



Bournemouth

Week 50, 2017

11/12/2017 to 17/12/2017



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	
	2017	2016	2017	2016	2017	2016
Bournemouth	▲ 6.8 %	▲ 11.2 %	▼ -0.2 %	▲ 8.1 %	▼ -1.7 %	▼ -4.8 %
South West	▼ -2.2 %	▼ -0.6 %	▼ -10.3 %	▼ -1.2 %	▲ 0.4 %	▲ 3.7 %
High Street Index(Coastal Town)	▼ -3.3 %	▼ -2.5 %	▼ -11.3 %	▲ 0.2 %	▼ -1.7 %	▲ 5.8 %
UK	▼ -1.1 %	▼ -1.4 %	▼ -8.8 %	▼ -1.8 %	▼ 0.0 %	▲ 4.9 %

Headlines

The change in footfall for Bournemouth over the last 52 weeks is 7.4% up on the previous year.

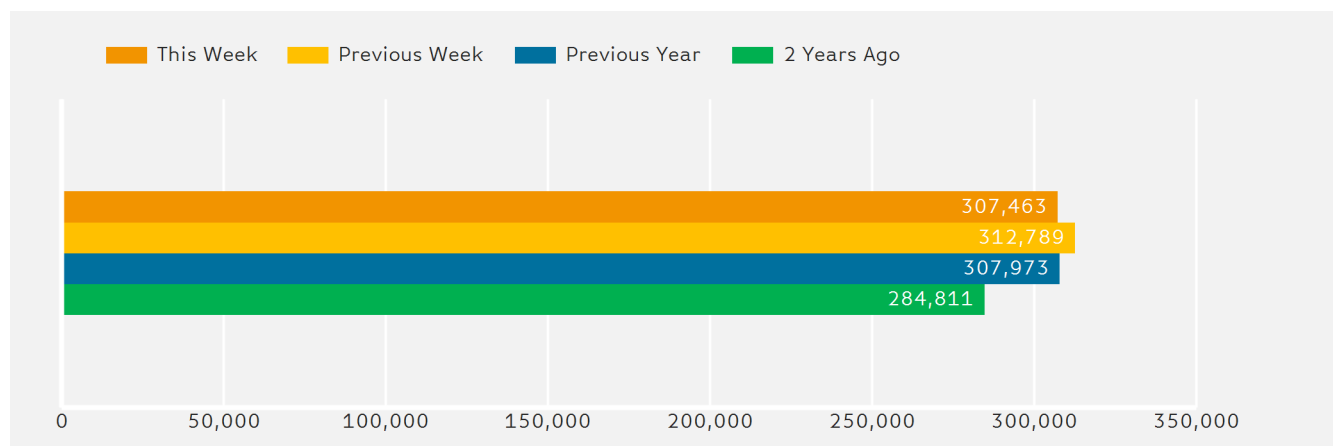
Footfall for the year to date is 6.8% up on the previous year.

The number of visitors counted for week commencing 11 December 2017 was 307,463.

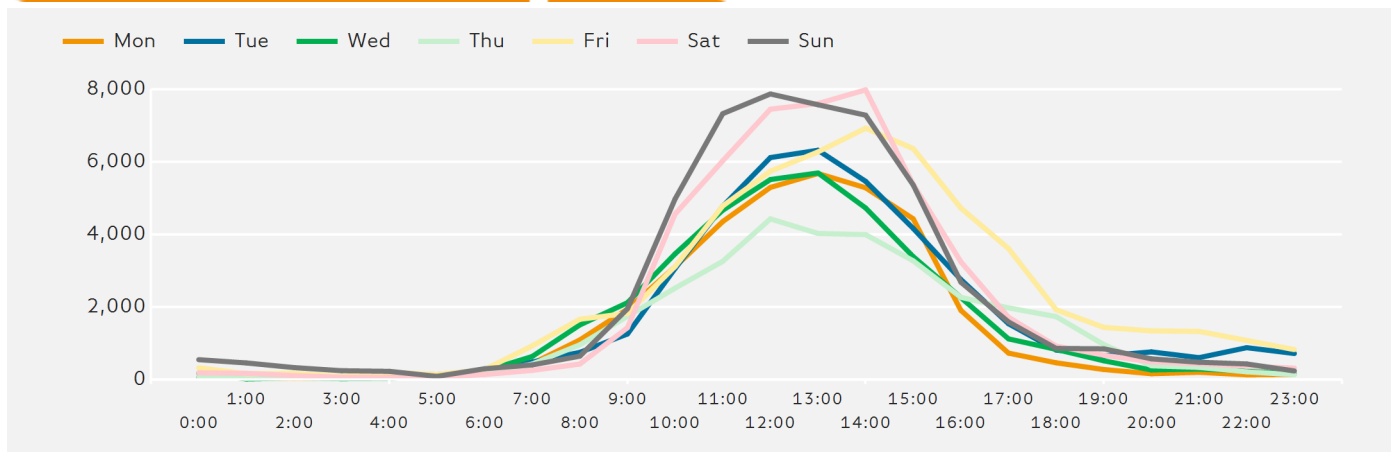
The busiest day in week commencing 11 December 2017 was Friday with 55,182 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 7,978






















