

**Bournemouth Coastal BID**

Week 4, 2018

22/01/2018 to 28/01/2018



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	
	2018	2017	2018	2017	2018	2017
Bournemouth Coastal BID	▼ -1.2 %	▼ -18.6 %	▲ 3.9 %	▼ -23.2 %	▼ -0.9 %	▼ -6.1 %
South West	▼ -4.9 %	▼ -1.6 %	▲ 0.2 %	▼ -5.0 %	▲ 7.1 %	▼ -4.3 %
High Street Index(Coastal Town)	▼ -5.6 %	▼ -2.6 %	▼ -1.6 %	▼ -5.9 %	▲ 4.0 %	▼ -7.1 %
UK	▼ -2.9 %	▼ -1.3 %	▼ -0.4 %	▼ -2.5 %	▲ 5.6 %	▼ -2.9 %

Headlines

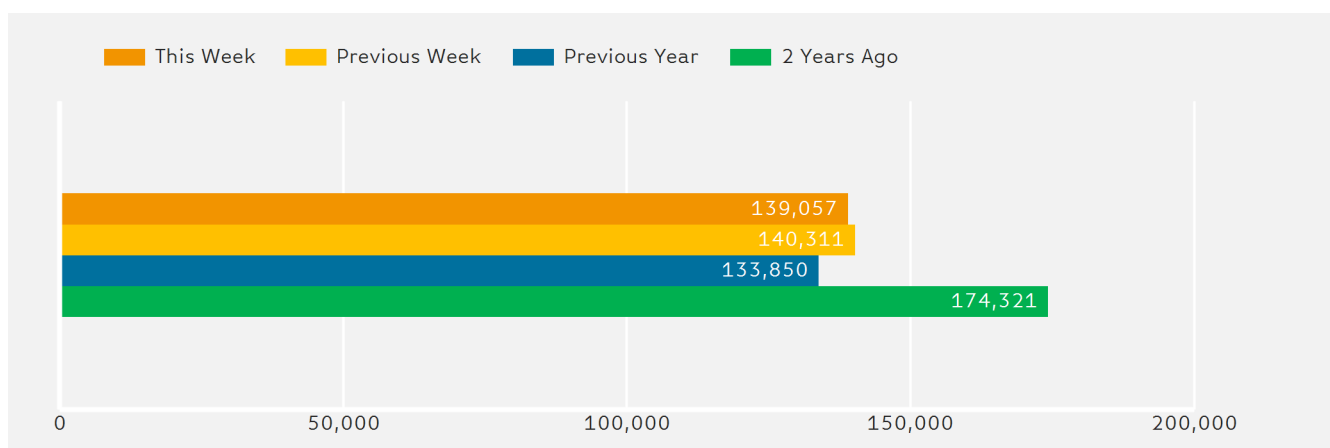
The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 8.9% down on the previous year.

Footfall for the year to date is 1.2% down on the previous year.

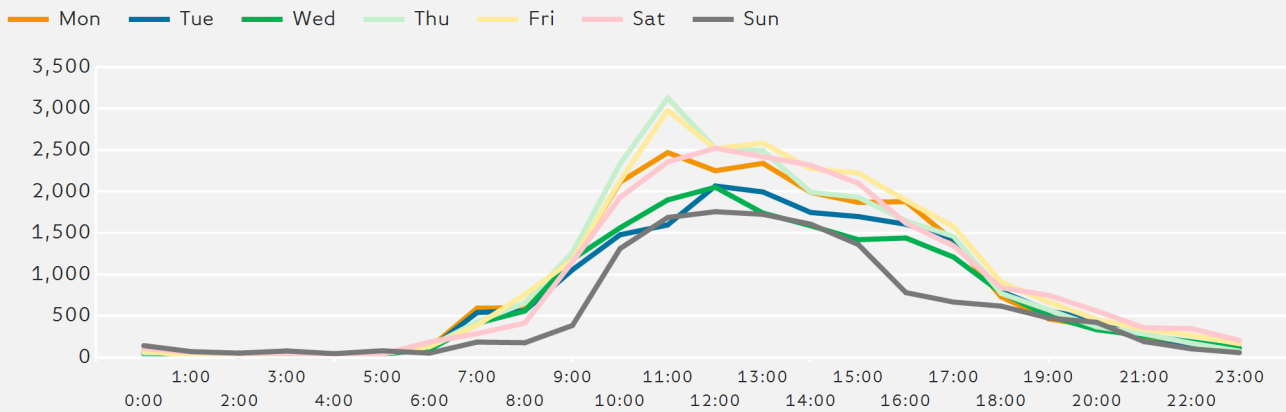
The number of visitors counted for week commencing 22 January 2018 was 139,057.

