



## Bournemouth Collective

Week 51, 2017

18/12/2017 to 24/12/2017



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	▲ 0.7 %	▲ 4.4 %	▲ 15.8 %	▲ 17.4 %	▲ 16.8 %	▲ 0.8 %
Sovereign Shopping Centre, Boscombe	▼ -9.4 %	▲ 4.9 %	▲ 0.2 %	▲ 26.3 %	▲ 14.8 %	▲ 1.7 %
South West	▼ -2.0 %	▼ -0.5 %	▲ 8.6 %	▲ 3.7 %	▲ 15.9 %	▼ -6.6 %
UK	▼ -0.9 %	▼ -1.2 %	▲ 9.2 %	▲ 5.7 %	▲ 10.8 %	▼ -7.5 %

### Headlines

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

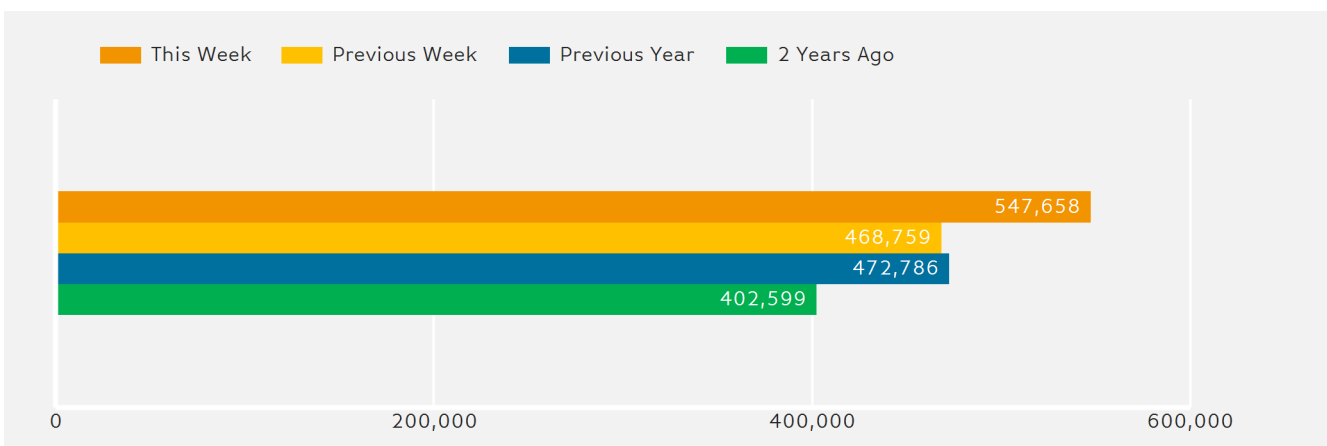
Footfall for the year to date is 0.7% up on the previous year.

The number of visitors counted for week commencing 18 December 2017 was 547,658.

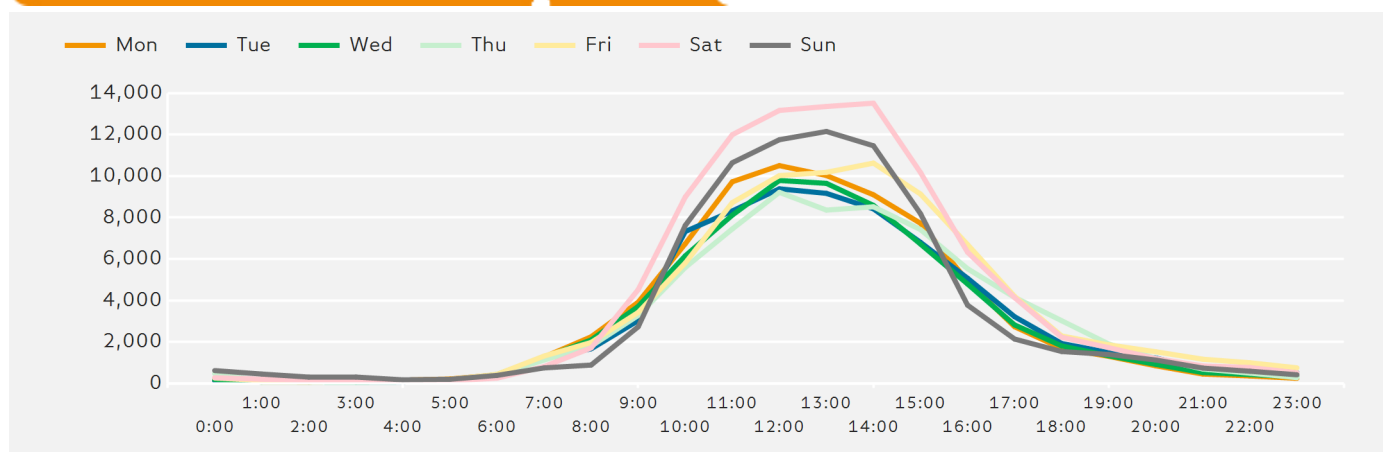
The busiest day in week commencing 18 December 2017 was Saturday with 97,247 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 13,513

