

**Bournemouth Coastal BID**

Week 49, 2017

04/12/2017 to 10/12/2017



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 Coastal BID	▼ -10.8 %	▼ -5.9 %	▲ 0.2 %	▼ -10.5 %	▲ 0.4 %	▼ -4.8 %
South West	▼ -2.0 %	▼ -0.6 %	▼ -6.7 %	▼ -1.2 %	▲ 1.1 %	▲ 3.0 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -2.5 %	▼ -5.2 %	▲ 1.3 %	▲ 0.3 %	▲ 3.0 %
UK	▼ -0.9 %	▼ -1.4 %	▼ -4.3 %	▼ -0.5 %	▲ 0.5 %	▲ 0.1 %

**Headlines**

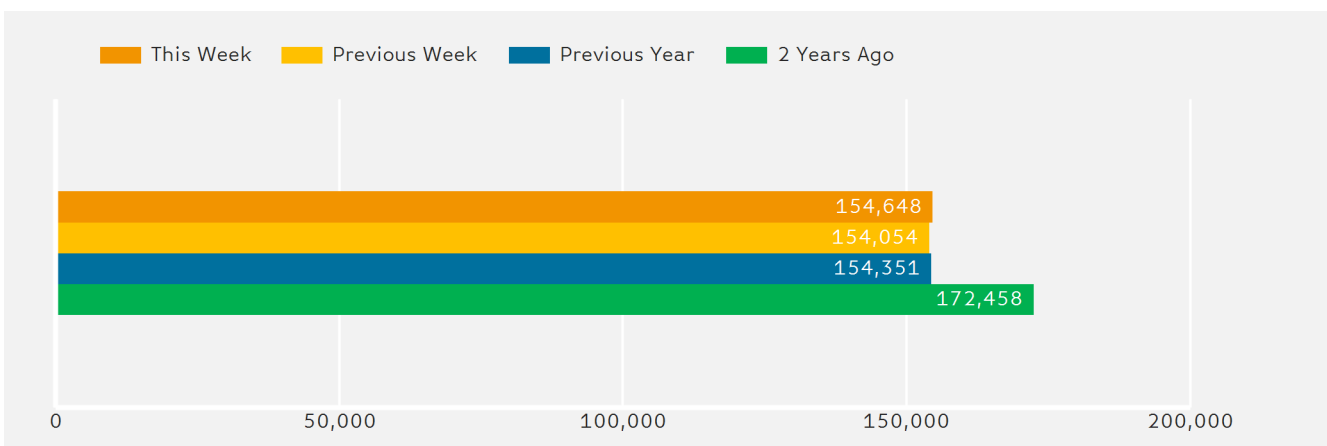
The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 10.5% down on the previous year.

Footfall for the year to date is 10.8% down on the previous year.

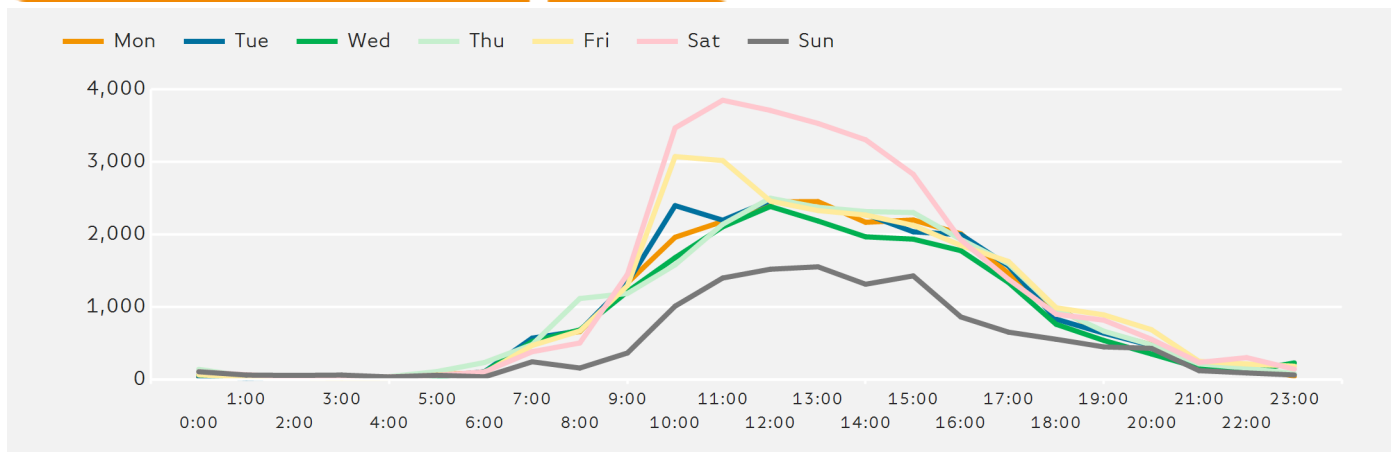
The number of visitors counted for week commencing 4 December 2017 was 154,648.

