

**Bournemouth Collective**

Week 46, 2017

13/11/2017 to 19/11/2017



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 Collective	▲ 0.4 %	▲ 4.0 %	▲ 1.9 %	▲ 10.9 %	▲ 7.8 %	▲ 1.1 %
Sovereign Shopping Centre, Boscombe	▼ -9.6 %	▲ 4.5 %	▼ -13.6 %	▲ 5.0 %	▼ -2.8 %	▲ 2.8 %
South West	▼ -1.8 %	▼ -0.4 %	▲ 3.2 %	▼ -1.9 %	▲ 5.5 %	▼ -1.4 %
UK	▼ -0.8 %	▼ -1.4 %	▲ 2.9 %	▼ -1.5 %	▲ 3.1 %	▲ 0.3 %

Headlines

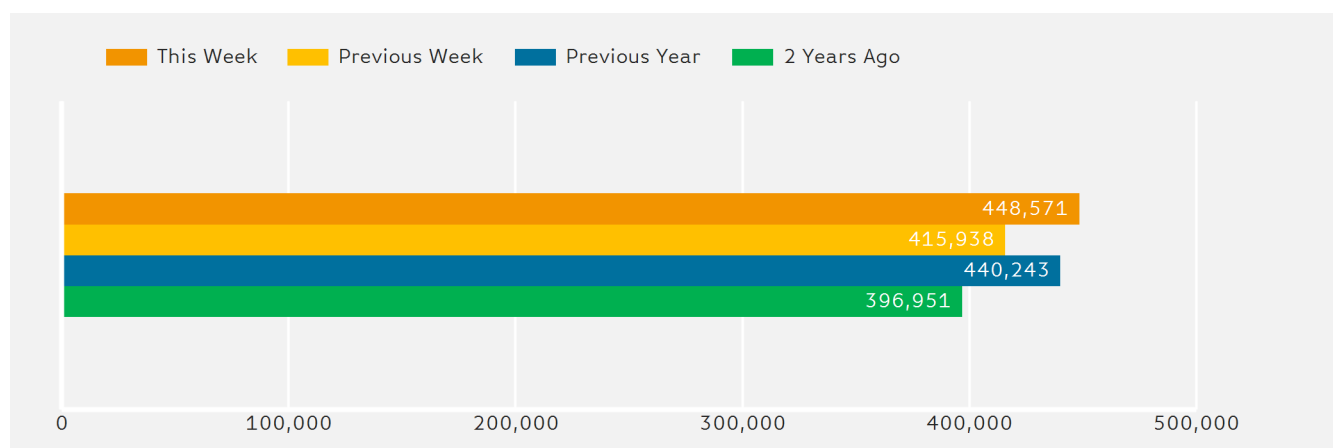
The change in footfall for Bournemouth Collective over the last 52 weeks is 1.4% up on the previous year.

Footfall for the year to date is 0.4% up on the previous year.

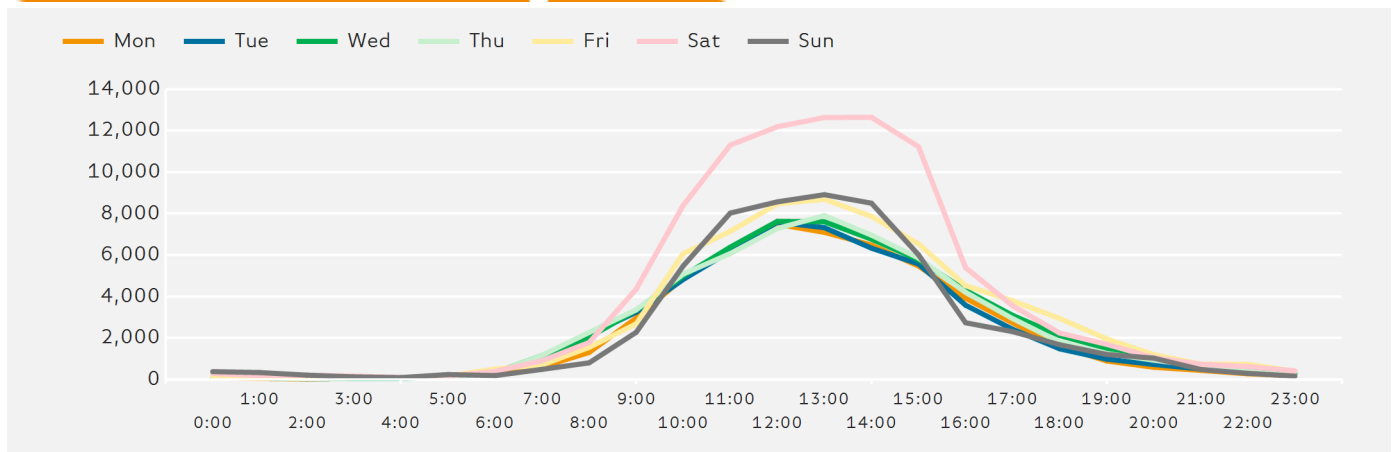
The number of visitors counted for week commencing 13 November 2017 was 448,571.

