

**Bournemouth**

Week 2, 2018

08/01/2018 to 14/01/2018



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	▼ -4.2 %	▲ 23.3 %	▼ -1.1 %	▲ 22.8 %	▲ 1.6 %	▼ -4.8 %
South West	▼ -6.2 %	▲ 0.1 %	▼ -4.0 %	▼ -1.0 %	▼ -1.8 %	▼ -4.7 %
High Street Index(Coastal Town)	▼ -6.6 %	▼ -1.8 %	▼ -3.6 %	▼ -5.5 %	▼ -0.2 %	▼ -8.1 %
UK	▼ -3.1 %	▼ -1.9 %	▼ -1.5 %	▼ -3.9 %	▲ 1.4 %	▼ -3.2 %

Headlines

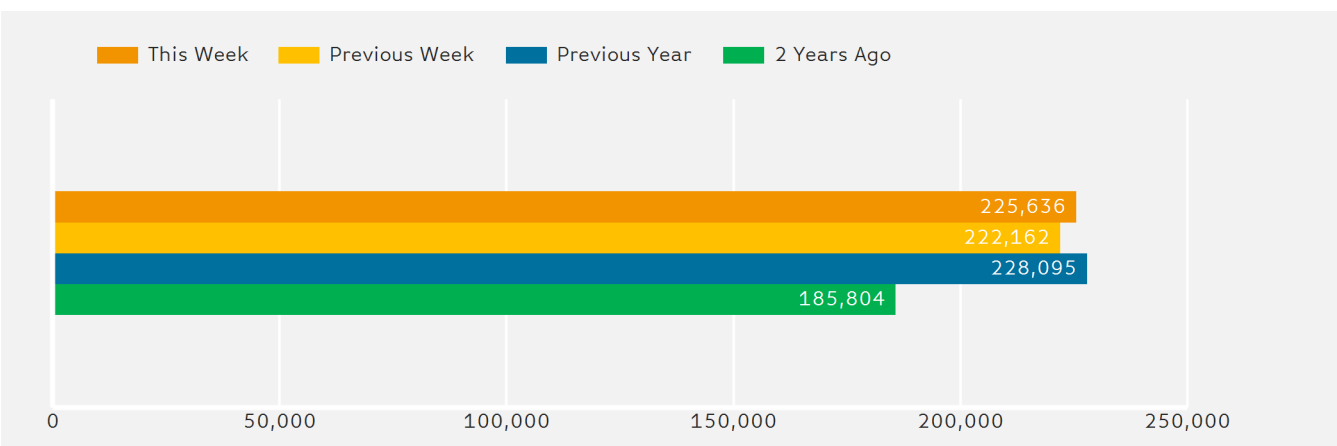
The change in footfall for Bournemouth over the last 52 weeks is 5.9% up on the previous year.

Footfall for the year to date is 4.2% down on the previous year.

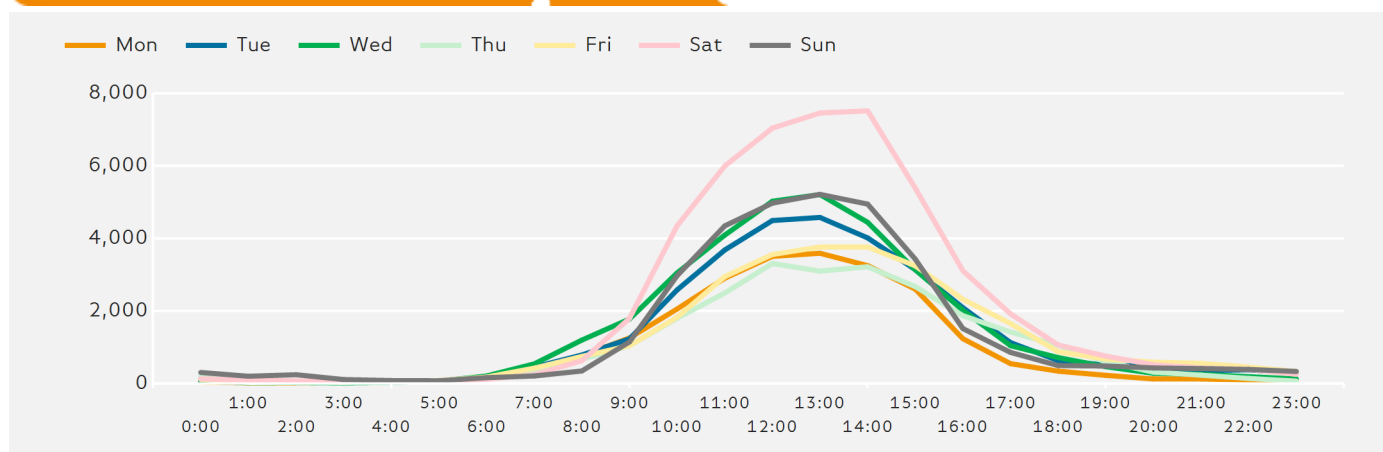
The number of visitors counted for week commencing 8 January 2018 was 225,636.

