



## Bournemouth

Week 10, 2018

05/03/2018 to 11/03/2018



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	▲ 4.4 %	▲ 19.8 %	▲ 23.5 %	▲ 10.1 %	▲ 37.8 %	▲ 9.7 %
South West	▼ -4.6 %	▼ -2.3 %	▼ -1.7 %	▼ -2.6 %	▲ 37.5 %	▲ 3.2 %
High Street Index(Coastal Town)	▼ -5.2 %	▼ -3.2 %	▼ -5.6 %	▼ -2.7 %	▲ 34.1 %	▲ 5.7 %
UK	▼ -4.3 %	▼ -0.9 %	▼ -4.6 %	▲ 2.2 %	▲ 29.7 %	▲ 4.2 %

### Headlines

The change in footfall for Bournemouth over the last 52 weeks is 4.5% up on the previous year.

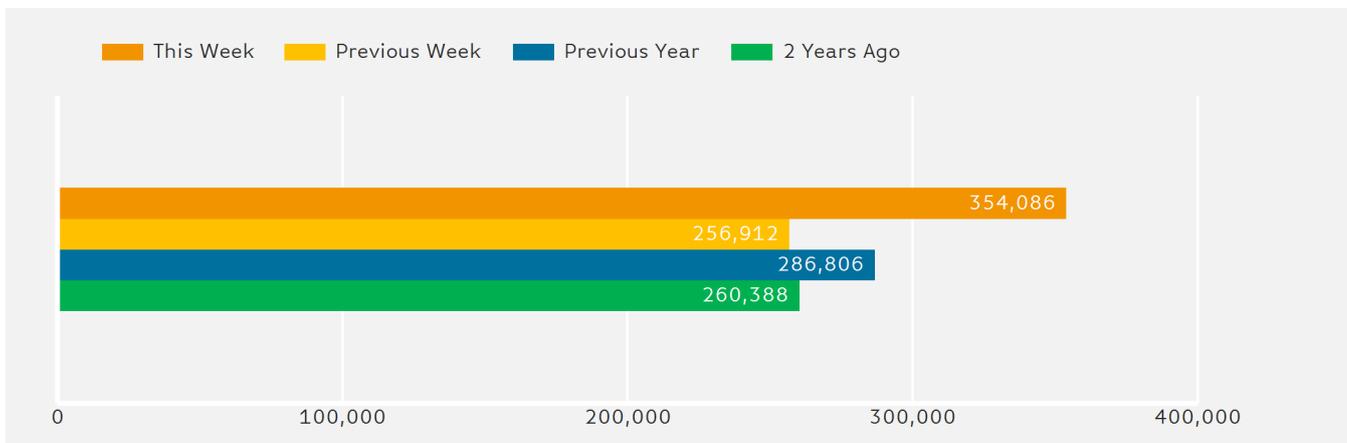
Footfall for the year to date is 4.4% up on the previous year.

The number of visitors counted for week commencing 5 March 2018 was 354,086.

