

**Bournemouth**

Week 3, 2018

15/01/2018 to 21/01/2018



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	▼ -3.0 %	▲ 24.8 %	▼ -0.8 %	▲ 27.8 %	▲ 7.2 %	▲ 6.8 %
South West	▼ -6.6 %	▼ -0.4 %	▼ -7.3 %	▼ -1.6 %	▼ -2.9 %	▲ 1.0 %
High Street Index(Coastal Town)	▼ -6.9 %	▼ -1.5 %	▼ -7.6 %	▼ -0.7 %	▼ -1.0 %	▲ 4.7 %
UK	▼ -3.8 %	▼ -0.9 %	▼ -5.2 %	▲ 1.0 %	▲ 0.4 %	▲ 6.0 %

Headlines

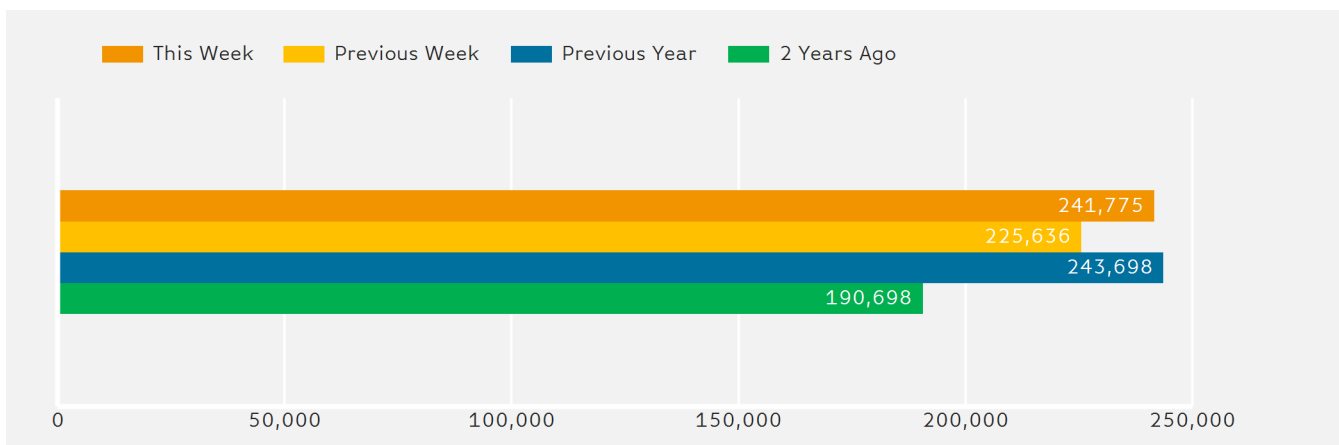
The change in footfall for Bournemouth over the last 52 weeks is 5.6% up on the previous year.

Footfall for the year to date is 3% down on the previous year.

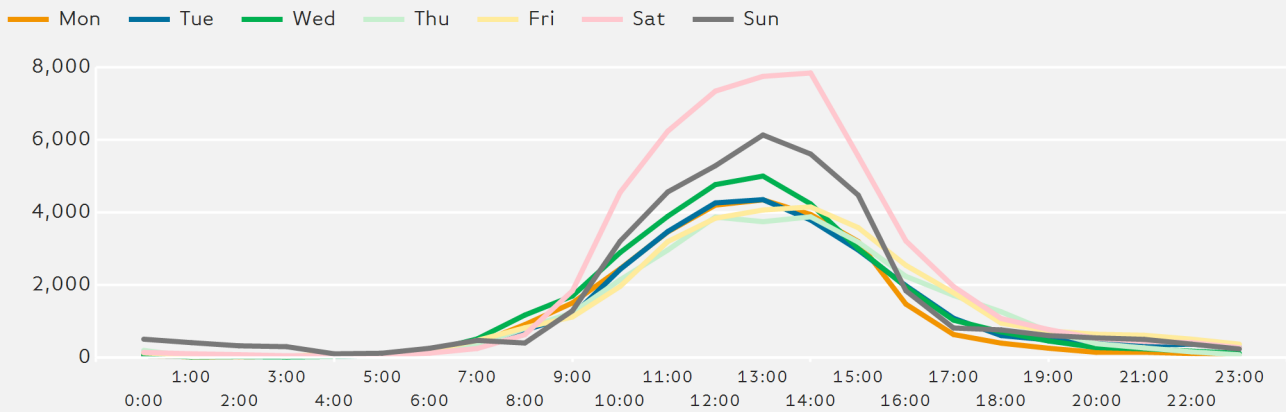
The number of visitors counted for week commencing 15 January 2018 was 241,775.

