



# Bournemouth

Week 15, 2018

09/04/2018 to 15/04/2018



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	▲ 9.4 %	▲ 19.1 %	▲ 12.2 %	▲ 32.3 %	▼ -3.5 %	▲ 3.4 %
South West	▼ -4.9 %	▼ -1.7 %	▼ -8.8 %	▲ 2.0 %	▼ -3.1 %	▼ -2.4 %
High Street Index(Coastal Town)	▼ -6.3 %	▼ -2.9 %	▼ -12.2 %	▲ 0.4 %	▼ -1.4 %	▼ -2.5 %
UK	▼ -5.5 %	▲ 0.5 %	▼ -6.3 %	▲ 2.8 %	▼ -0.3 %	▼ -4.4 %

## Headlines

The change in footfall for Bournemouth over the last 52 weeks is 4.7% up on the previous year.

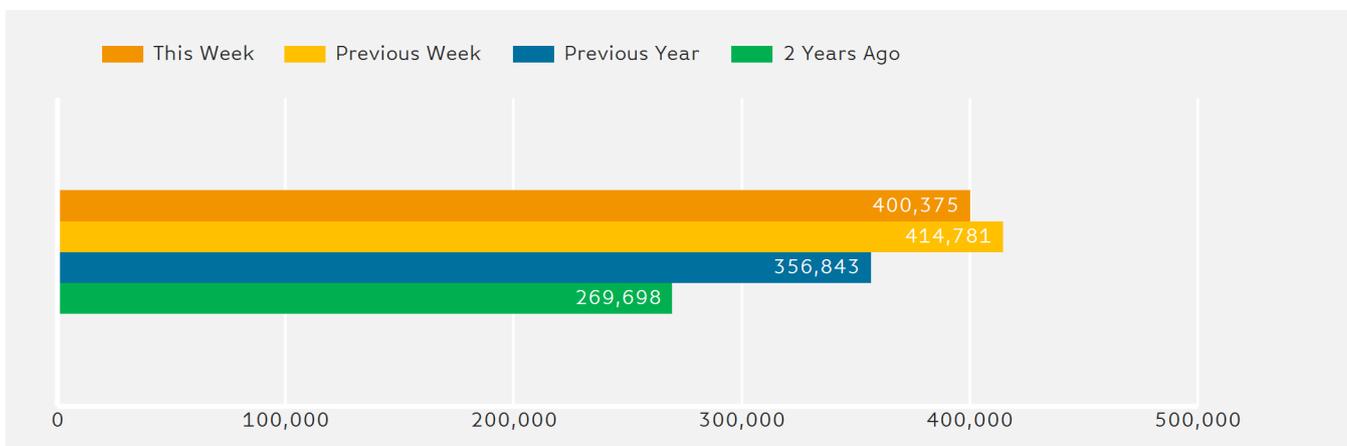
Footfall for the year to date is 9.4% up on the previous year.

The number of visitors counted for week commencing 9 April 2018 was 400,375.

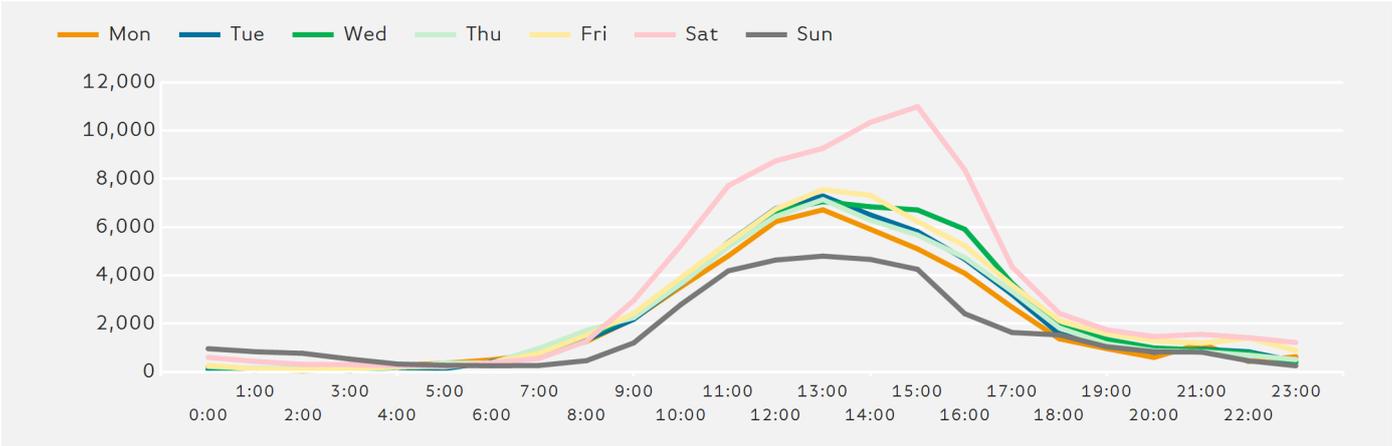
The busiest day in week commencing 9 April 2018 was Saturday with 82,163 visitors.

The peak hour of the week was 15:00 on Saturday 14 April 2018 with footfall of 10,991

## Footfall by Week



### Footfall by Hour



### Weather

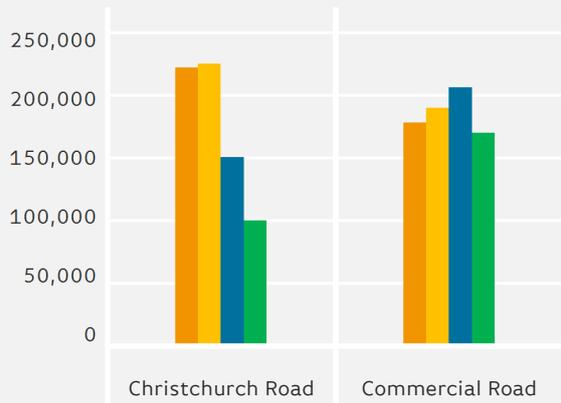
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	13	13	14	12	13	12
Previous Week	11	12	10	11	12	12	12
Previous Year	15	15	15	14	14	14	16

### Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	49,994	54,409	58,085	54,905	60,592	82,163	40,227	400,375
Previous Week	56,139	58,038	51,231	64,114	66,086	72,784	46,389	414,781
Previous Year	51,655	51,270	51,151	48,993	58,907	65,622	29,245	356,843
2 Years Ago	33,022	37,835	39,511	36,985	28,193	58,164	35,988	269,698
Week on Week % Change	-10.9 %	-6.3 %	13.4 %	-14.4 %	-8.3 %	12.9 %	-13.3 %	-3.5 %
Year on Year % Change	-3.2 %	6.1 %	13.6 %	12.1 %	2.9 %	25.2 %	37.6 %	12.2 %

### Footfall by Location

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



	Christchurch Road	Commercial Road
This Week	222,096	178,279
Previous Week	224,999	189,782
Previous Year	150,545	206,298
2 Years Ago	99,847	169,851
Week on Week % Change	-1.3 %	-6.1 %
Year on Year % Change	47.5 %	-13.6 %

### 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 15, 2018 Vs Week 1, 2017 to Week 15, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 15, 2018 Vs Week 15, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2018 Vs Week 14 2018