

**Bournemouth Town Centre**

Week 20, 2018

14/05/2018 to 20/05/2018



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 Town Centre	▲ 13.0 %	▲ 16.7 %	▲ 26.3 %	▲ 11.3 %	▼ -3.2 %	▼ -5.9 %
South West	▼ -3.4 %	▼ -1.3 %	▲ 5.2 %	▼ -1.6 %	▲ 3.6 %	▼ -6.2 %
High Street Index(Coastal Town)	▼ -5.4 %	▼ -2.6 %	▲ 2.8 %	▼ -0.9 %	▲ 0.6 %	▼ -6.2 %
UK	▼ -3.7 %	▼ -0.2 %	▲ 4.6 %	▼ -2.0 %	▲ 2.5 %	▼ -3.1 %

**Headlines**

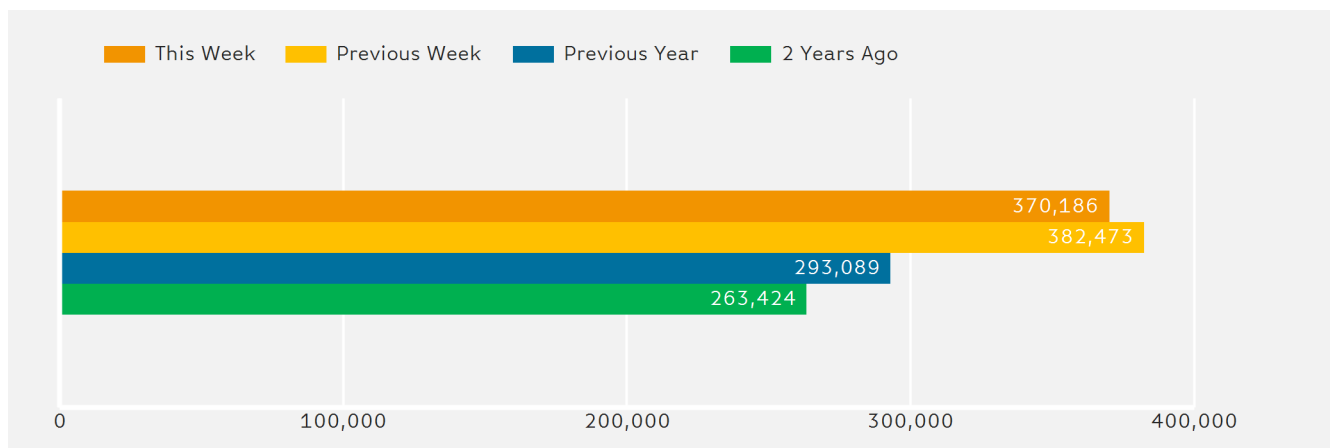
The change in footfall for Bournemouth Town Centre over the last 52 weeks is 5.9% up on the previous year.

Footfall for the year to date is 13% up on the previous year.

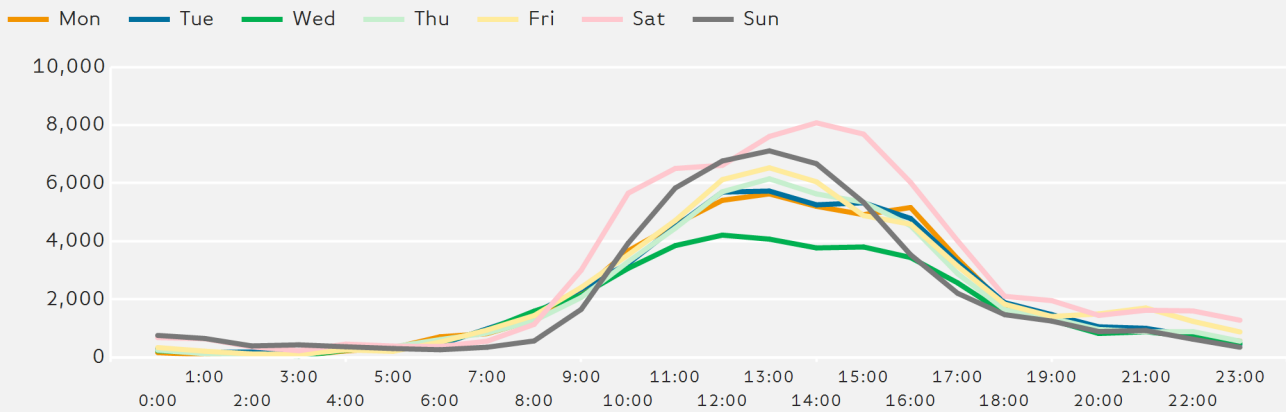
The number of visitors counted for week commencing 14 May 2018 was 370,186.

