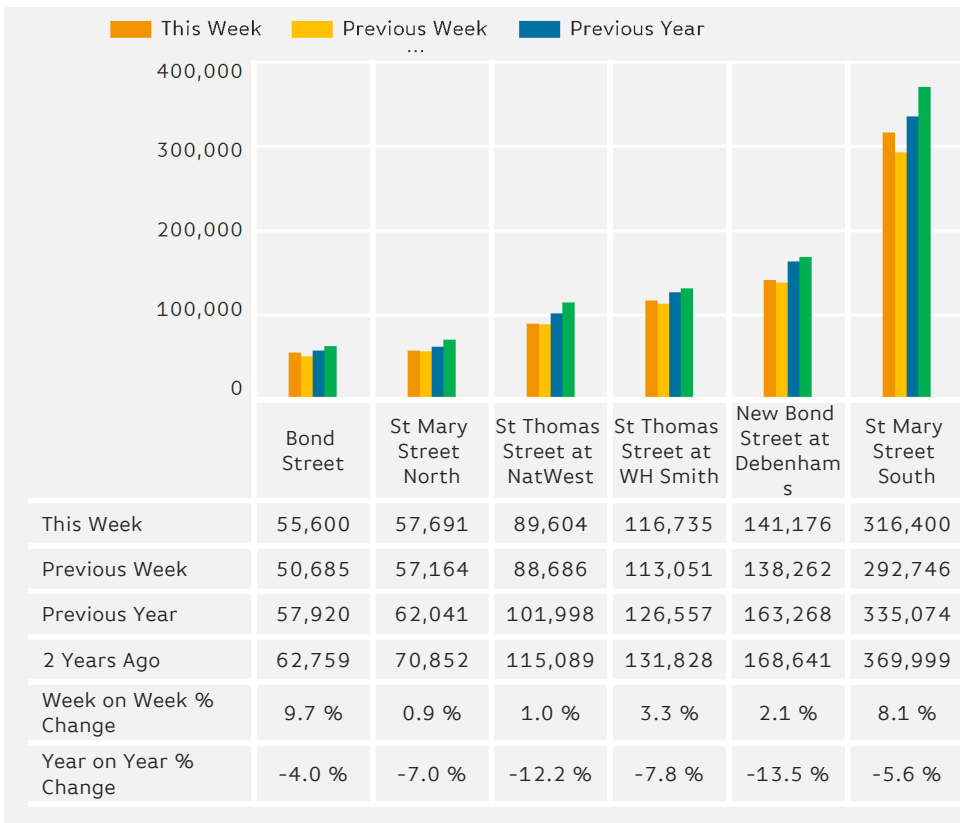
### Weather

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

### Footfall by Day

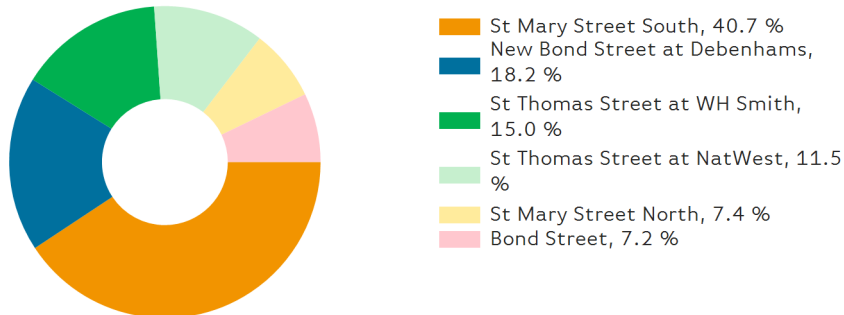


### Footfall by Location

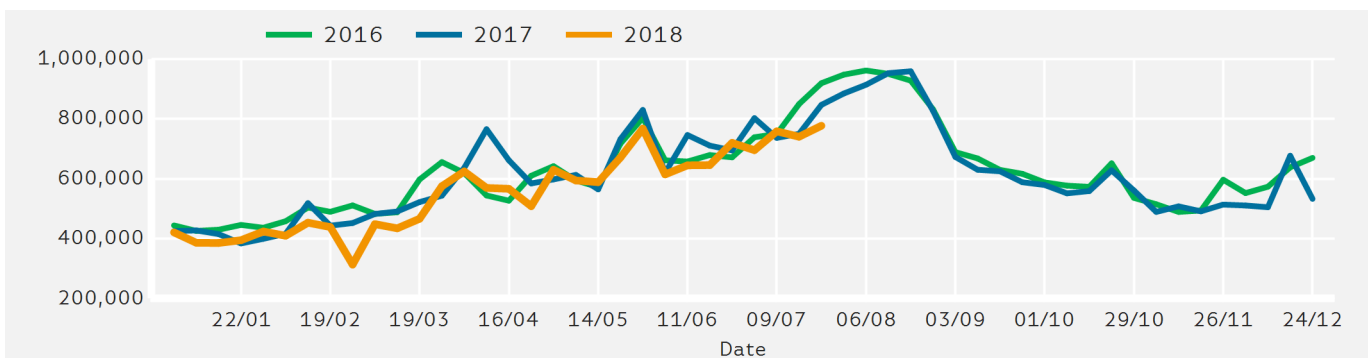


### Footfall by location

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 30, 2018 Vs Week 1, 2017 to Week 30, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 30, 2018 Vs Week 30, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 30 2018 Vs Week 29 2018