

**Bournemouth**

Week 5, 2018

29/01/2018 to 04/02/2018



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 | ▼ -0.6 % | ▲ 25.0 % | ▼ -1.9 % | ▲ 25.9 % | ▼ -4.9 % | ▲ 4.4 % |
| South West | ▼ -3.5 % | ▼ -2.2 % | ▲ 1.9 % | ▼ -4.8 % | ▲ 1.8 % | ▲ 0.7 % |
| High Street Index(Coastal Town) | ▼ -4.0 % | ▼ -3.0 % | ▲ 2.6 % | ▼ -4.6 % | ▲ 2.9 % | ▲ 0.9 % |
| UK | ▼ -2.7 % | ▼ -0.8 % | ▼ -1.9 % | ▲ 1.1 % | ▼ -0.6 % | ▲ 1.8 % |

Headlines

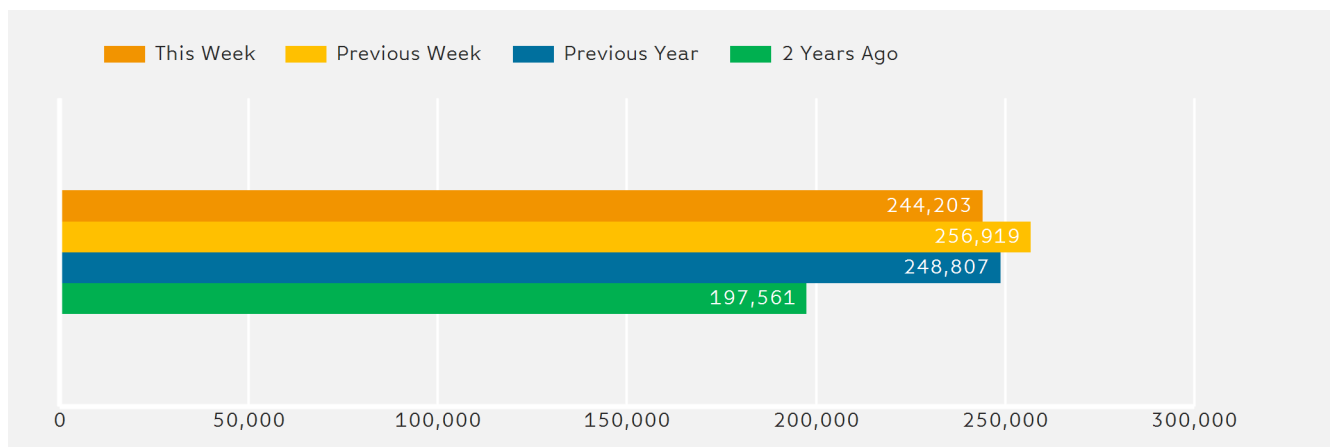
The change in footfall for Bournemouth over the last 52 weeks is 5% up on the previous year.

Footfall for the year to date is 0.6% down on the previous year.

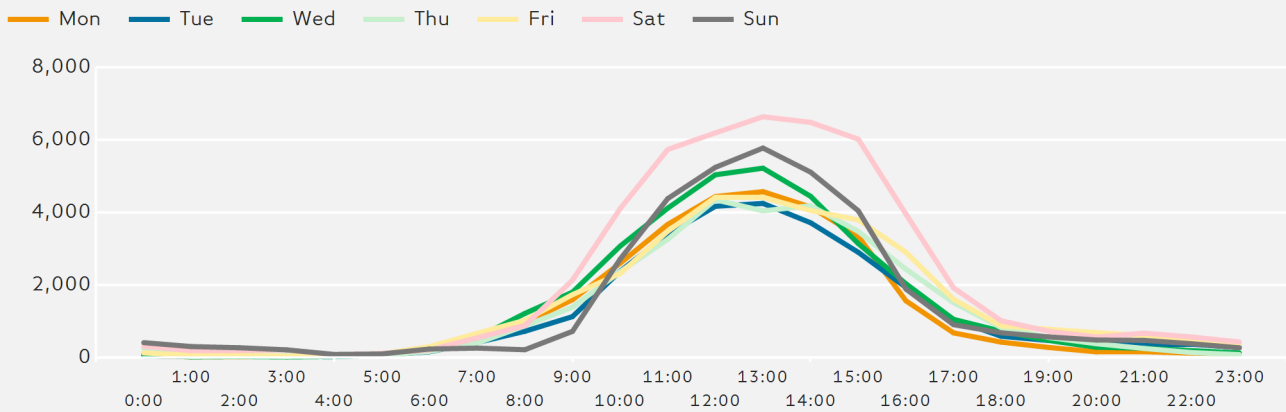
The number of visitors counted for week commencing 29 January 2018 was 244,203.

