



Bournemouth

Week 52, 2017

25/12/2017 to 31/12/2017



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	▲ 6.7 %	▲ 11.7 %	▼ -10.6 %	▲ 22.5 %	▼ -20.8 %	▲ 3.2 %
South West	▼ -2.3 %	▼ -0.4 %	▼ -16.3 %	▲ 5.2 %	▼ -29.2 %	▼ -6.9 %
High Street Index(Coastal Town)	▼ -3.3 %	▼ -2.3 %	▼ -16.2 %	▲ 5.8 %	▼ -29.4 %	▼ -12.2 %
UK	▼ -1.1 %	▼ -1.1 %	▼ -10.3 %	▲ 4.9 %	▼ -29.0 %	▼ -5.6 %

Headlines

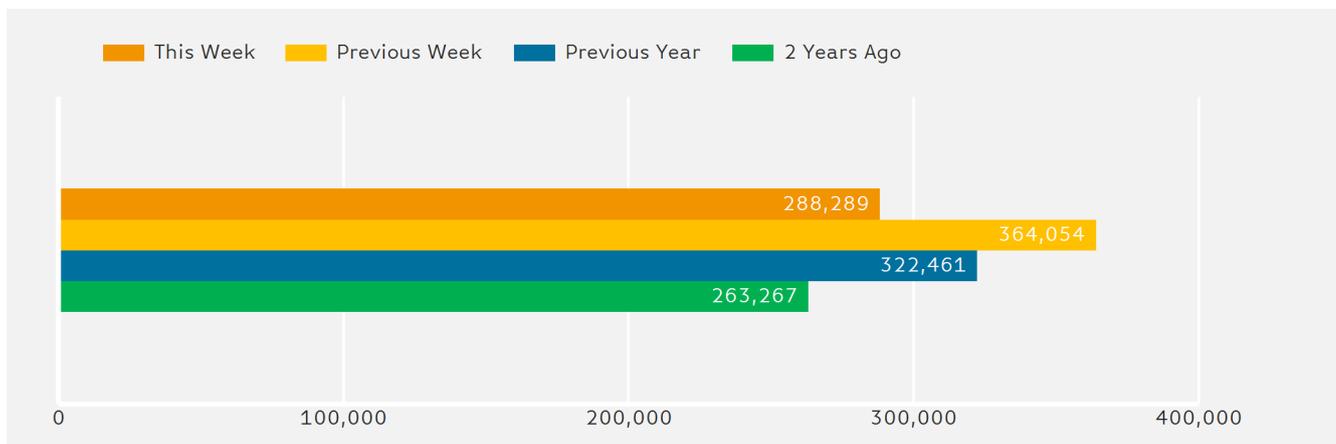
Footfall for the year to date is 6.7% up on the previous year.

The number of visitors counted for week commencing 25 December 2017 was 288,289.

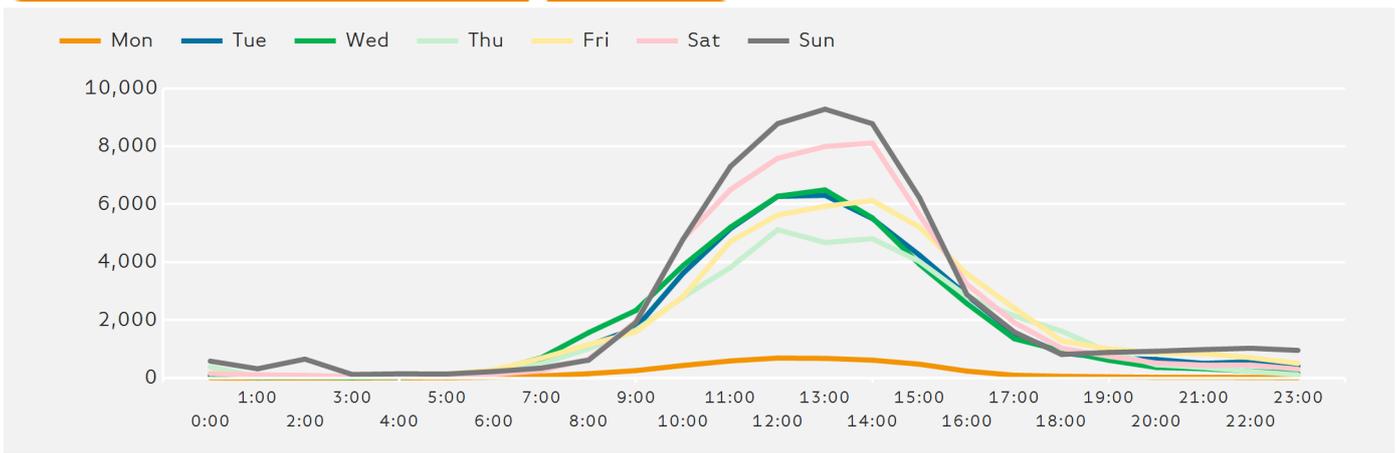
The busiest day in week commencing 25 December 2017 was Sunday with 60,341 visitors.