The busiest day in week commencing 13 November 2017 was Saturday with 92,622 visitors.






















The peak hour of the week was 14:00 on Saturday with footfall of 12,641

Footfall by Week

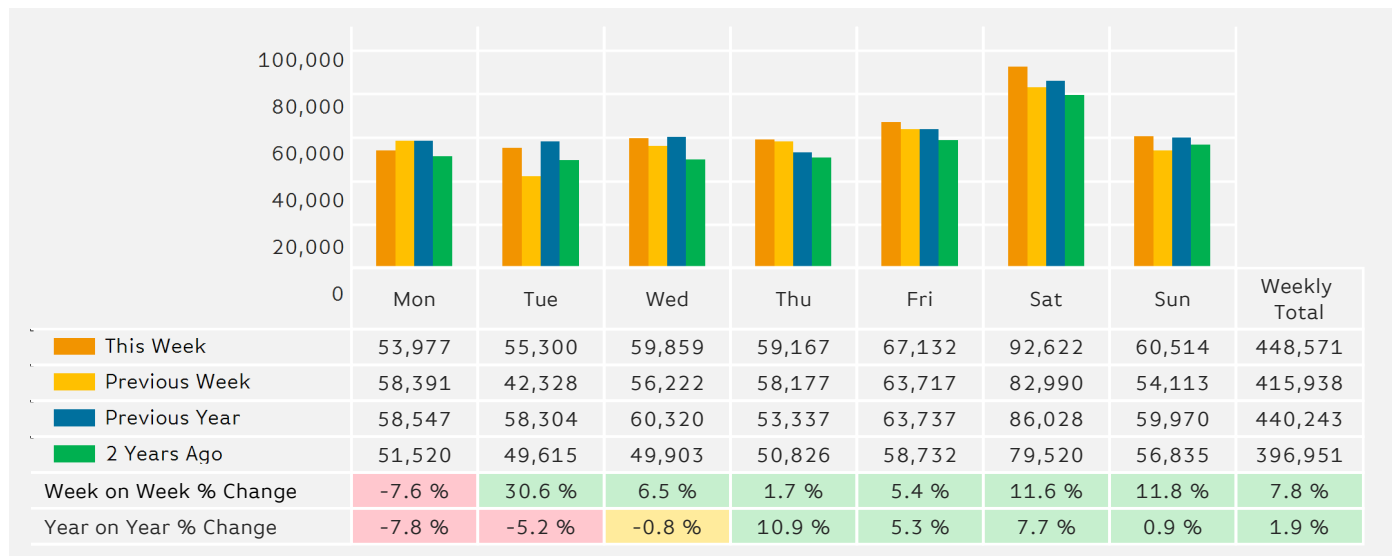
Footfall by Hour



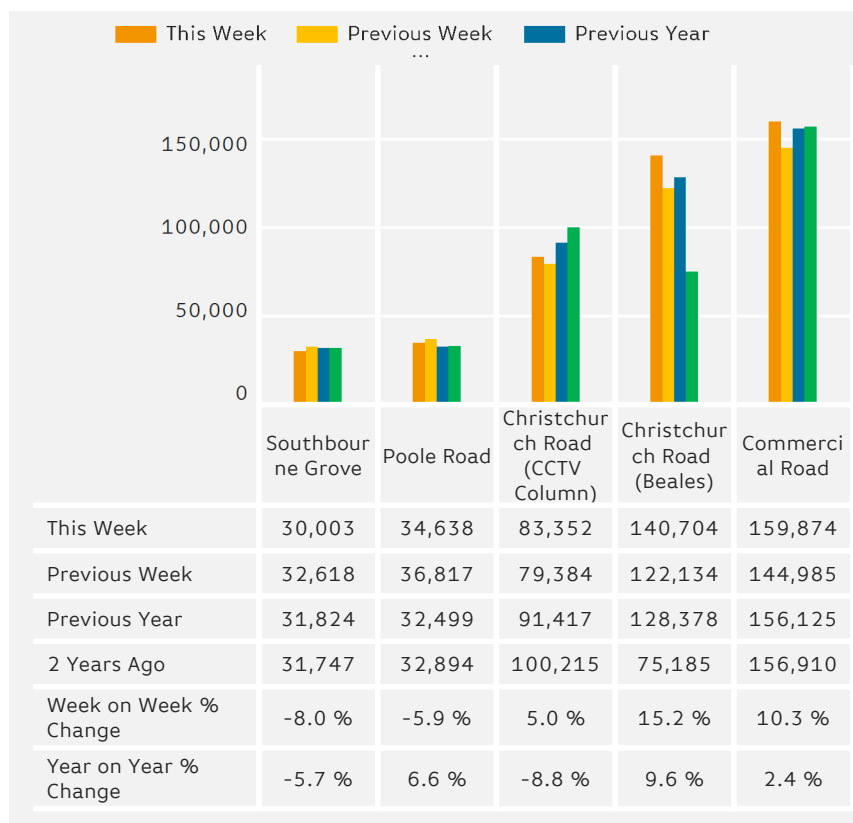
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 7	 13	 13	 13	 10	 12	 9