Footfall by Week



Footfall by Hour



Weather

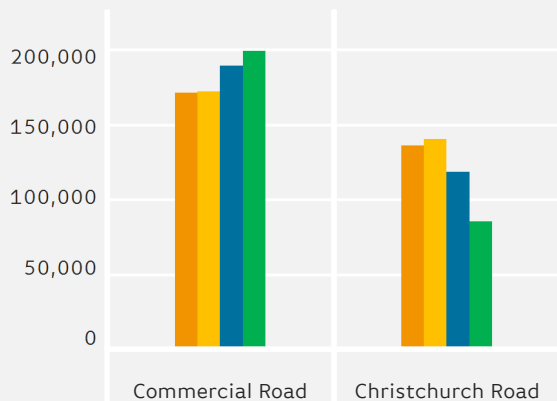
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 3	 7	 10	 7	 6	 7	 11
Previous Week	 11	 9	 11	 13	 5	 5	 9
Previous Year	 12	 13	 12	 11	 11	 10	 8

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	36,293	41,672	37,949	33,160	55,182	49,997	53,210	307,463
Previous Week	41,906	42,675	39,895	34,570	39,079	65,769	48,895	312,789
Previous Year	39,542	43,054	36,482	36,781	45,674	54,569	51,871	307,973
2 Years Ago	37,138	31,113	37,556	37,092	42,642	55,412	43,858	284,811
Week on Week % Change	-13.4 %	-2.4 %	-4.9 %	-4.1 %	41.2 %	-24.0 %	8.8 %	-1.7 %
Year on Year % Change	-8.2 %	-3.2 %	4.0 %	-9.8 %	20.8 %	-8.4 %	2.6 %	-0.2 %

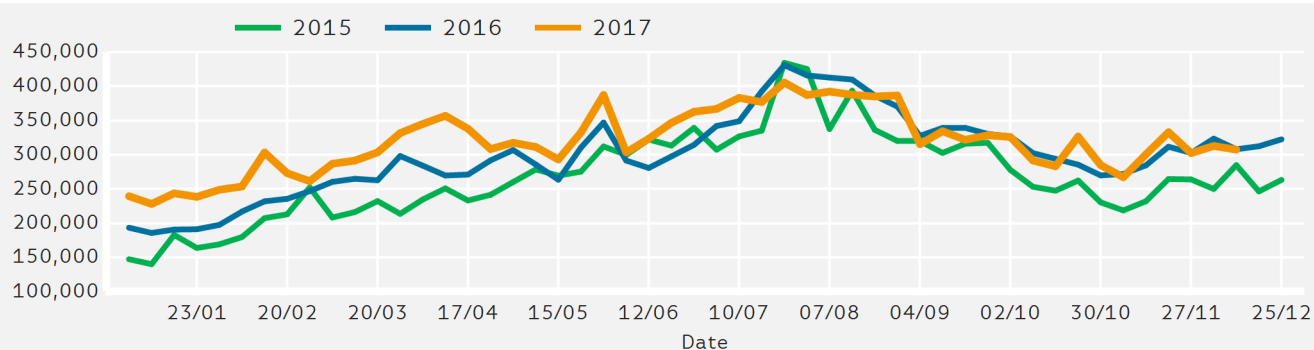
Footfall by Location

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



This Week	171,292	136,171
Previous Week	172,248	140,541
Previous Year	189,314	118,659
2 Years Ago	199,310	85,501
Week on Week % Change	-0.6 %	-3.1 %
Year on Year % Change	-9.5 %	14.8 %

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.