

**Bournemouth Coastal BID**

Week 19, 2018

07/05/2018 to 13/05/2018



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	▼ -6.1 %	▼ -13.3 %	▼ -11.5 %	▼ -9.9 %	▼ -8.7 %	▲ 7.7 %
South West	▼ -3.8 %	▼ -1.3 %	▼ -1.4 %	▲ 1.8 %	▼ -4.4 %	▲ 2.7 %
High Street Index(Coastal Town)	▼ -5.8 %	▼ -2.7 %	▼ -3.6 %	▼ -0.9 %	▼ -1.6 %	▲ 1.4 %
UK	▼ -4.1 %	▼ -0.1 %	▼ -0.4 %	▼ -1.7 %	▼ -4.0 %	▲ 0.9 %

Headlines

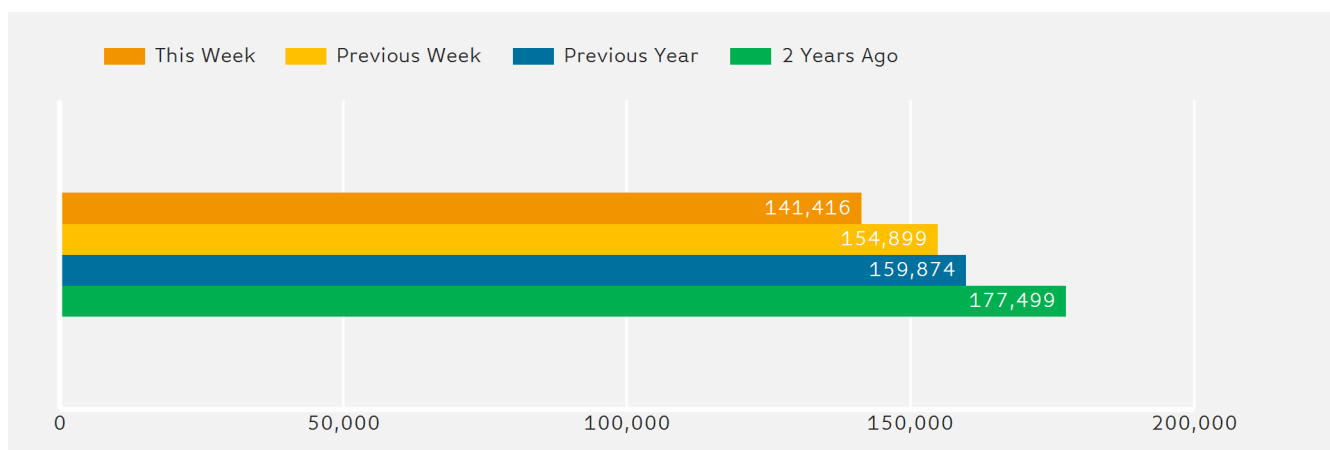
The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 7.6% down on the previous year.

Footfall for the year to date is 6.1% down on the previous year.

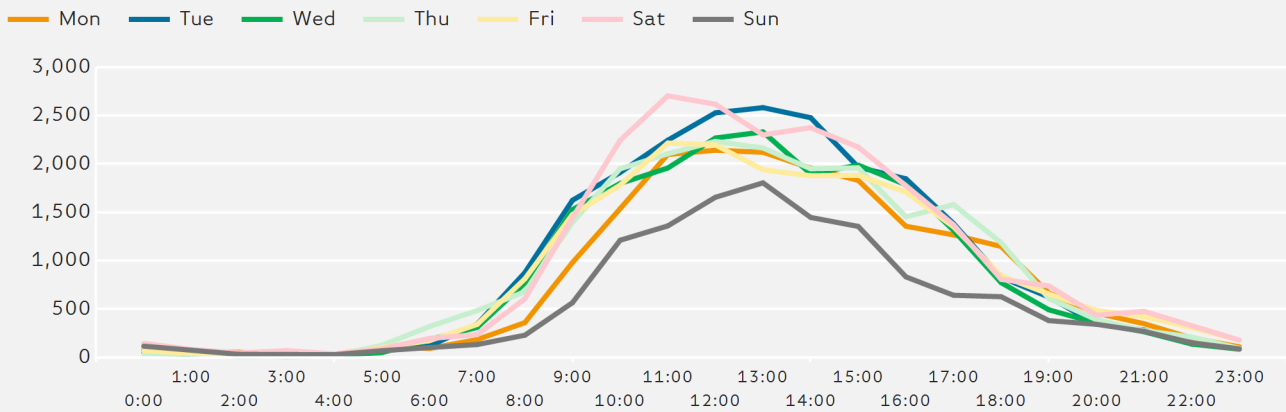
The number of visitors counted for week commencing 7 May 2018 was 141,416.

The busiest day in week commencing 7 May 2018 was Saturday with 23,479 visitors.