The busiest day in week commencing 22 January 2018 was Friday with 23,663 visitors.

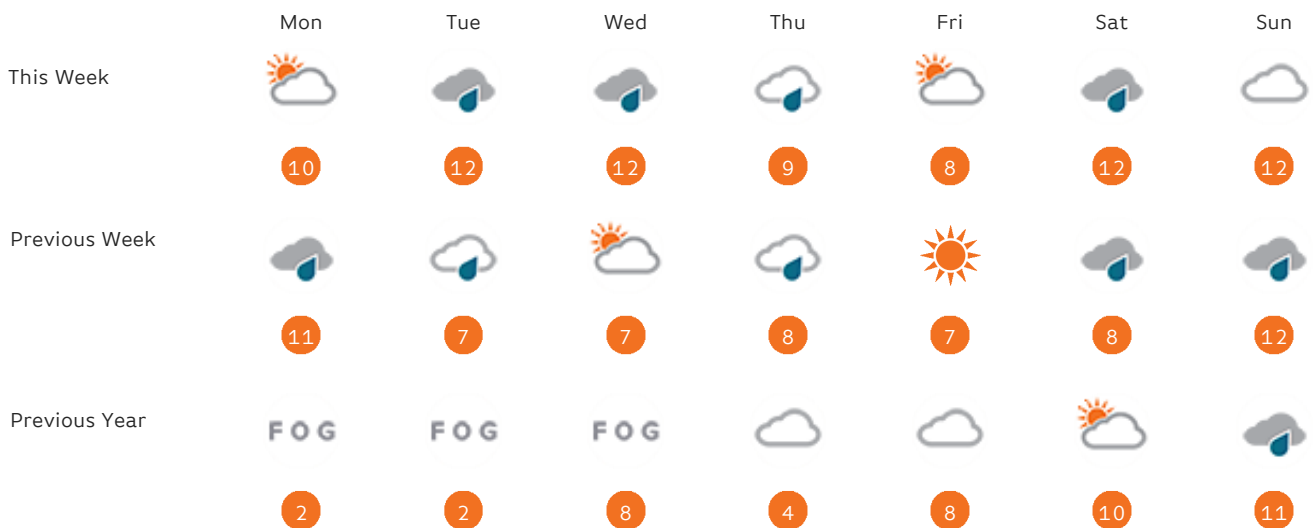
The peak hour of the week was 11:00 on Thursday with footfall of 3,128