The busiest day in week commencing 4 December 2017 was Saturday with 29,694 visitors.






















The peak hour of the week was 11:00 on Saturday with footfall of 3,846

**Footfall by Week**

## Footfall by Hour



## Weather

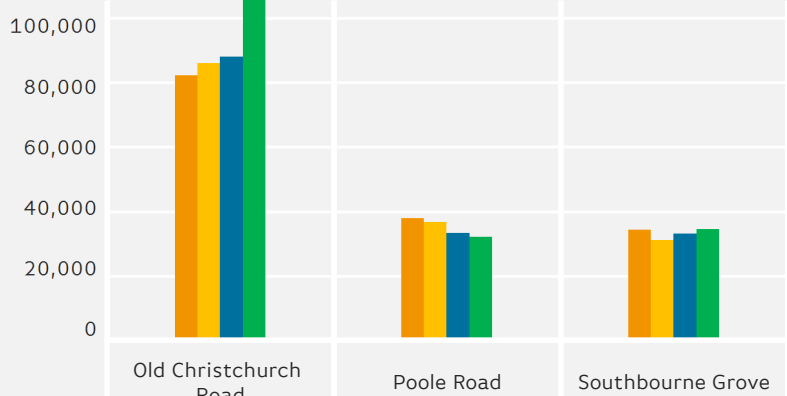
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 11	 9	 11	 13	 5	 5	 9
Previous Week	 11	 7	 7	 5	 6	 6	 11
Previous Year	 11	 11	 13	 13	 13	 13	 11

## Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	22,214	22,471	20,255	22,711	24,683	29,694	12,620	154,648
Previous Week	19,226	23,283	22,253	24,032	25,043	26,060	14,157	154,054
Previous Year	24,021	21,697	21,871	20,788	24,868	24,783	16,323	154,351
2 Years Ago	25,066	23,803	25,055	24,734	25,877	32,436	15,487	172,458
Week on Week % Change	15.5 %	-3.5 %	-9.0 %	-5.5 %	-1.4 %	13.9 %	-10.9 %	0.4 %
Year on Year % Change	-7.5 %	3.6 %	-7.4 %	9.3 %	-0.7 %	19.8 %	-22.7 %	0.2 %

## Footfall by Location

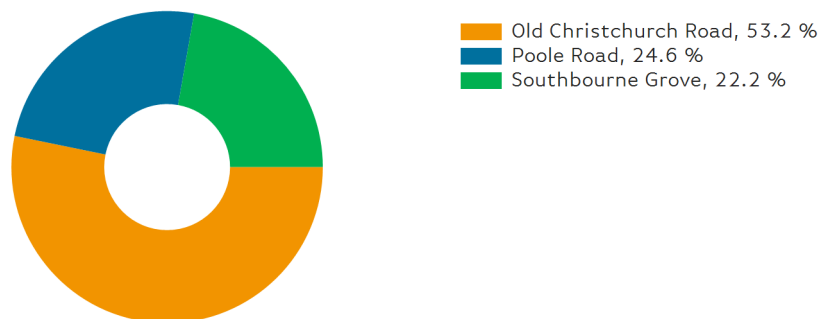
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



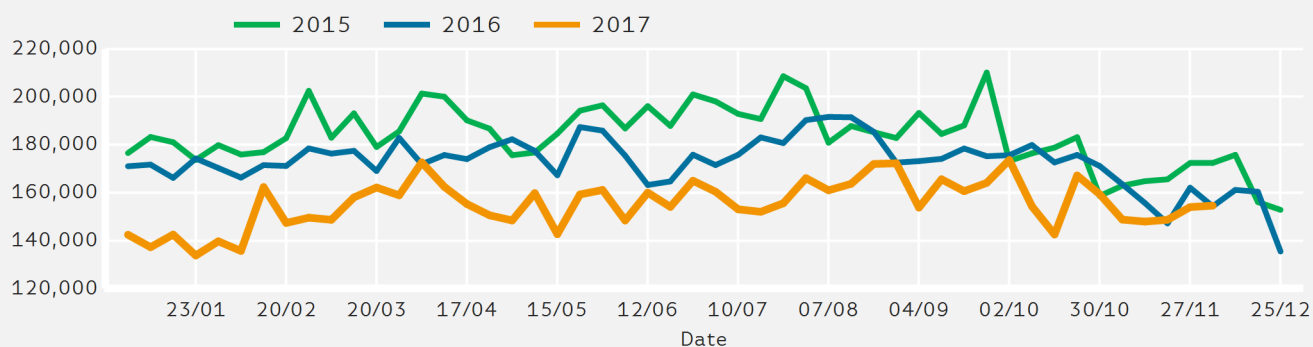
This Week	82,289	37,996	34,363
Previous Week	86,119	36,819	31,116
Previous Year	87,987	33,254	33,110
2 Years Ago	105,955	32,058	34,445
Week on Week % Change	-4.4 %	3.2 %	10.4 %
Year on Year % Change	-6.5 %	14.3 %	3.8 %

## 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.