The peak hour of the week was 11:00 on Saturday 12 May 2018 with footfall of 2,703

Footfall by Week

Footfall by Hour



Weather

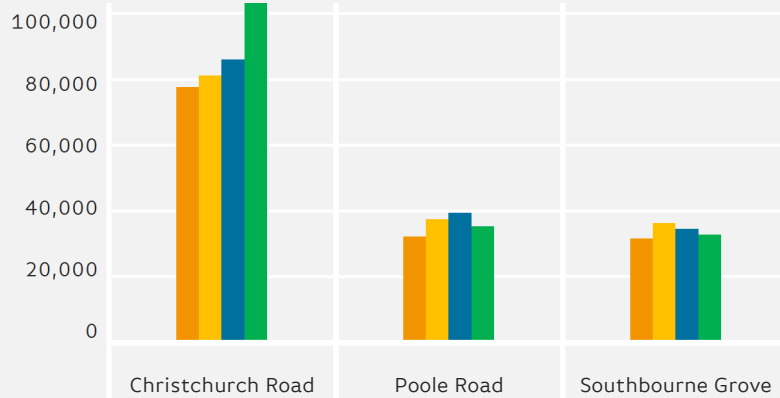
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	23	20	15	15	14	14	17
Previous Week	12	12	13	13	16	19	21
Previous Year	16	15	18	20	16	17	17

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	19,204	22,506	20,425	21,290	20,955	23,479	13,557	141,416
Previous Week	19,700	20,731	22,146	23,210	24,164	27,948	17,000	154,899
Previous Year	23,732	23,347	23,512	22,808	22,447	29,345	14,683	159,874
2 Years Ago	22,938	24,425	23,440	27,185	29,141	35,007	15,363	177,499
Week on Week % Change	-2.5 %	8.6 %	-7.8 %	-8.3 %	-13.3 %	-16.0 %	-20.3 %	-8.7 %
Year on Year % Change	-19.1 %	-3.6 %	-13.1 %	-6.7 %	-6.6 %	-20.0 %	-7.7 %	-11.5 %

Footfall by Location

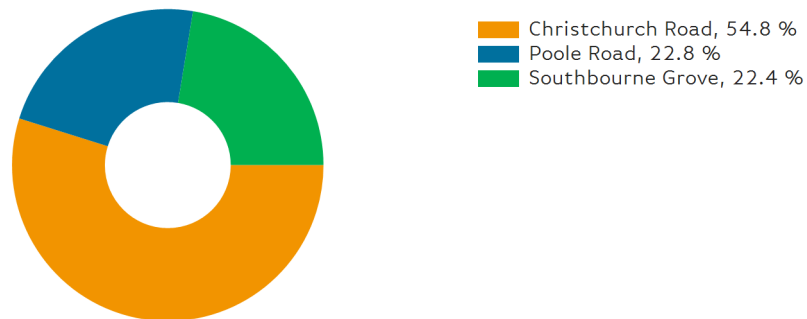
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



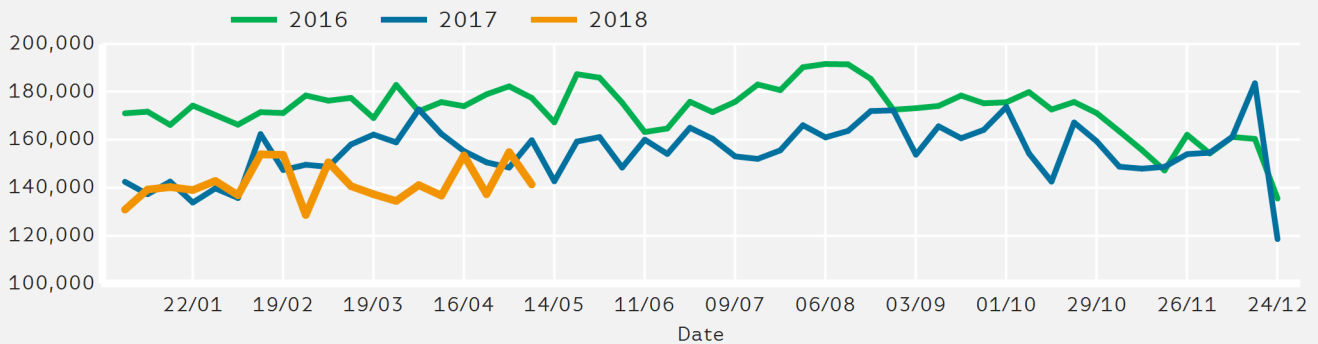
This Week	77,551	32,183	31,682
Previous Week	81,040	37,507	36,352
Previous Year	85,965	39,438	34,471
2 Years Ago	109,407	35,240	32,852
Week on Week % Change	-4.3 %	-14.2 %	-12.8 %
Year on Year % Change	-9.8 %	-18.4 %	-8.1 %

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 19 , 2018 Vs Week 1, 2017 to Week 19 , 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week 19, 2018 Vs Week 19, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 19 2018 Vs Week 18 2018