The busiest day in week commencing 15 January 2018 was Saturday with 51,200 visitors.

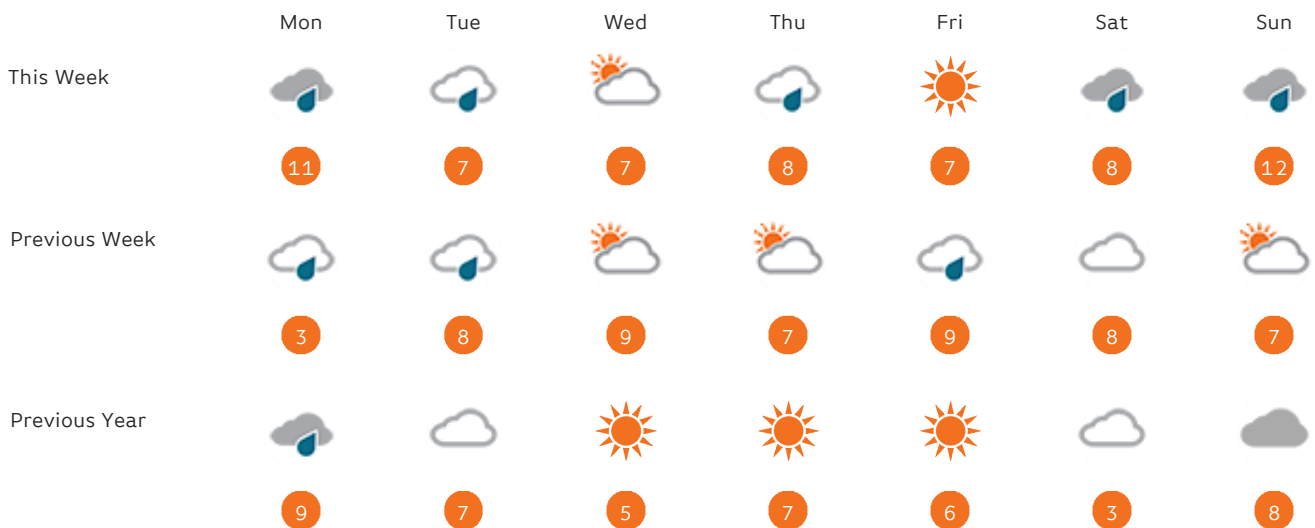
The peak hour of the week was 14:00 on Saturday with footfall of 7,837