The busiest day in week commencing 29 January 2018 was Saturday with 49,809 visitors.

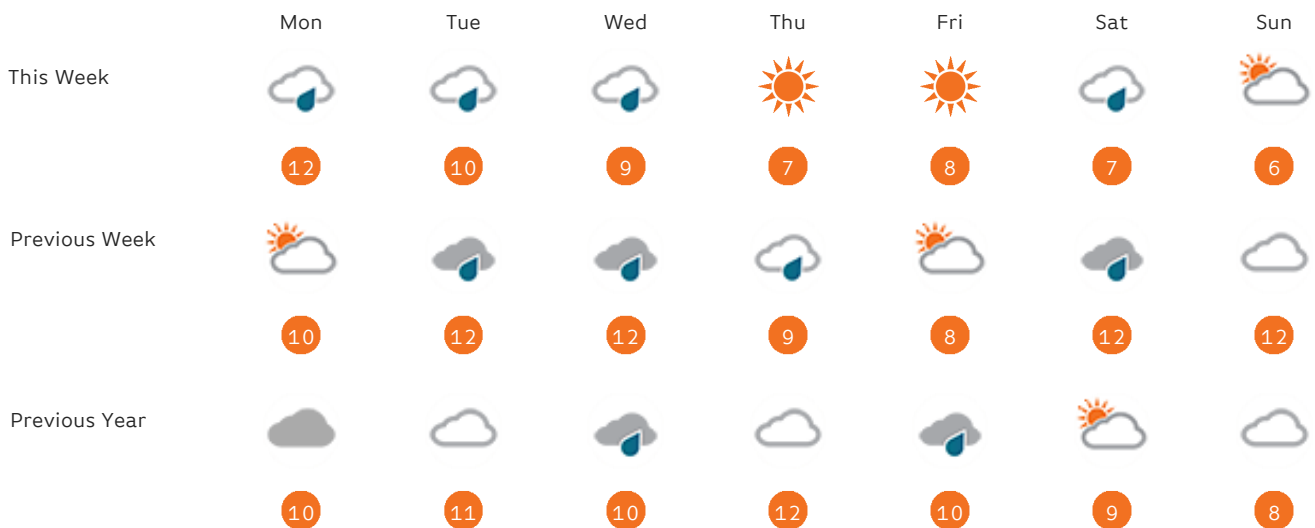
The peak hour of the week was 13:00 on Saturday with footfall of 6,632

