



Bournemouth

Week 28, 2017

10/07/2017 to 16/07/2017



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	
	2017	2016	2017	2016	2017	2016
Bournemouth	▲ 14.7 %	▲ 10.2 %	▲ 9.8 %	▲ 6.8 %	▲ 4.4 %	▲ 2.0 %
South West	▼ -0.9 %	▼ -1.1 %	▼ -1.2 %	▼ -1.1 %	▼ -4.1 %	▲ 0.9 %
High Street Index(Coastal Town)	▼ -2.3 %	▼ -3.4 %	▼ -4.7 %	▼ -2.3 %	▼ -4.4 %	▲ 2.9 %
UK	▲ 0.1 %	▼ -2.3 %	▼ -1.7 %	▼ -0.9 %	▼ -4.0 %	▼ -0.1 %

Headlines

The change in footfall for Bournemouth over the last 52 weeks is 13.9% up on the previous year.

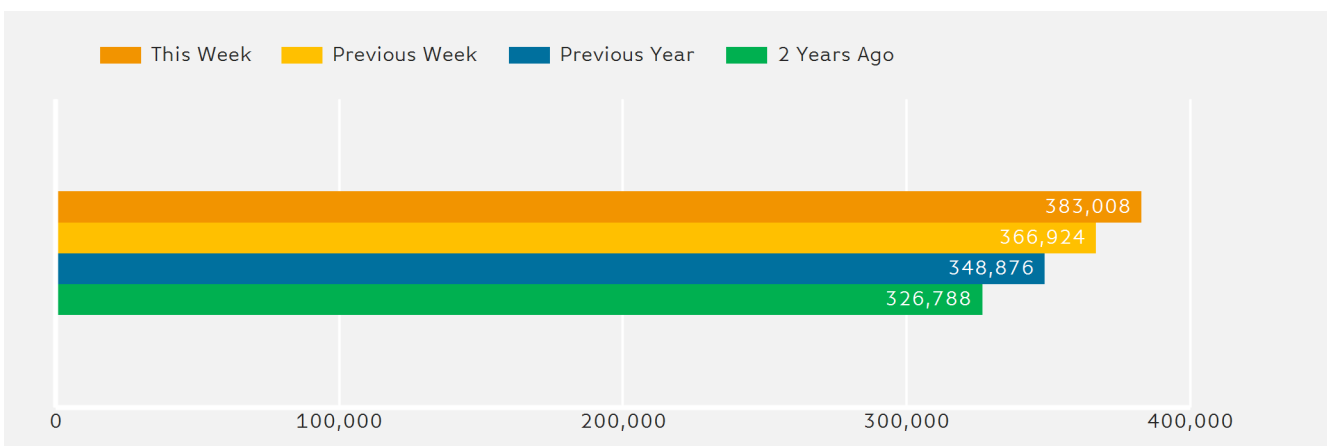
Footfall for the year to date is 14.7% up on the previous year.

The number of visitors counted for week commencing 10 July 2017 was 383,008.

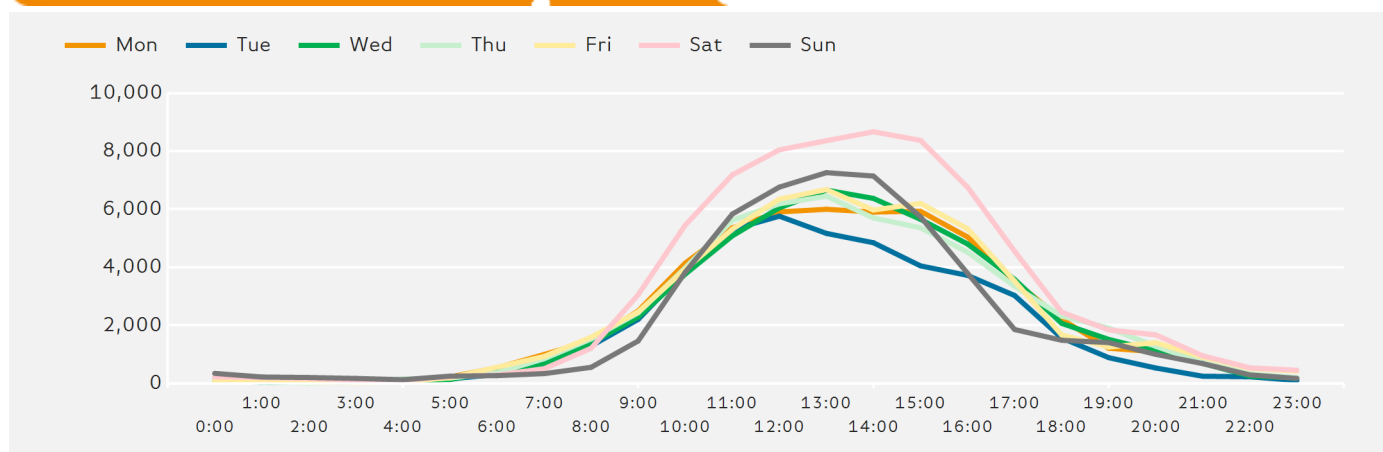
The busiest day in week commencing 10 July 2017 was Saturday with 71,448 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 8,667






















