

**Bournemouth**

Week 36, 2017

04/09/2017 to 10/09/2017



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	▲ 9.3 %	▲ 9.6 %	▼ -3.7 %	▲ 2.4 %	▼ -18.4 %	▼ -11.5 %
South West	▼ -1.5 %	▼ -0.4 %	▼ -3.8 %	▼ -0.3 %	▼ -7.5 %	▼ -6.5 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -3.0 %	▼ -7.7 %	▼ -1.5 %	▼ -13.7 %	▼ -8.8 %
UK	▼ -0.7 %	▼ -1.6 %	▼ -4.4 %	▲ 0.5 %	▼ -3.3 %	▼ -1.0 %

**Headlines**

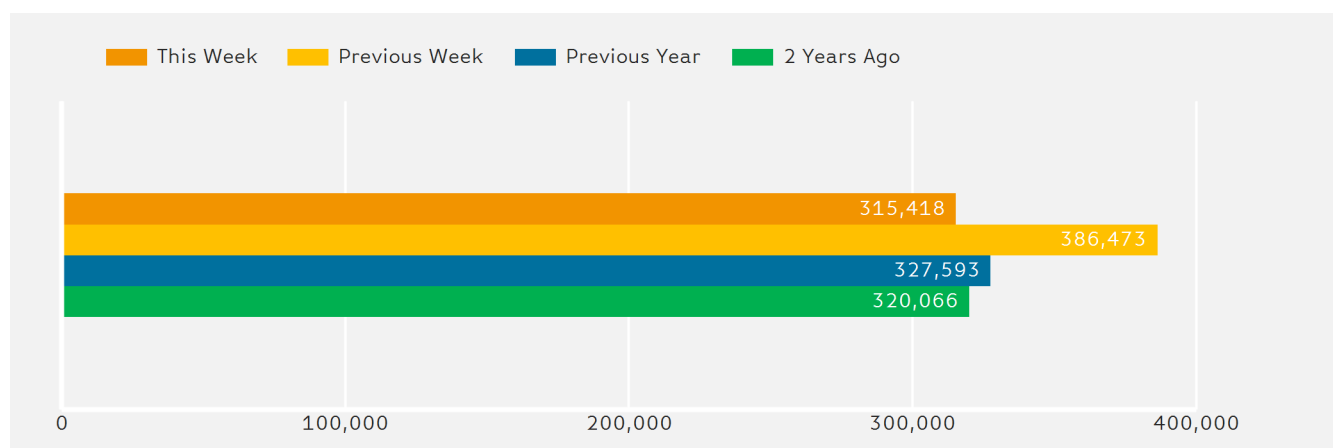
The change in footfall for Bournemouth over the last 52 weeks is 11.3% up on the previous year.

Footfall for the year to date is 9.3% up on the previous year.

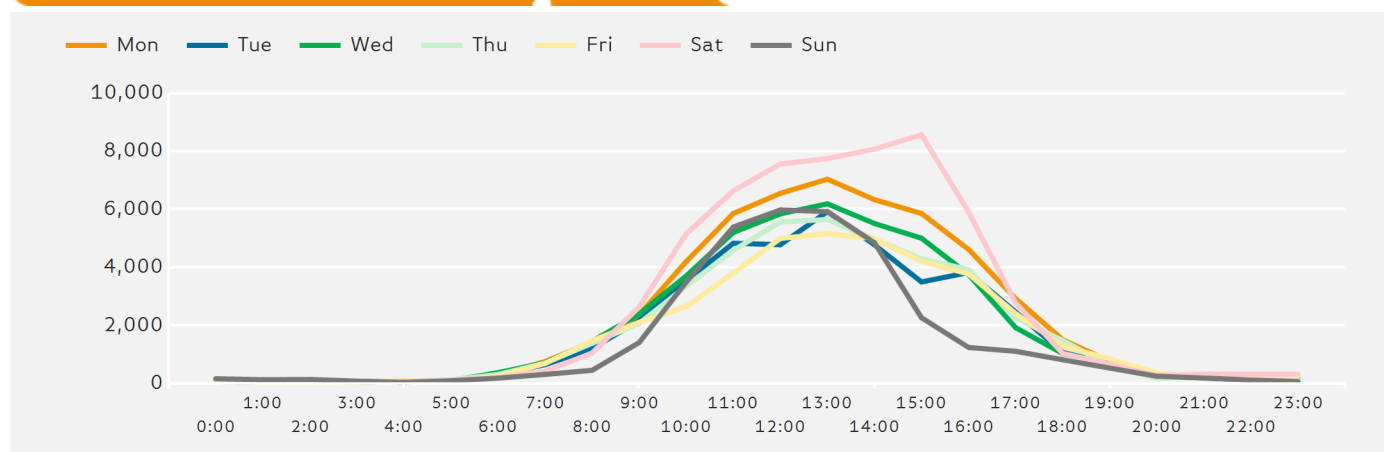
The number of visitors counted for week commencing 4 September 2017 was 315,418.

