



Bournemouth Collective

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 Collective	▲ 0.4 %	▲ 4.2 %	▼ -2.2 %	▲ 13.1 %	▲ 2.4 %	▲ 2.8 %
Sovereign Shopping Centre, Boscombe	▼ -9.6 %	▲ 4.5 %	▼ -8.7 %	▲ 9.4 %	▲ 1.7 %	▲ 0.0 %
South West	▼ -2.0 %	▼ -0.6 %	▼ -6.7 %	▼ -1.2 %	▲ 1.1 %	▲ 3.0 %
UK	▼ -0.9 %	▼ -1.4 %	▼ -4.3 %	▼ -0.5 %	▲ 0.5 %	▲ 0.1 %

Headlines

The change in footfall for Bournemouth Collective over the last 52 weeks is 0.9% up on the previous year.

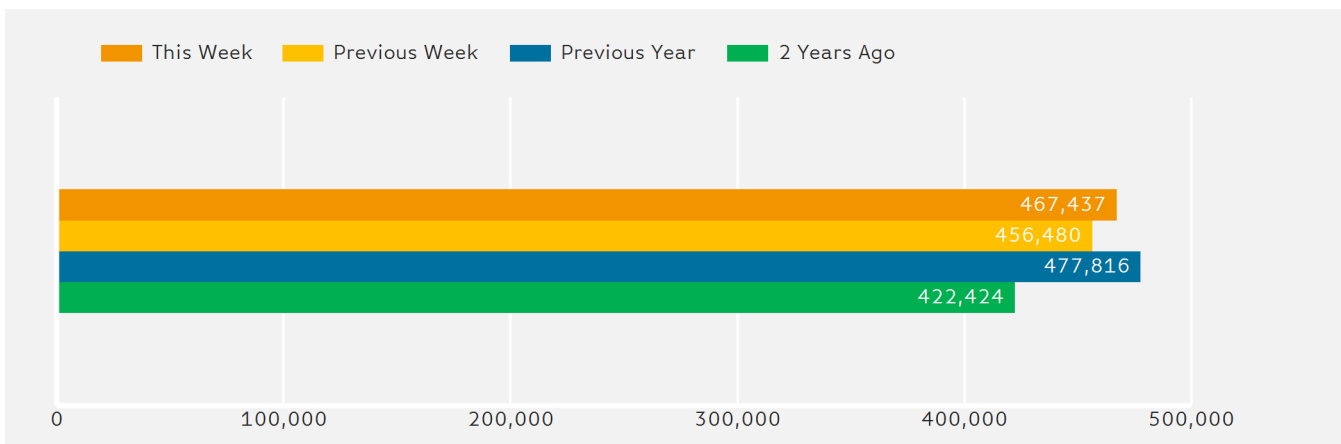
Footfall for the year to date is 0.4% up on the previous year.

The number of visitors counted for week commencing 4 December 2017 was 467,437.

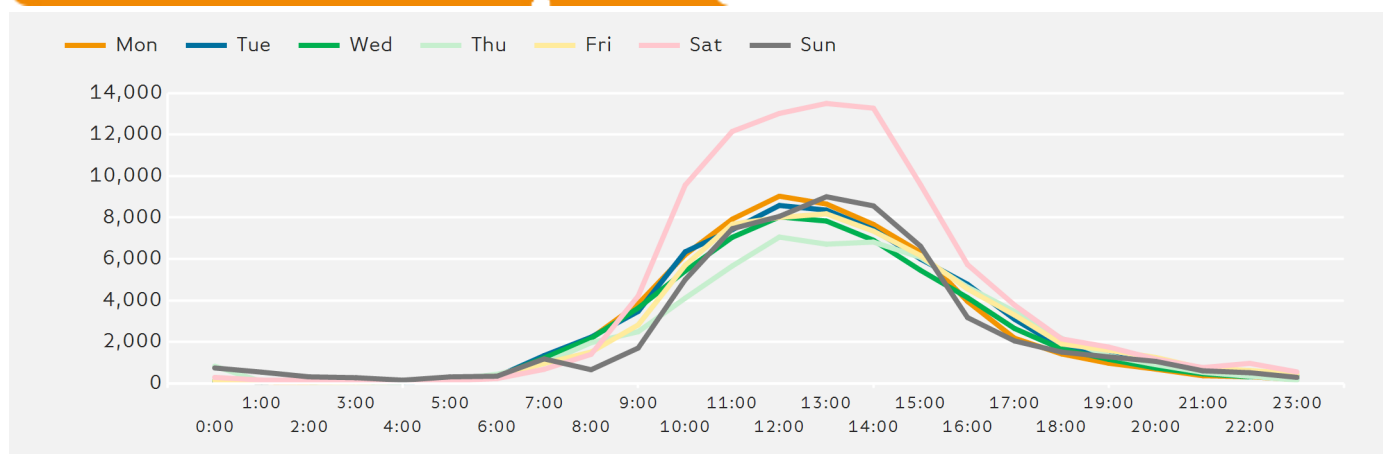
The busiest day in week commencing 4 December 2017 was Saturday with 95,463 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 13,499






















