



Bournemouth

Week 51, 2017

18/12/2017 to 24/12/2017



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	▲ 7.0 %	▲ 11.5 %	▲ 16.5 %	▲ 26.7 %	▲ 18.4 %	▲ 1.4 %
South West	▼ -2.0 %	▼ -0.5 %	▲ 8.6 %	▲ 3.7 %	▲ 15.9 %	▼ -6.6 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -2.4 %	▲ 7.7 %	▼ -1.5 %	▲ 25.3 %	▲ 0.9 %
UK	▼ -0.9 %	▼ -1.2 %	▲ 9.2 %	▲ 5.7 %	▲ 10.8 %	▼ -7.5 %

Headlines

The change in footfall for Bournemouth over the last 52 weeks is 7.3% up on the previous year.

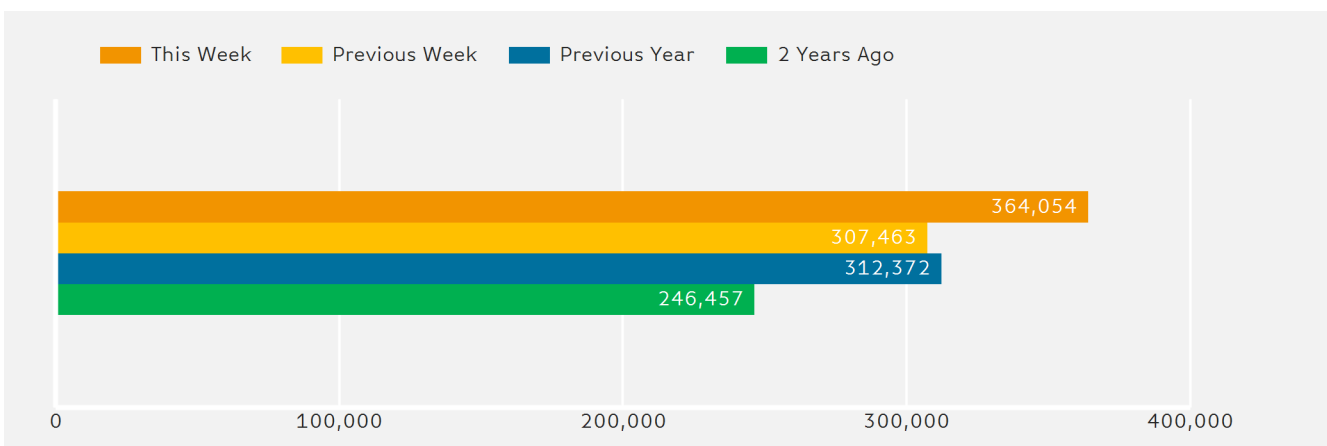
Footfall for the year to date is 7% up on the previous year.

The number of visitors counted for week commencing 18 December 2017 was 364,054.

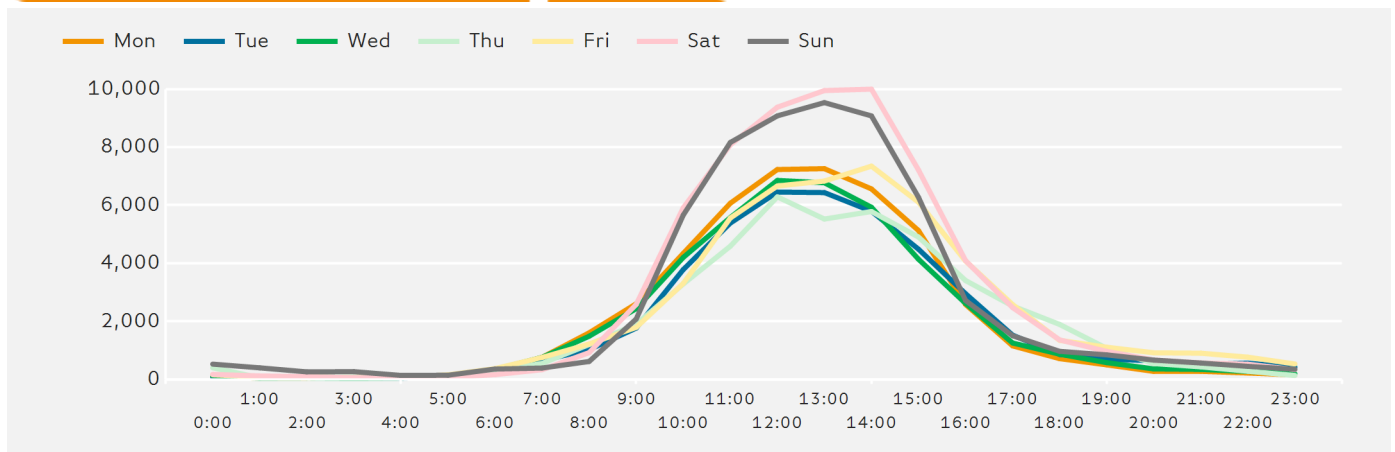
The busiest day in week commencing 18 December 2017 was Saturday with 66,145 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 9,997