Footfall by Week

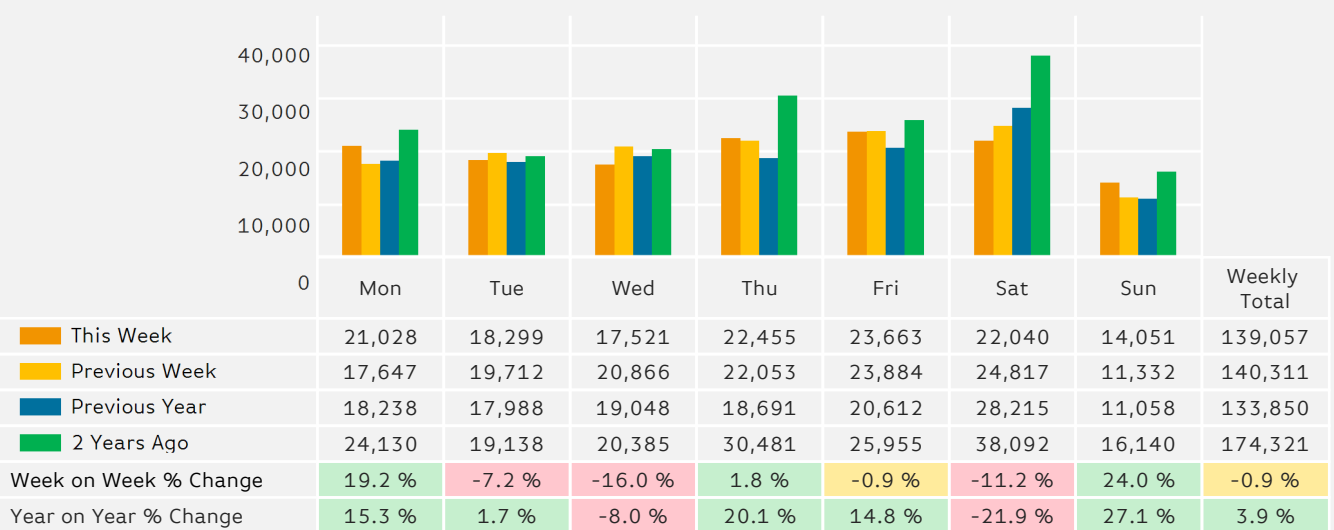
Footfall by Hour



Weather



Footfall by Day



Footfall by Location

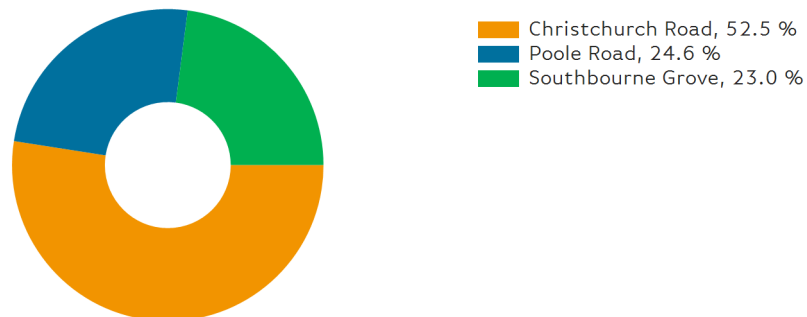
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



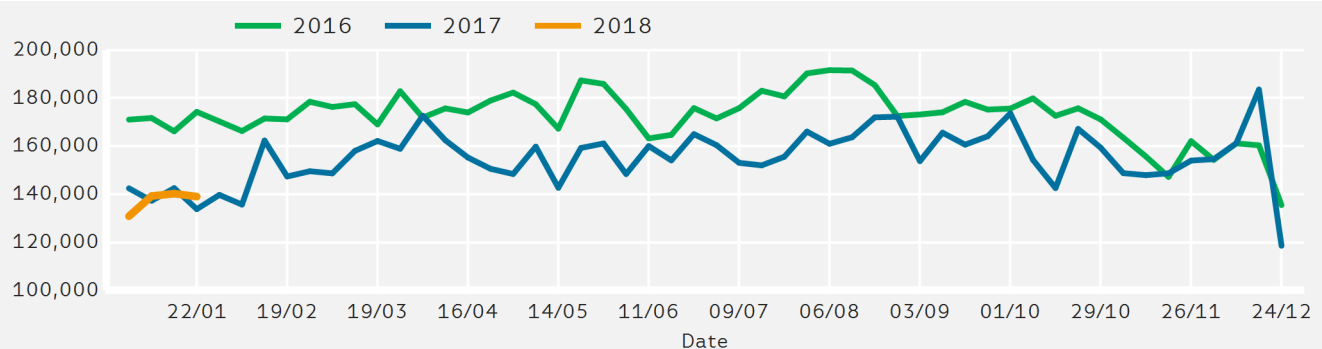
This Week	72,958	34,179	31,920
Previous Week	72,578	35,000	32,733
Previous Year	73,045	30,335	30,470
2 Years Ago	106,104	34,382	33,835
Week on Week % Change	0.5 %	-2.3 %	-2.5 %
Year on Year % Change	-0.1 %	12.7 %	4.8 %

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 4, 2018 Vs Week 1, 2017 to Week 4, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 4, 2018 Vs Week 4, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 4 2018 Vs Week 3 2018