Footfall by Week



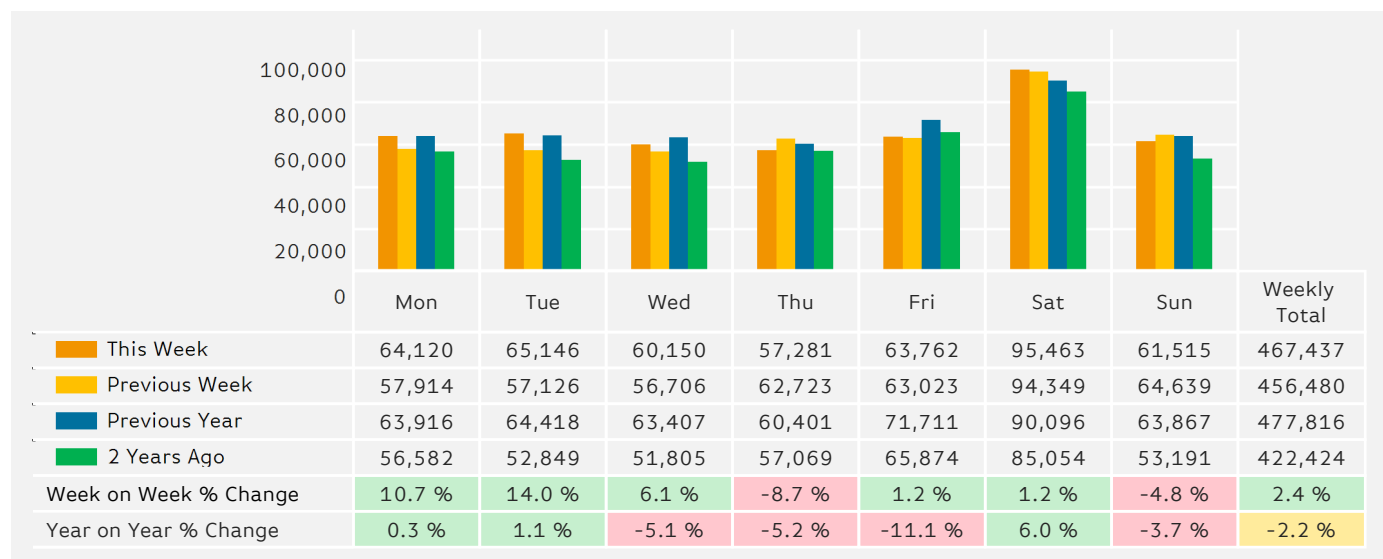
Footfall by Hour



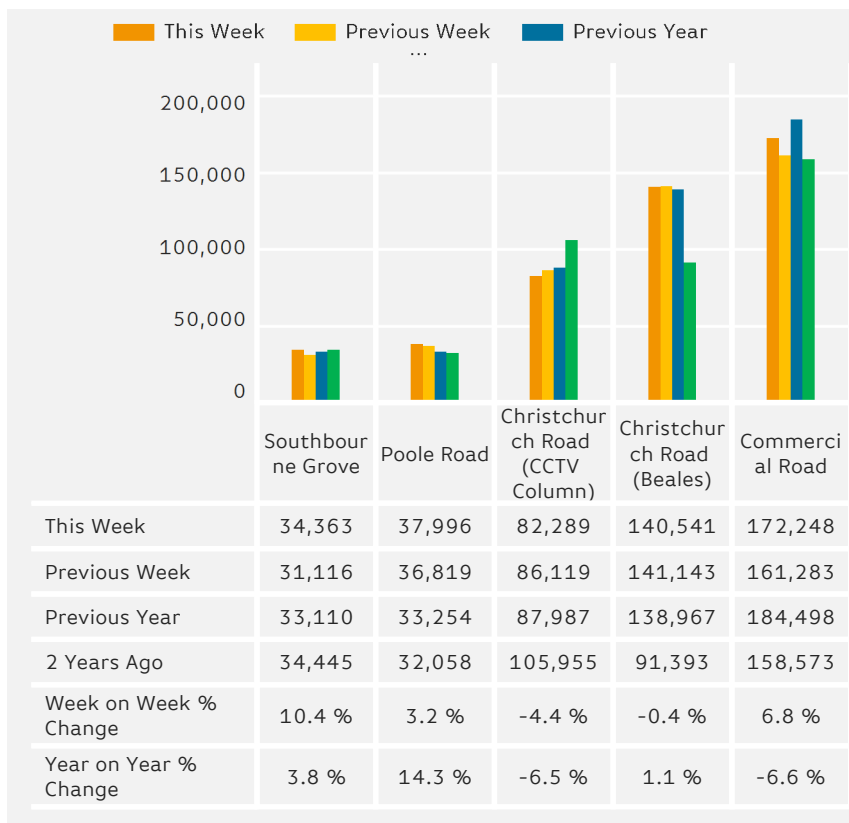
Weather

	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