The busiest day in week commencing 4 September 2017 was Saturday with 60,230 visitors.

The peak hour of the week was 15:00 on Saturday with footfall of 8,563

**Footfall by Week**

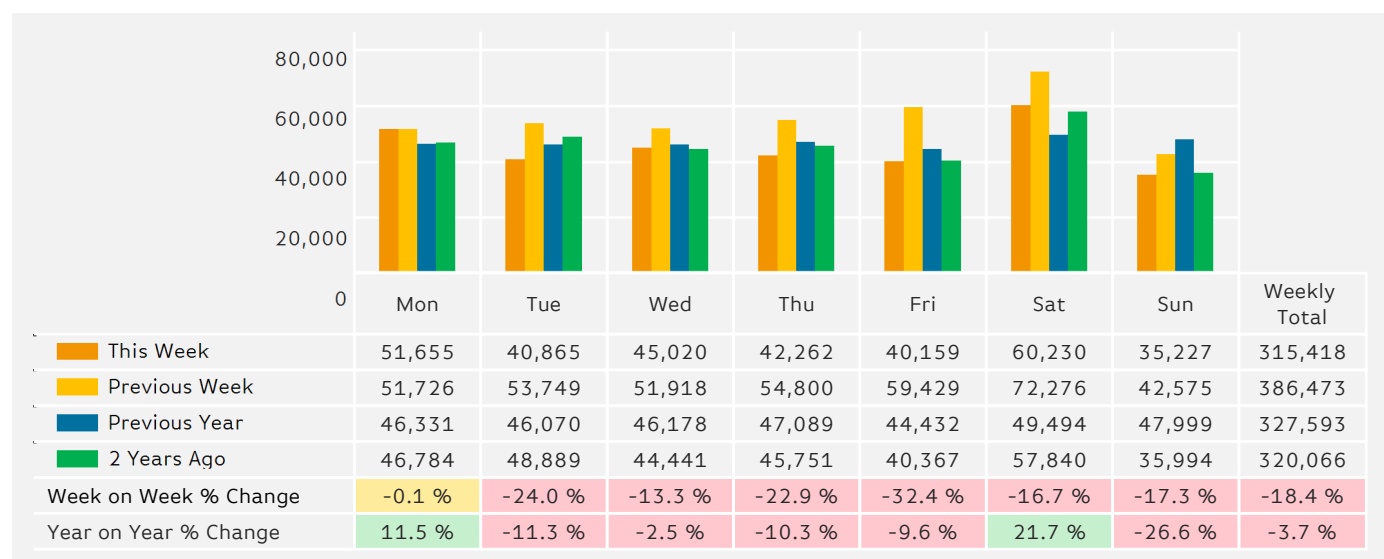
## Footfall by Hour



## Weather

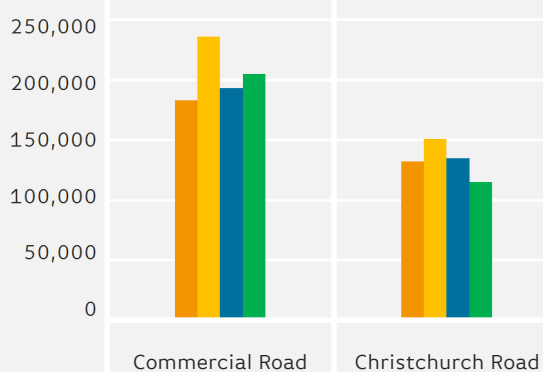
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	21	19	20	19	17	17	17
Previous Week	25	24	15	19	21	19	16
Previous Year	23	24	26	22	21	19	19

## Footfall by Day



## Footfall by Location

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



This Week	183,083	132,335
Previous Week	235,721	150,752
Previous Year	192,968	134,625
2 Years Ago	204,931	115,135
Week on Week % Change	-22.3 %	-12.2 %
Year on Year % Change	-5.1 %	-1.7 %

## Footfall by Week