Footfall Totals by Week



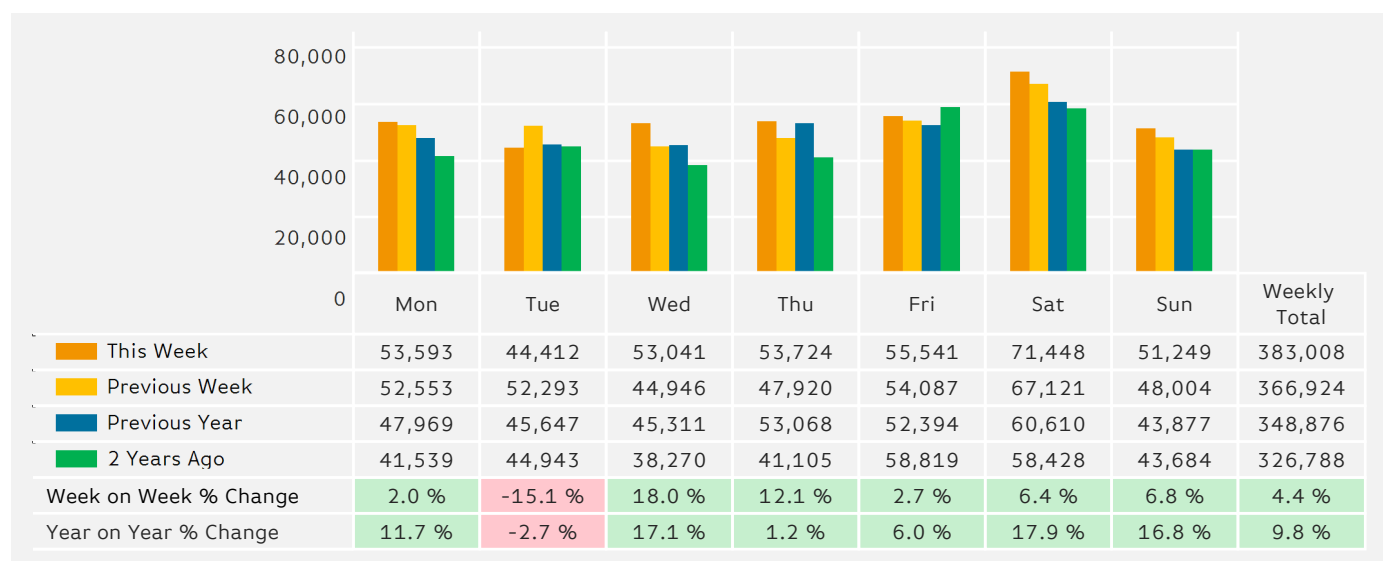
Footfall by Hour



Weather

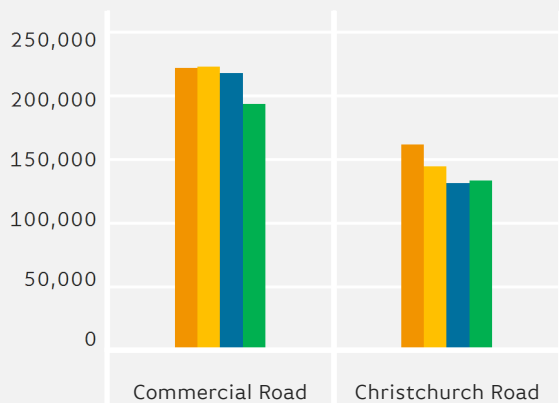
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 22	 17	 22	 19	 22	 22	 23
Previous Week	 21	 21	 23	 24	 24	 23	 23
Previous Year	 20	 20	 19	 22	 19	 25	 25

Footfall by Day



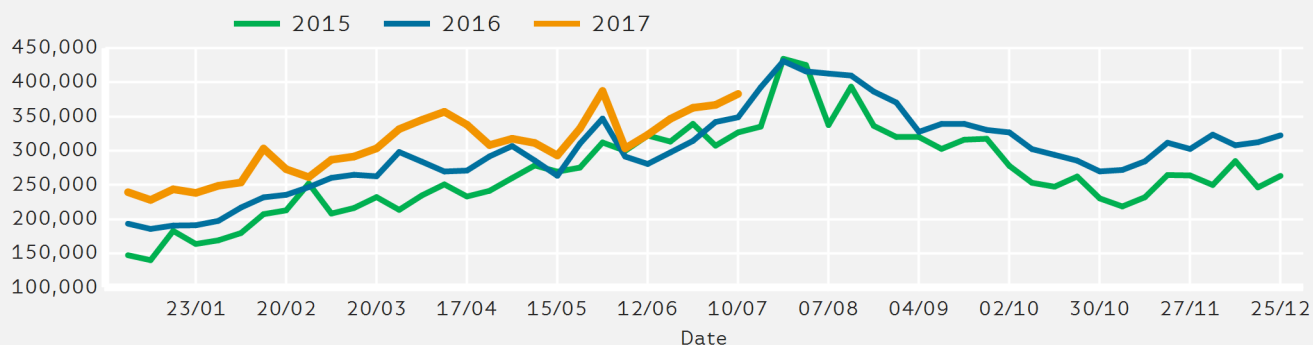
Footfall Totals

■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	221,658	161,350
Previous Week	222,530	144,394
Previous Year	217,805	131,071
2 Years Ago	193,485	133,303
Week on Week % Change	-0.4 %	11.7 %
Year on Year % Change	1.8 %	23.1 %

Footfall by Week



Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.

Week on Week % Change is the % change in footfall for this week from the previous week.