

**Bournemouth**

Week 38, 2017

18/09/2017 to 24/09/2017



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	▲ 8.5 %	▲ 9.6 %	▼ -5.1 %	▲ 7.3 %	▼ -3.8 %	▲ 0.0 %
South West	▼ -1.6 %	▼ -0.3 %	▼ -1.7 %	▲ 0.1 %	▼ -0.2 %	▼ -3.8 %
High Street Index(Coastal Town)	▼ -3.2 %	▼ -2.8 %	▼ -4.4 %	▼ 0.0 %	▼ 0.0 %	▼ -1.2 %
UK	▼ -0.8 %	▼ -1.5 %	▼ -2.4 %	▼ -2.4 %	▲ 2.7 %	▲ 1.0 %

**Headlines**

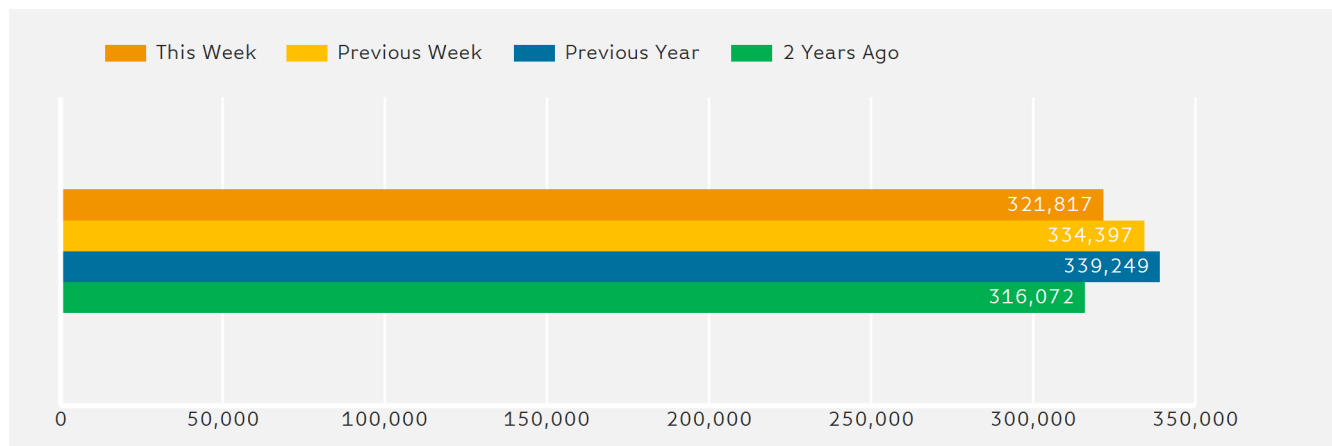
The change in footfall for Bournemouth over the last 52 weeks is 10.7% up on the previous year.

Footfall for the year to date is 8.5% up on the previous year.

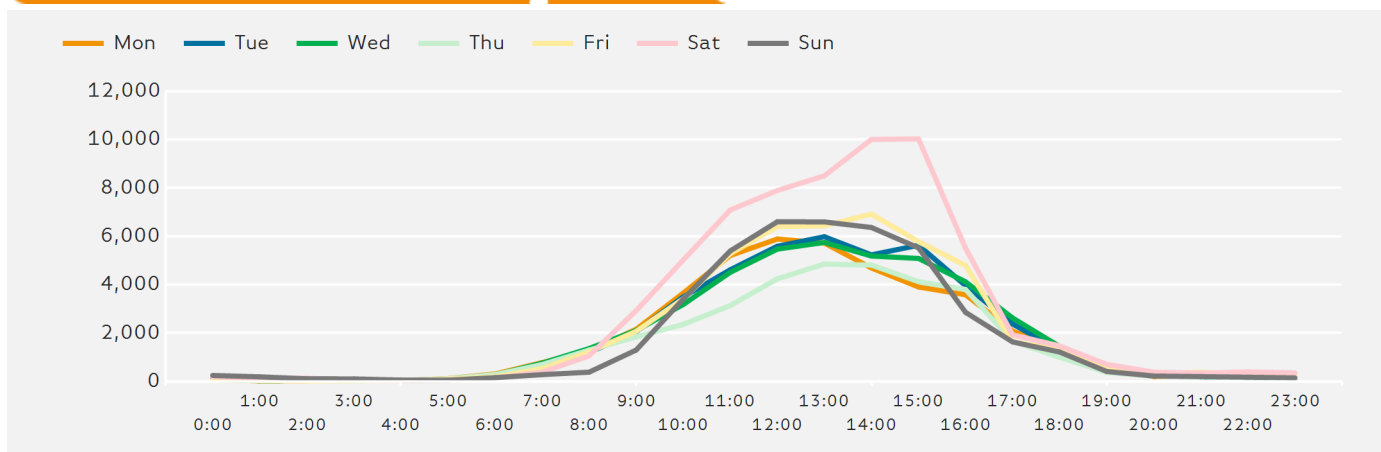
The number of visitors counted for week commencing 18 September 2017 was 321,817.