The busiest day in week commencing 8 January 2018 was Saturday with 49,348 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 7,510

Footfall by Week

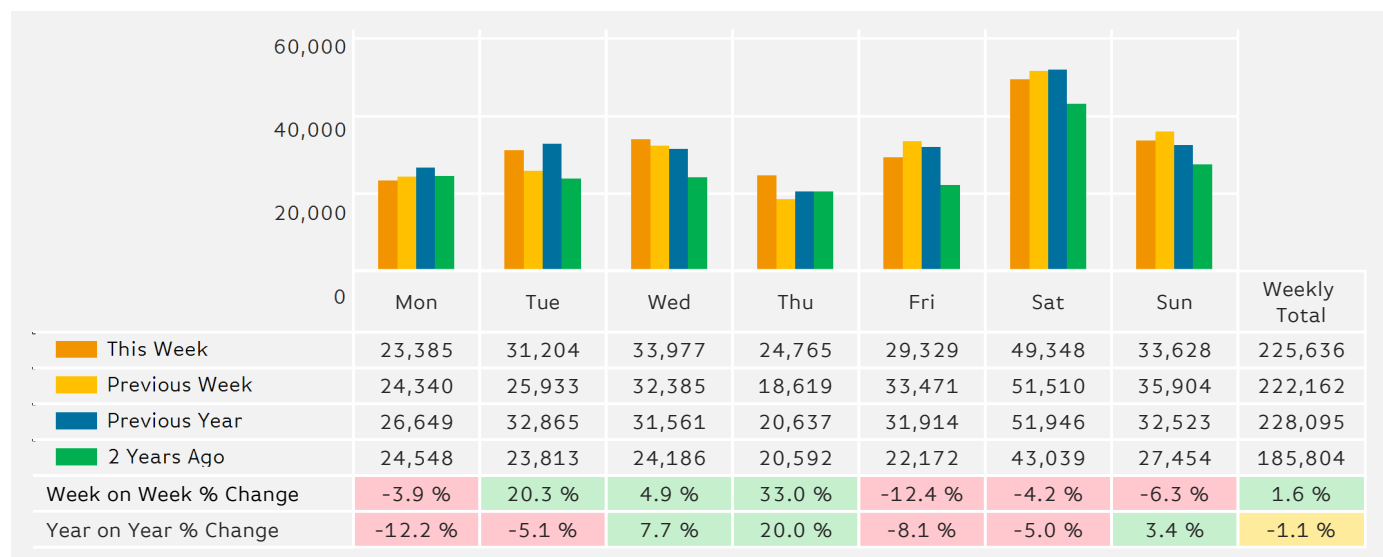
Footfall by Hour



Weather

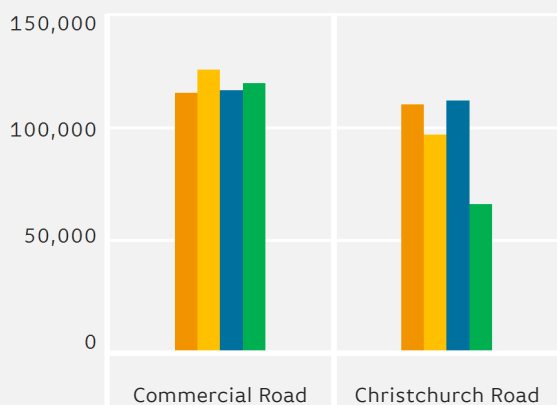
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	3	8	9	7	9	8	7
Previous Week	8	12	10	11	9	6	6
Previous Year	10	10	12	8	6	9	10

Footfall by Day



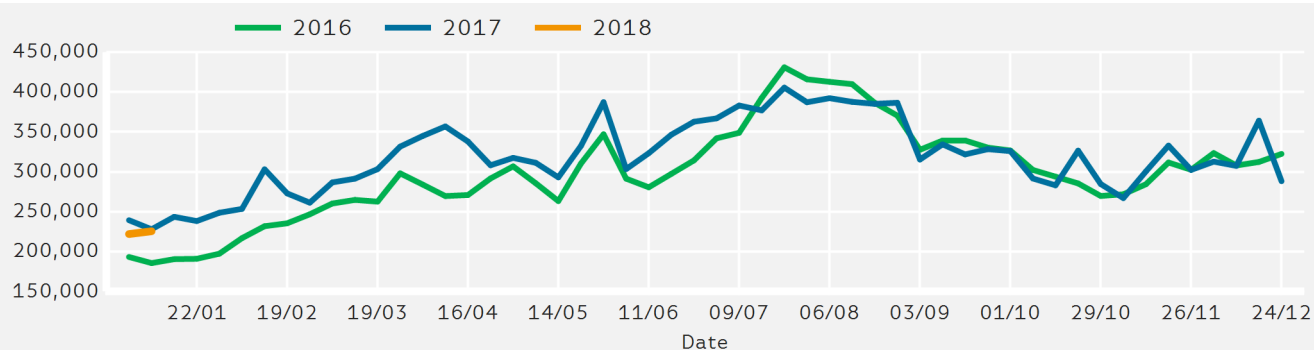
Footfall by Location

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



This Week	115,353	110,283
Previous Week	125,494	96,668
Previous Year	116,304	111,791
2 Years Ago	119,630	66,174
Week on Week % Change	-8.1 %	14.1 %
Year on Year % Change	-0.8 %	-1.3 %

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.