The peak hour of the week was 13:00 on Sunday with footfall of 9,284

Footfall by Week



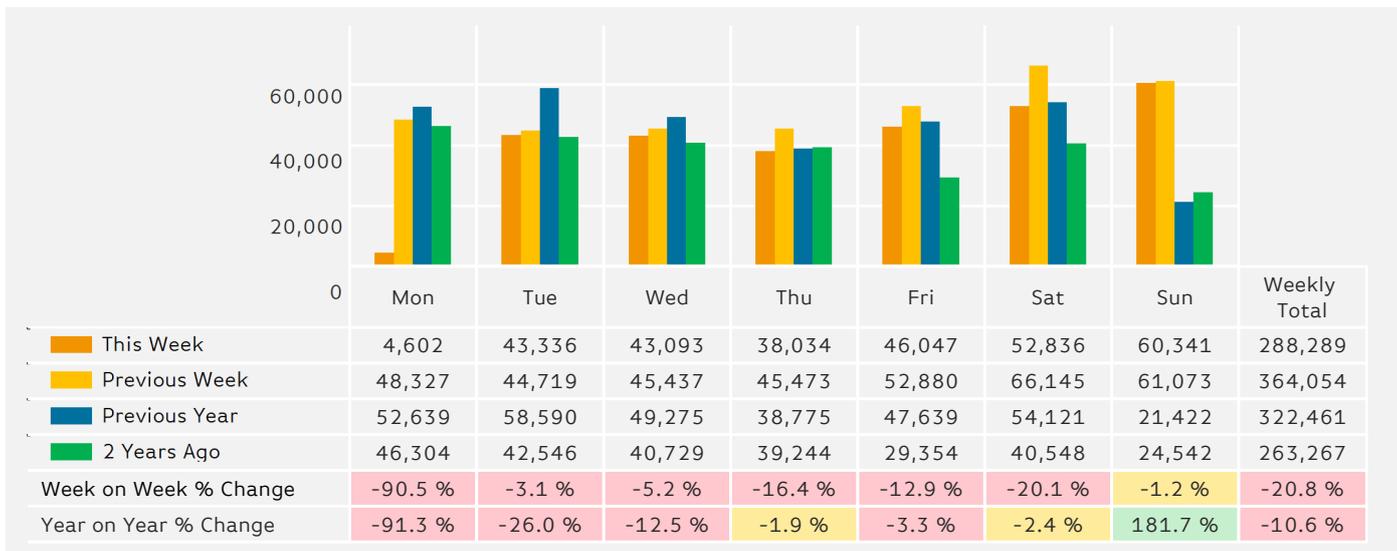
Footfall by Hour



Weather

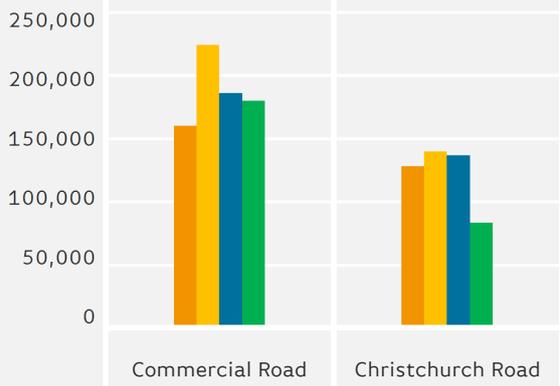
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	8	5	6	8	13	12
Previous Week	7	10	12	11	12	11	11
Previous Year	12	5	10	11	FOG 5	9	10

Footfall by Day



Footfall by Location

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



This Week	160,184	128,105
Previous Week	224,056	139,998
Previous Year	185,779	136,682
2 Years Ago	179,802	83,465
Week on Week % Change	-28.5 %	-8.5 %
Year on Year % Change	-13.8 %	-6.3 %

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.