Footfall by Week

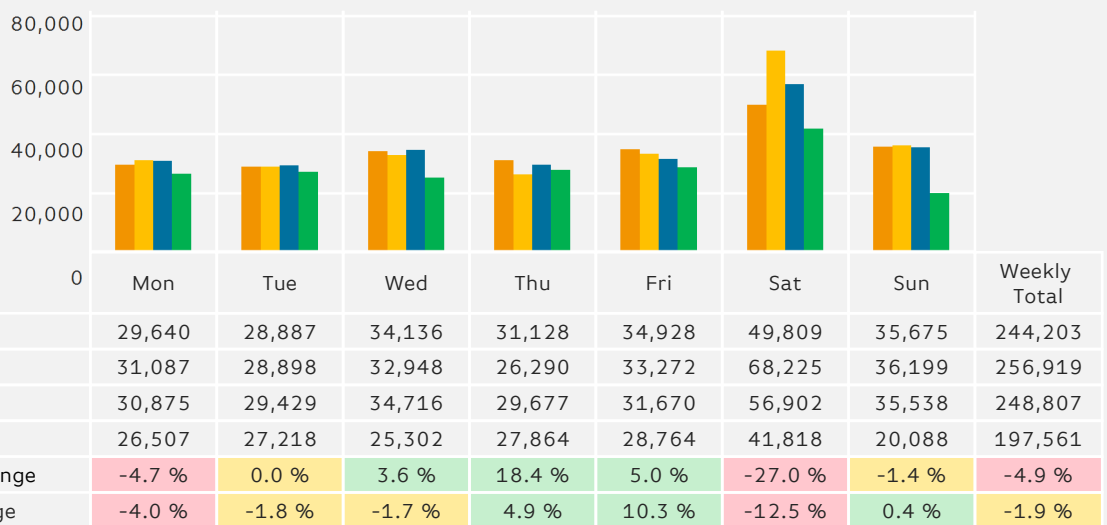
Footfall by Hour



Weather

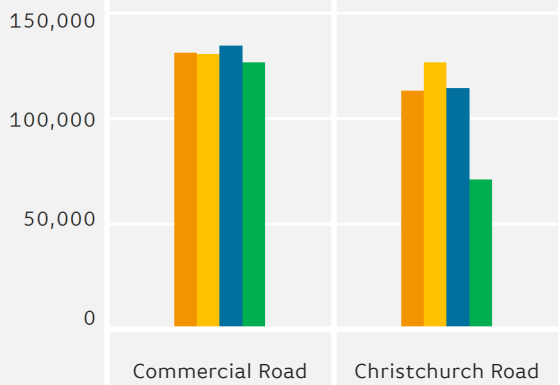


Footfall by Day



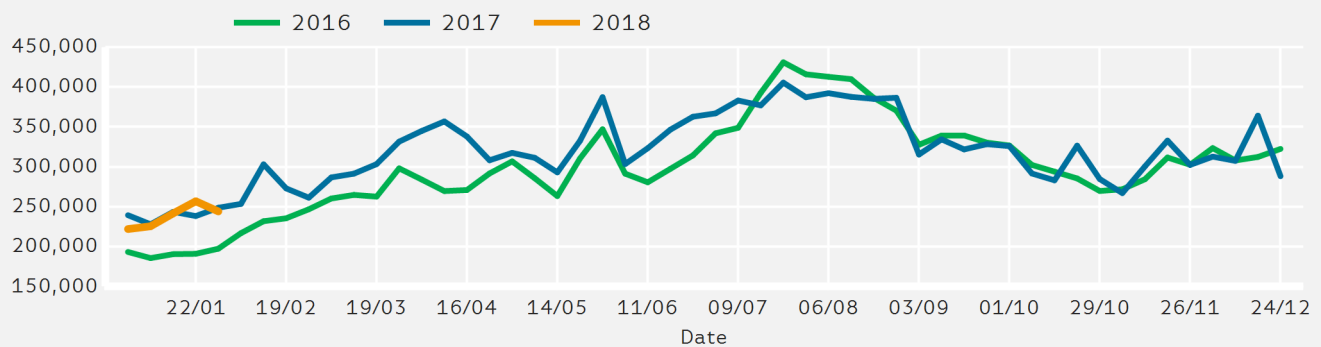
Footfall by Location

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



| | | |
|-----------------------|---------|---------|
| This Week | 131,192 | 113,011 |
| Previous Week | 130,479 | 126,440 |
| Previous Year | 134,390 | 114,417 |
| 2 Years Ago | 126,522 | 71,039 |
| Week on Week % Change | 0.5 % | -10.6 % |
| Year on Year % Change | -2.4 % | -1.2 % |

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 5, 2018 Vs Week 1, 2017 to Week 5, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 5, 2018 Vs Week 5, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 5 2018 Vs Week 4 2018