The busiest day in week commencing 18 September 2017 was Saturday with 64,776 visitors.

The peak hour of the week was 15:00 on Saturday with footfall of 10,023

**Footfall by Week**

## Footfall by Hour



## Weather

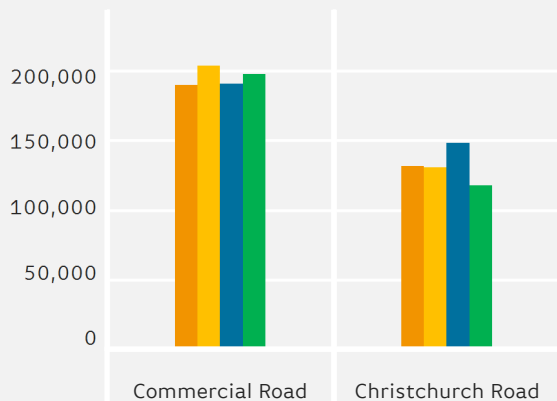
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	17	16	17	16	17	17	18
Previous Week	17	17	17	17	17	16	16
Previous Year	17	18	20	21	18	20	19

## Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	42,261	43,934	43,465	35,557	48,153	64,776	43,671	321,817
Previous Week	42,708	49,503	45,233	44,510	45,416	63,700	43,327	334,397
Previous Year	41,820	43,509	43,919	46,069	50,108	65,490	48,334	339,249
2 Years Ago	38,463	32,408	38,889	43,100	51,294	65,776	46,142	316,072
Week on Week % Change	-1.0 %	-11.2 %	-3.9 %	-20.1 %	6.0 %	1.7 %	0.8 %	-3.8 %
Year on Year % Change	1.1 %	1.0 %	-1.0 %	-22.8 %	-3.9 %	-1.1 %	-9.6 %	-5.1 %

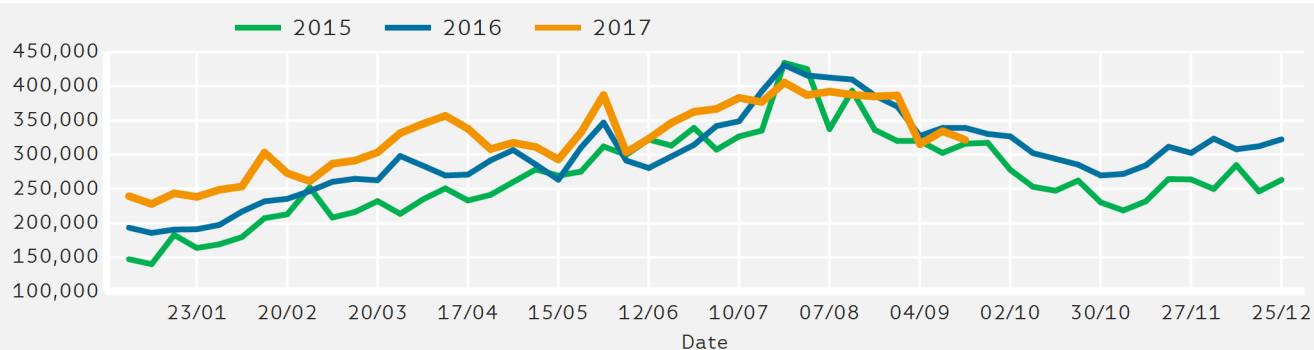
## Footfall by Location

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



This Week	189,898	131,919
Previous Week	203,727	130,670
Previous Year	190,849	148,400
2 Years Ago	198,022	118,050
Week on Week % Change	-6.8 %	1.0 %
Year on Year % Change	-0.5 %	-11.1 %

## 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.