The busiest day in week commencing 14 May 2018 was Saturday with 70,114 visitors.

The peak hour of the week was 14:00 on Saturday 19 May 2018 with footfall of 8,080

**Footfall by Week**

## Footfall by Hour



## Weather

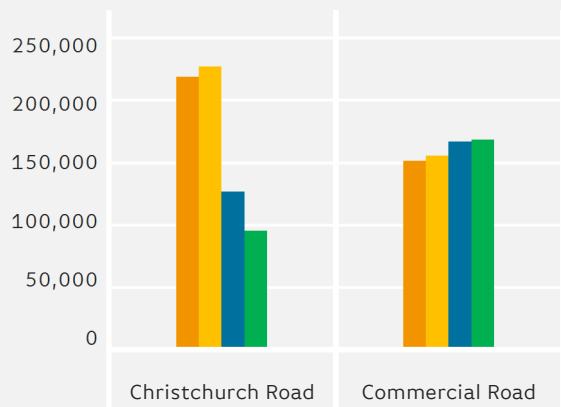
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	20	22	17	17	16	18	16
Previous Week	23	20	15	15	14	14	17
Previous Year	15	17	14	14	13	13	14

## Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	50,305	51,118	40,793	50,362	54,759	70,114	52,735	370,186
Previous Week	64,908	50,568	51,004	47,975	50,764	67,275	49,979	382,473
Previous Year	36,299	38,883	30,698	41,409	44,230	61,699	39,871	293,089
2 Years Ago	38,345	36,066	29,322	36,536	39,792	44,870	38,493	263,424
Week on Week % Change	-22.5 %	1.1 %	-20.0 %	5.0 %	7.9 %	4.2 %	5.5 %	-3.2 %
Year on Year % Change	38.6 %	31.5 %	32.9 %	21.6 %	23.8 %	13.6 %	32.3 %	26.3 %

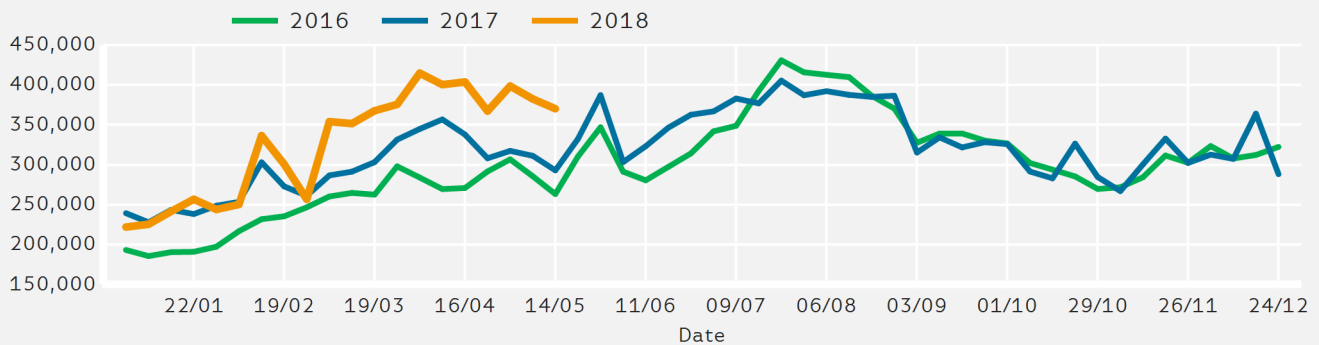
## Footfall by Location

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



This Week	218,826	151,360
Previous Week	226,915	155,558
Previous Year	126,556	166,533
2 Years Ago	95,301	168,123
Week on Week % Change	-3.6 %	-2.7 %
Year on Year % Change	72.9 %	-9.1 %

## 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 20, 2018 Vs Week 1, 2017 to Week 20, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 20, 2018 Vs Week 20, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 20 2018 Vs Week 19 2018