Footfall by Week



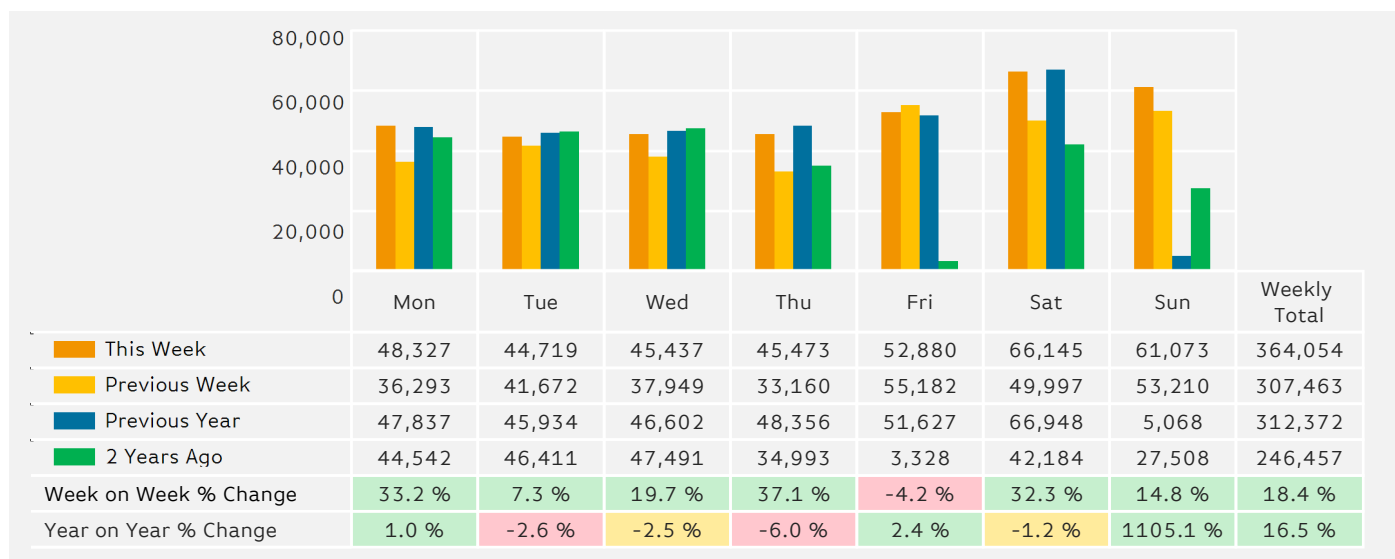
Footfall by Hour



Weather

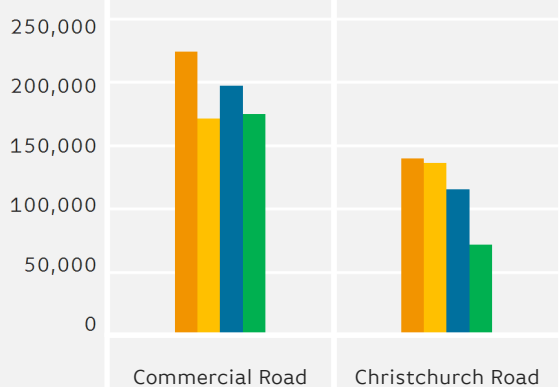
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	7	10	12	11	12	11	11
Previous Week	3	7	10	7	6	7	11
Previous Year	6	9	12	11	12	11	13

Footfall by Day



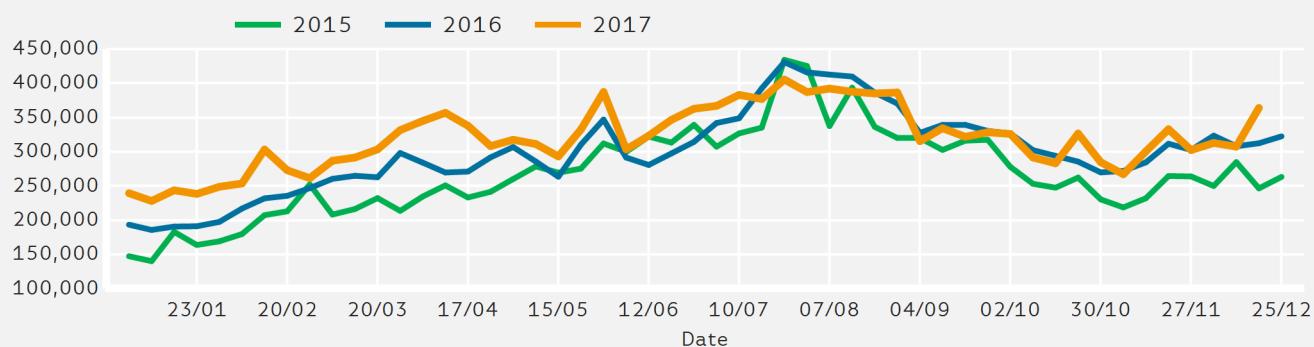
Footfall by Location

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



This Week	224,056	139,998
Previous Week	171,292	136,171
Previous Year	197,100	115,272
2 Years Ago	174,831	71,626
Week on Week % Change	30.8 %	2.8 %
Year on Year % Change	13.7 %	21.5 %

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.