



**Weymouth BID**

Week 34, 2018

20/08/2018 to 26/08/2018



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 %	▼ -0.9 %	▼ -13.6 %	▲ 3.4 %	▼ -8.1 %	▲ 0.7 %
South West	▼ -3.1 %	▼ -1.4 %	▼ -7.3 %	▲ 0.1 %	▼ -1.4 %	▲ 2.3 %
High Street Index(Coastal Town)	▼ -4.6 %	▼ -2.9 %	▼ -9.7 %	▼ -1.3 %	▼ -0.7 %	▲ 3.8 %
UK	▼ -2.6 %	▼ -0.5 %	▼ -5.4 %	▼ -1.4 %	▼ -1.3 %	▲ 1.2 %

**Headlines**

The change in footfall for Weymouth BID over the last 52 weeks is 5.6% down on the previous year.

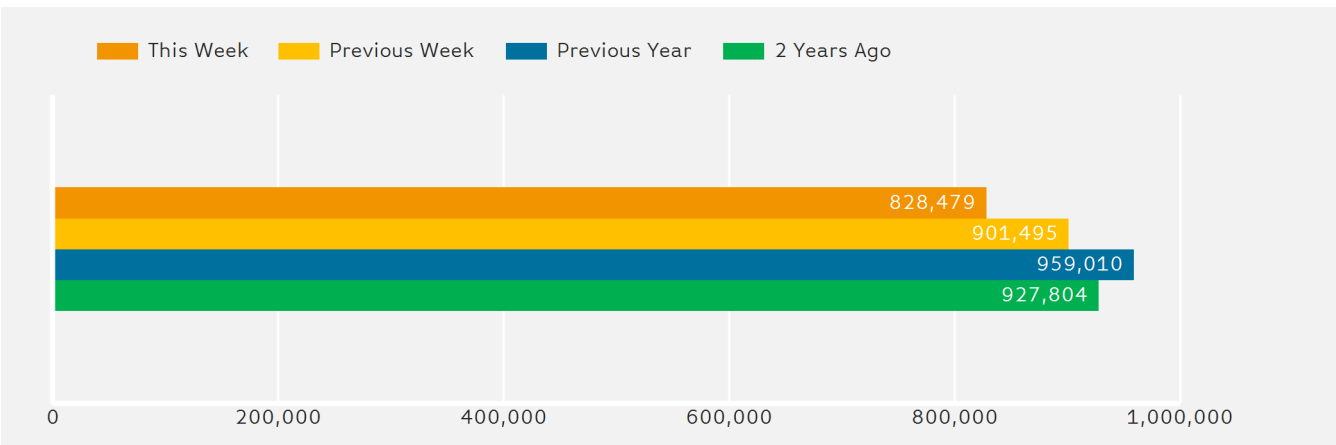
Footfall for the year to date is 6.4% down on the previous year.

The number of visitors counted for week commencing 20 August 2018 was 828,479.

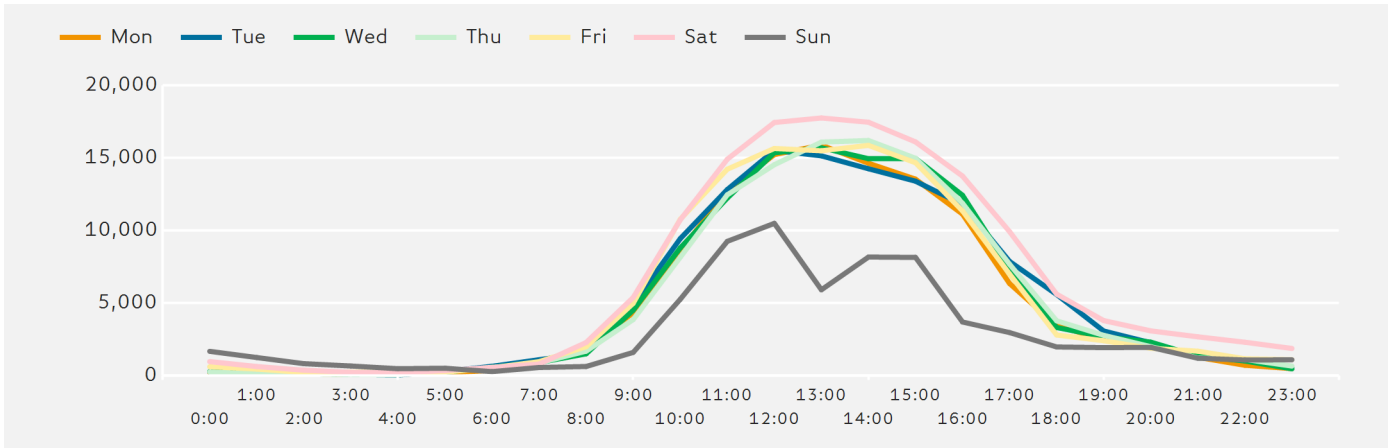
The busiest day in week commencing 20 August 2018 was Saturday with 148,866 visitors.