### Footfall by Week



## Footfall by Hour



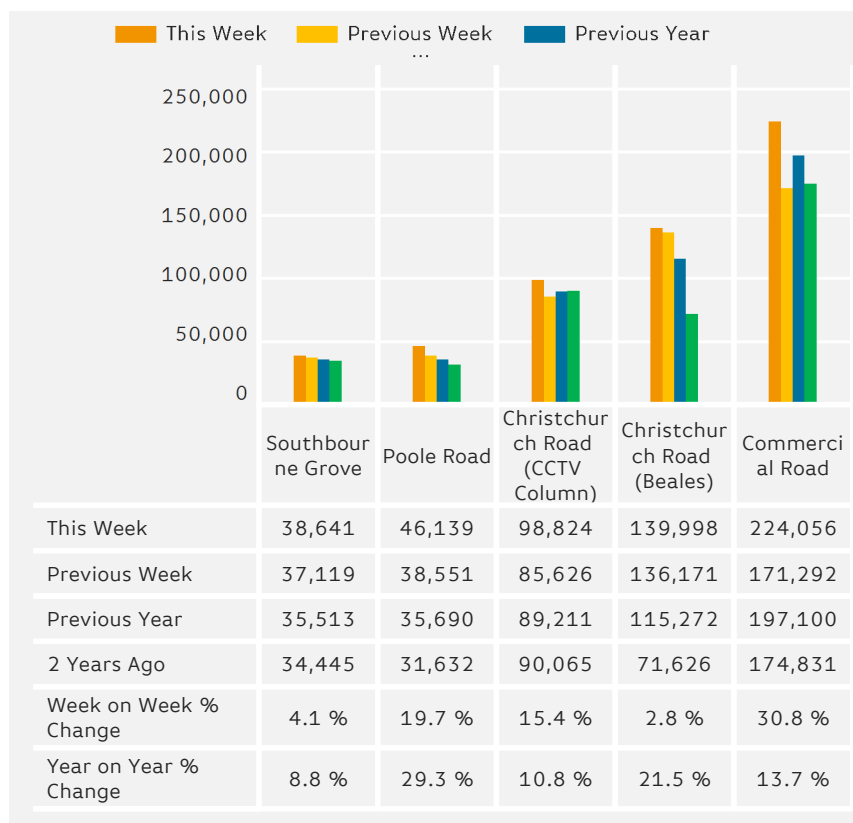
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	7	10	12	11	12	11	11
Previous Week	3	7	10	7	6	7	11
Previous Year	6	9	12	11	12	11	13

## Footfall by Day

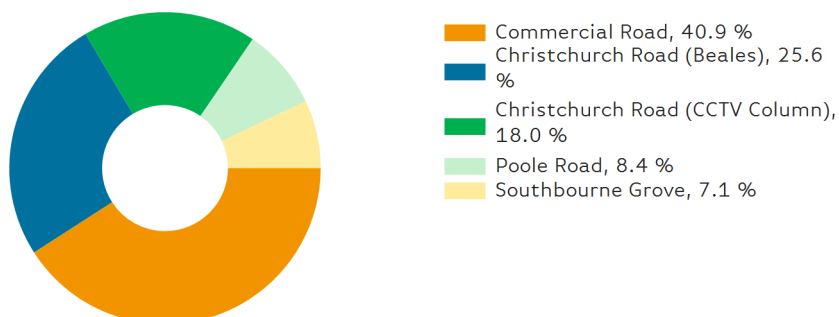
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	75,014	71,198	70,100	71,603	82,104	97,247	80,392	547,658
Previous Week	56,915	67,763	58,895	54,520	81,894	81,149	67,623	468,759
Previous Year	71,342	69,830	70,862	76,228	79,992	95,868	8,664	472,786
2 Years Ago	74,192	76,284	81,832	67,704	7,463	54,031	41,093	402,599
Week on Week % Change	31.8 %	5.1 %	19.0 %	31.3 %	0.3 %	19.8 %	18.9 %	16.8 %
Year on Year % Change	5.1 %	2.0 %	-1.1 %	-6.1 %	2.6 %	1.4 %	827.9 %	15.8 %

## Footfall by Location

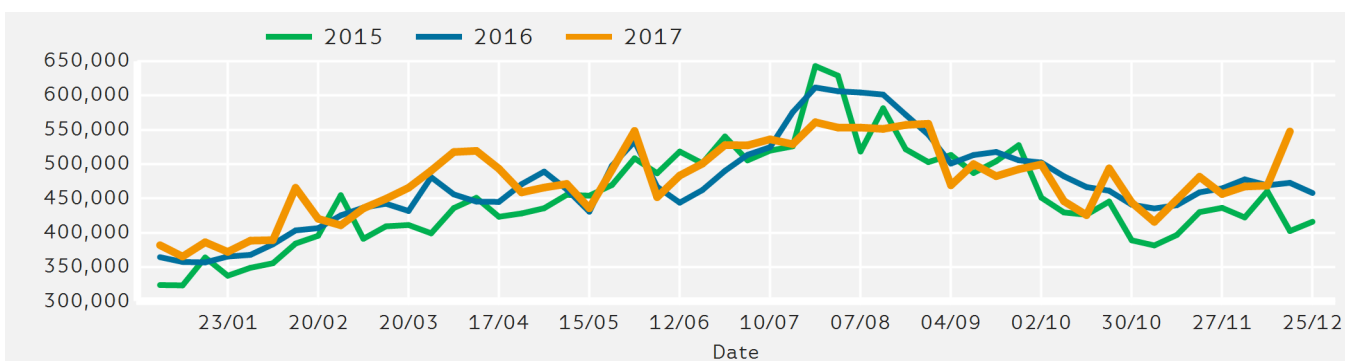


## Footfall by location

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.