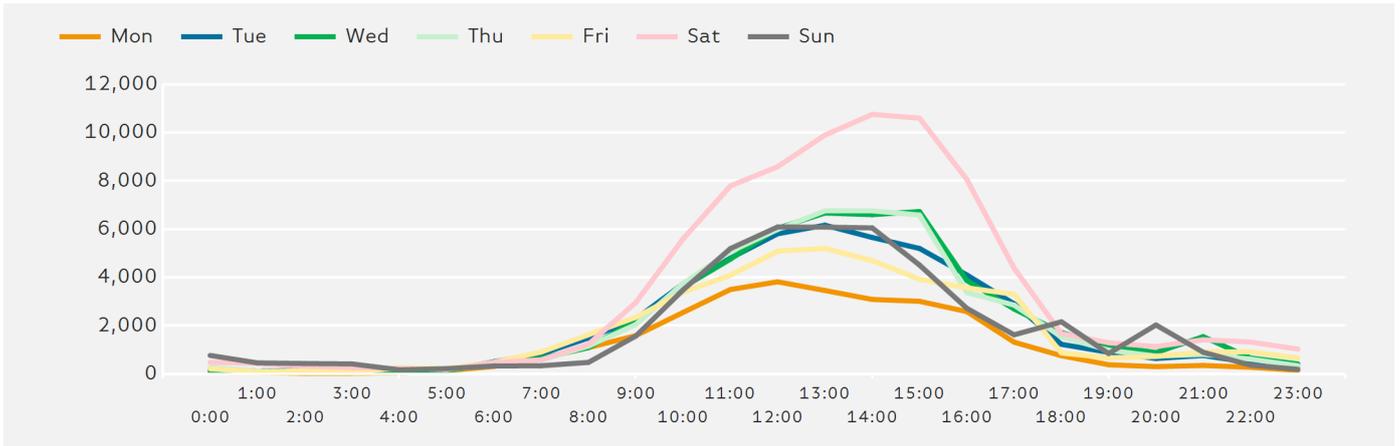
The busiest day in week commencing 5 March 2018 was Saturday with 80,648 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 10,752

### Footfall by Week



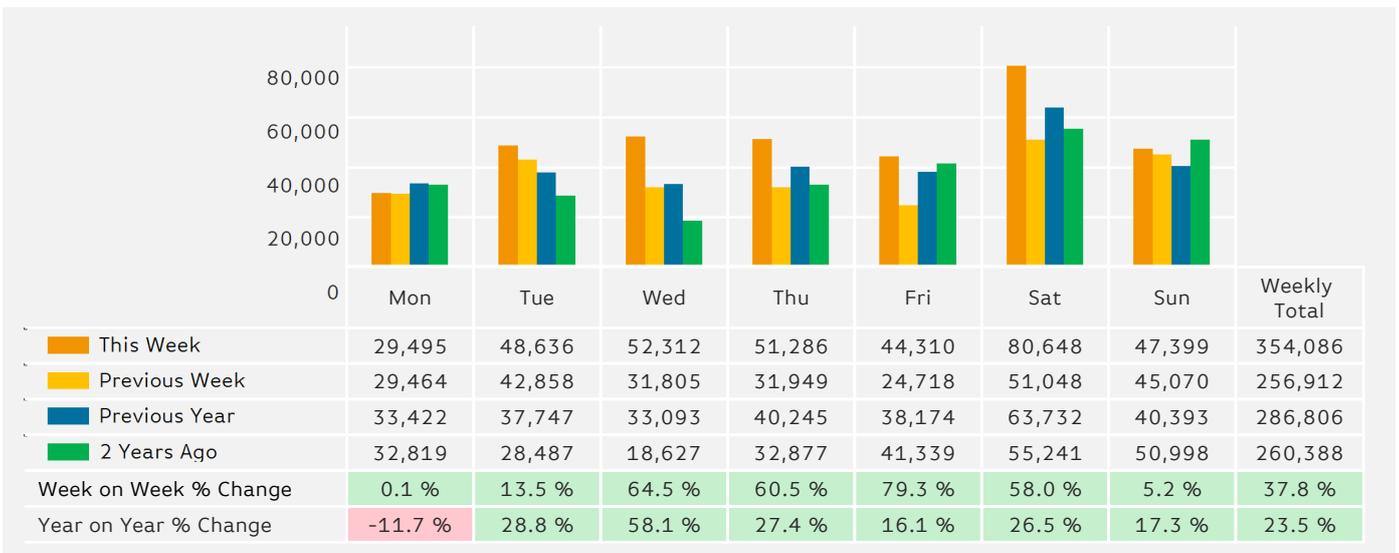
### Footfall by Hour



### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	8	9	9	11	7	12	11
Previous Week	3	2	0	-2	1	6	8
Previous Year	9	10	13	16	FOG 11	13	14

### Footfall by Day



### Footfall by Location



### 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 10, 2018 Vs Week 1, 2017 to Week 10, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 10, 2018 Vs Week 10, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 10 2018 Vs Week 9 2018