The peak hour of the week was 13:00 on Saturday 25 August 2018 with footfall of 17,734

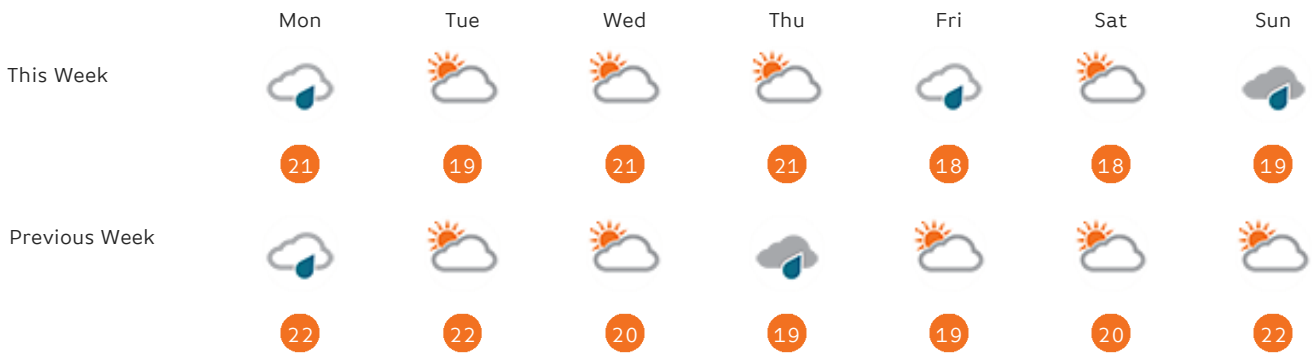
**Footfall by Week**



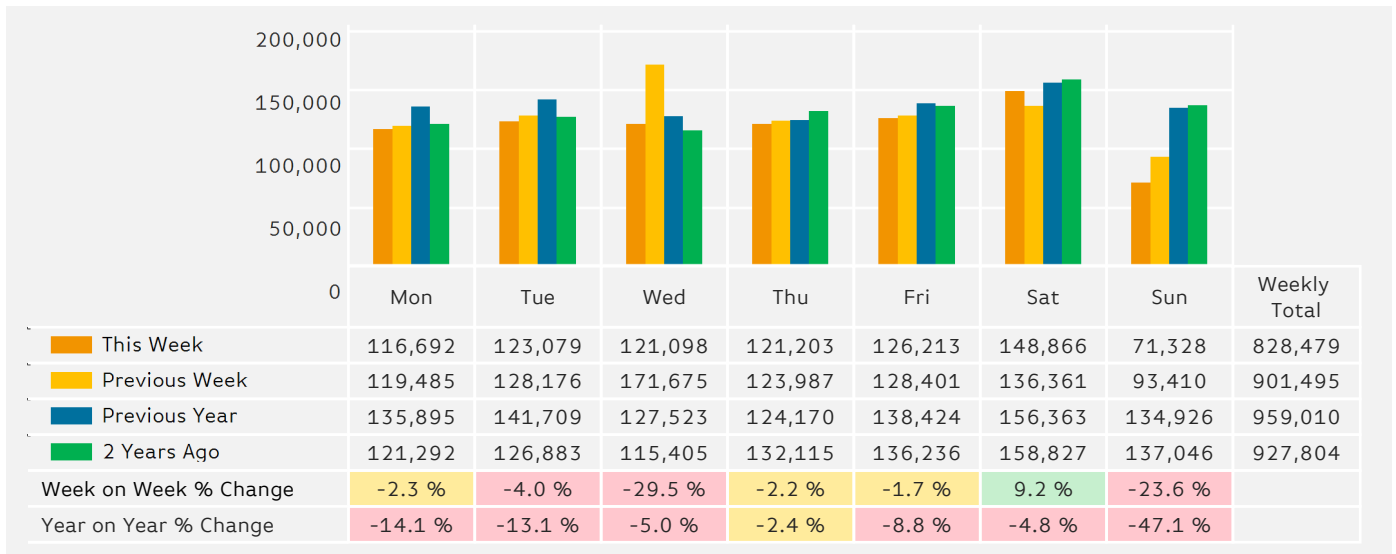
### Footfall by Hour



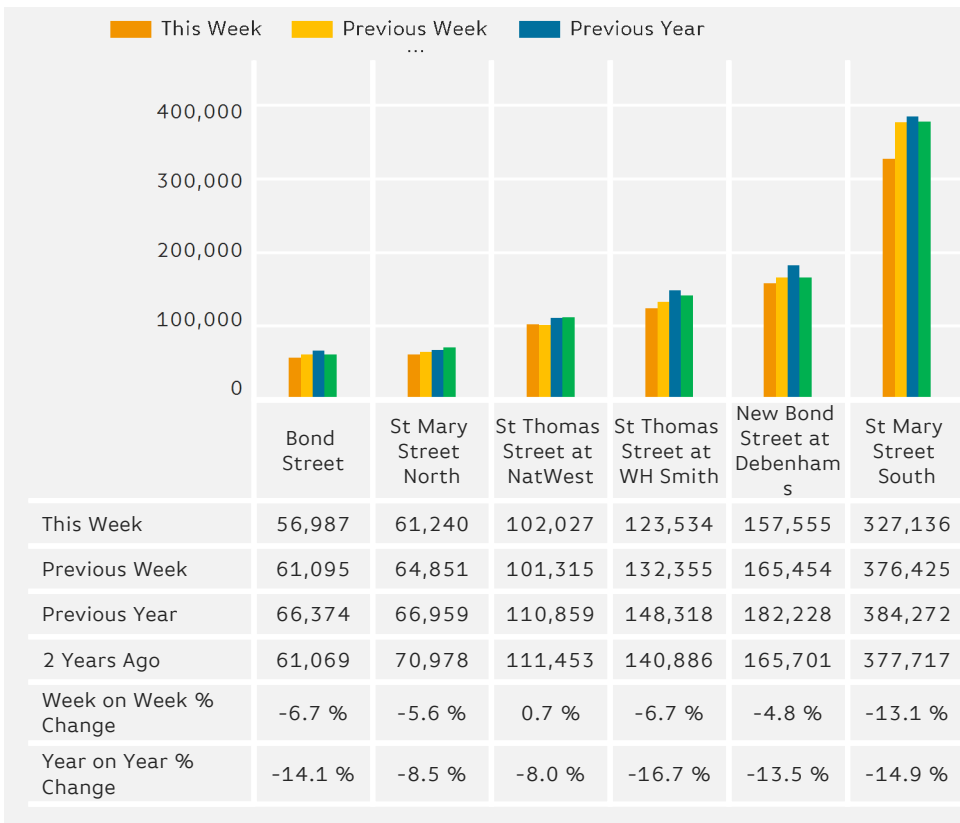
### Weather



### Footfall by Day

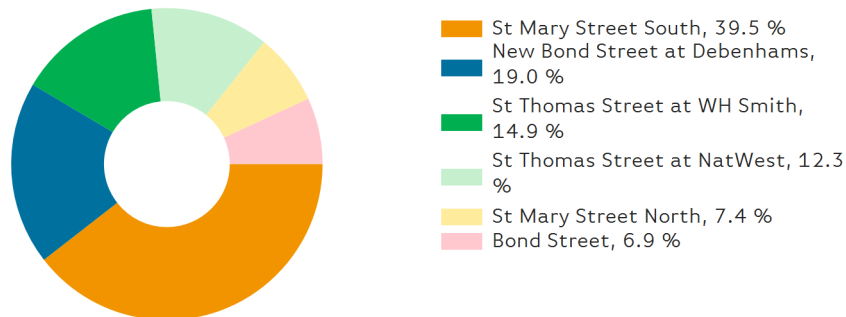