Footfall by Week

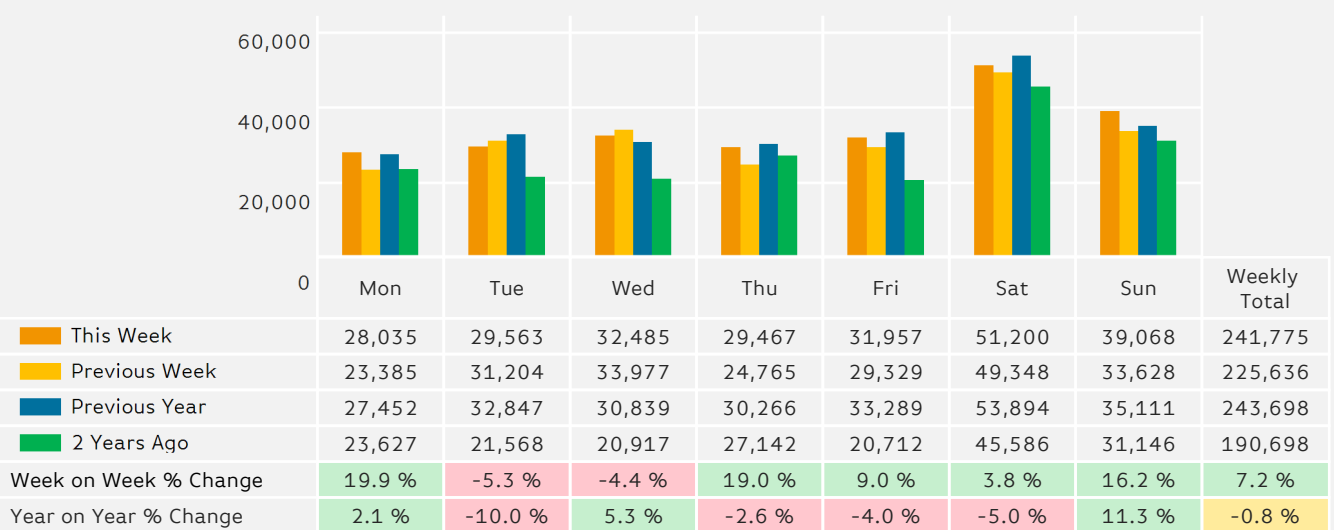
Footfall by Hour



Weather

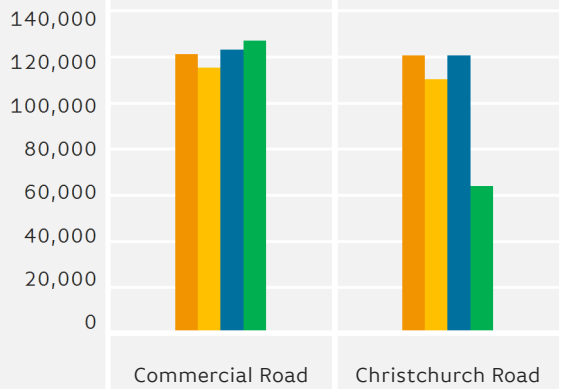


Footfall by Day



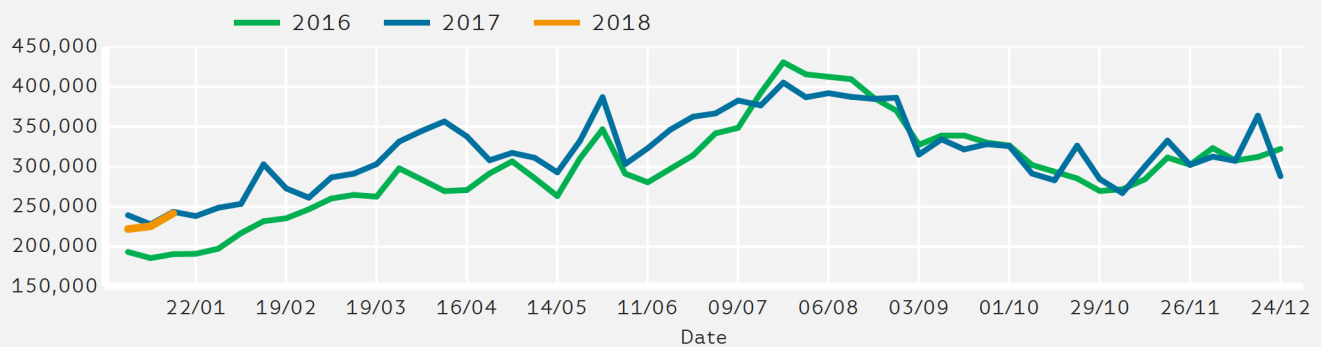
Footfall by Location

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



This Week	121,246	120,529
Previous Week	115,353	110,283
Previous Year	123,046	120,652
2 Years Ago	126,911	63,787
Week on Week % Change	5.1 %	9.3 %
Year on Year % Change	-1.5 %	-0.1 %

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 3, 2018 Vs Week 1, 2017 to Week 3, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 3, 2018 Vs Week 3, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 3 2018 Vs Week 2 2018