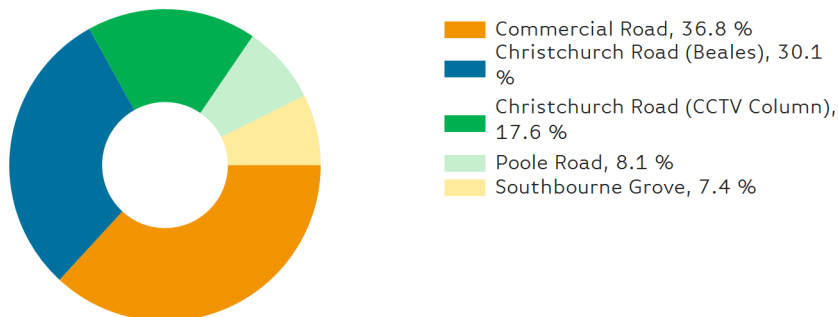


Footfall by Location

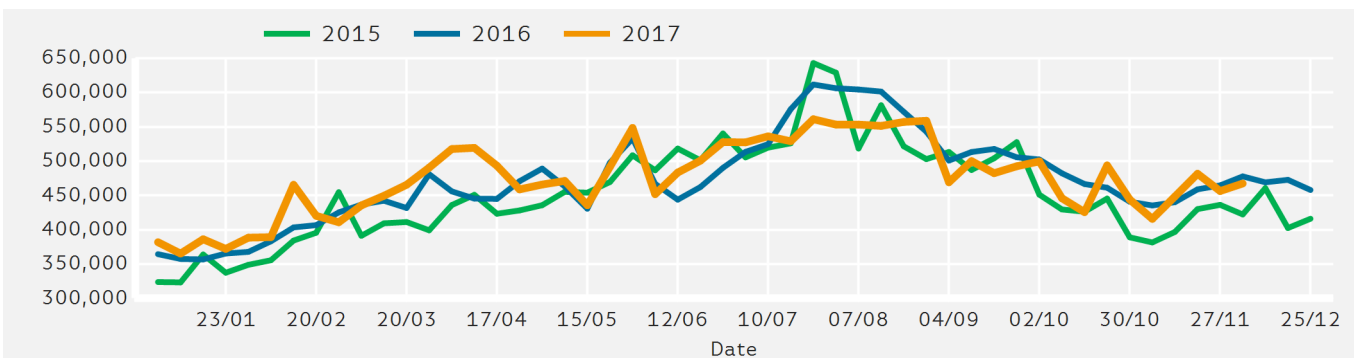


Footfall by location

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.