### Footfall by Location

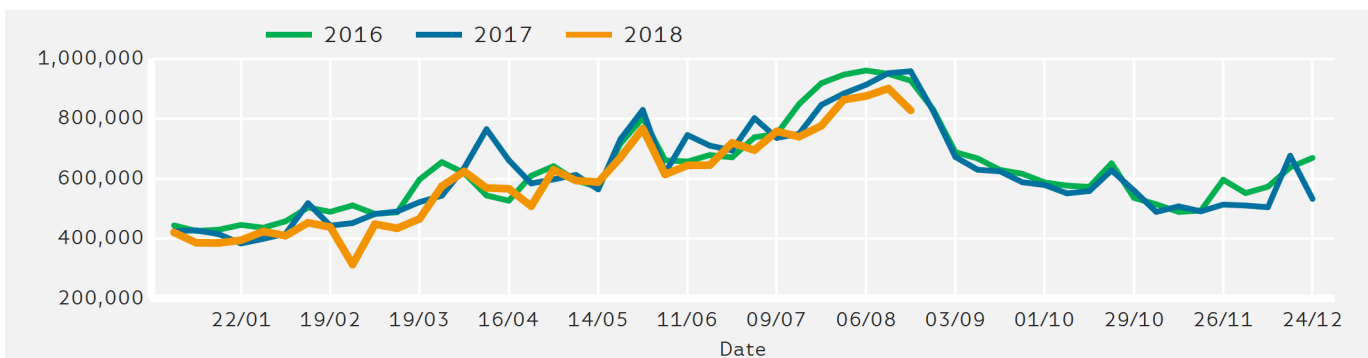


### Footfall by location

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 34, 2018 Vs Week 1, 2017 to Week 34, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 34, 2018 Vs Week 34, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 34 2018 Vs Week 33 2018