Previous Week	 12	 12	 11	 14	 12	 14	 9
Previous Year	 13	 16	 14	 13	 8	 9	 11

Footfall by Day

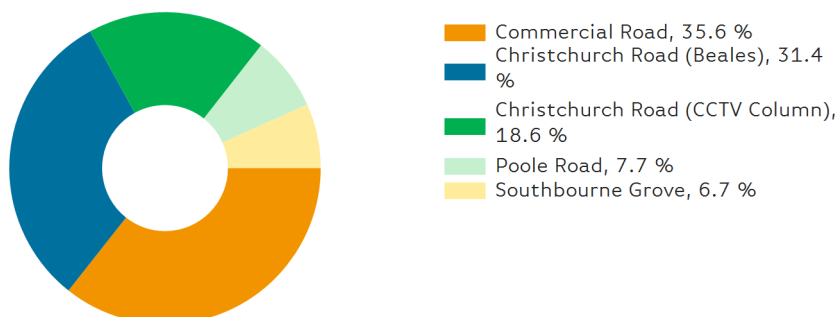


Footfall by Location

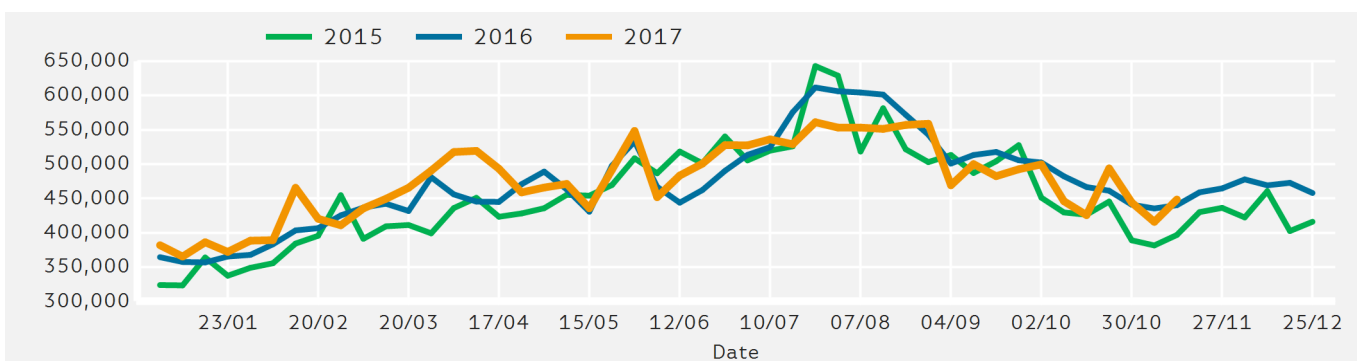


Footfall by location

Counting By Location - Main Locations Only



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.