

**Bournemouth**

Week 46, 2017

13/11/2017 to 19/11/2017



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	▲ 7.4 %	▲ 10.7 %	▲ 5.7 %	▲ 22.6 %	▲ 12.5 %	▲ 4.6 %
South West	▼ -1.8 %	▼ -0.4 %	▲ 3.2 %	▼ -1.9 %	▲ 5.5 %	▼ -1.4 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -2.6 %	▲ 2.7 %	▼ -1.7 %	▲ 5.2 %	▲ 0.4 %
UK	▼ -0.8 %	▼ -1.4 %	▲ 2.9 %	▼ -1.5 %	▲ 3.1 %	▲ 0.3 %

**Headlines**

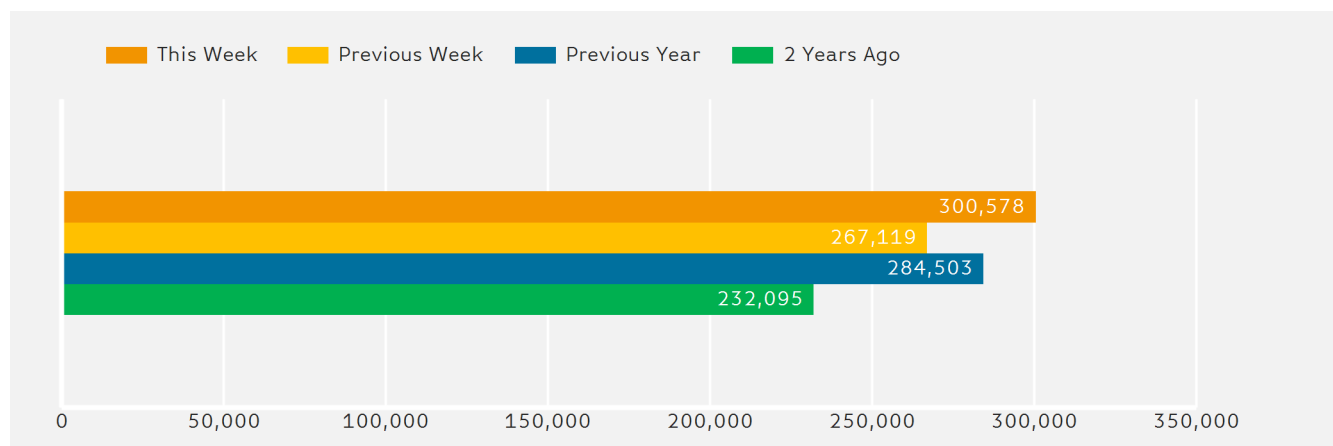
The change in footfall for Bournemouth over the last 52 weeks is 8.6% up on the previous year.

Footfall for the year to date is 7.4% up on the previous year.

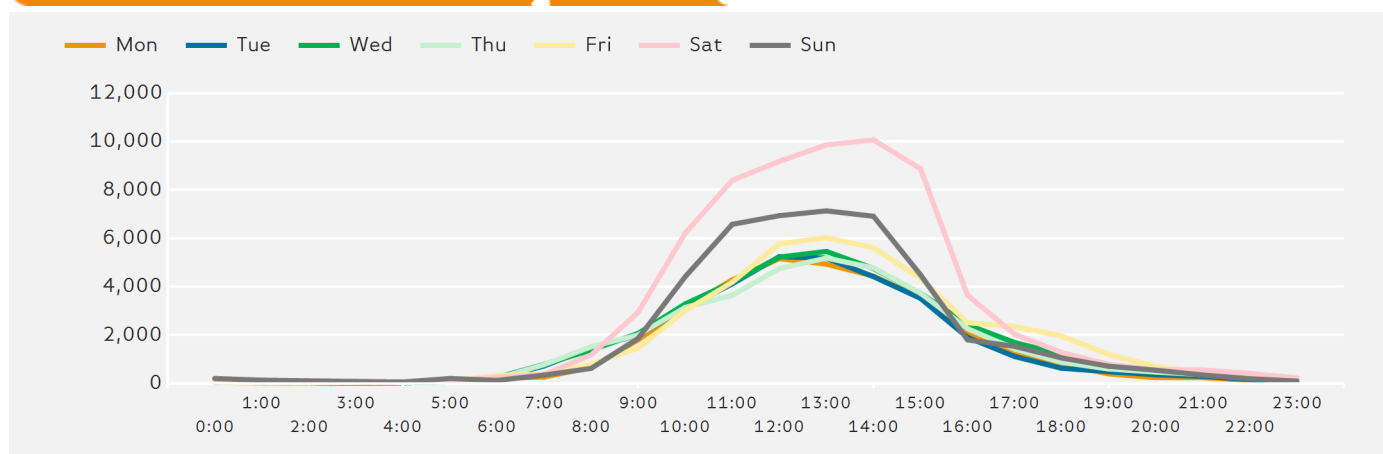
The number of visitors counted for week commencing 13 November 2017 was 300,578.

The busiest day in week commencing 13 November 2017 was Saturday with 67,513 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 10,065

**Footfall by Week**

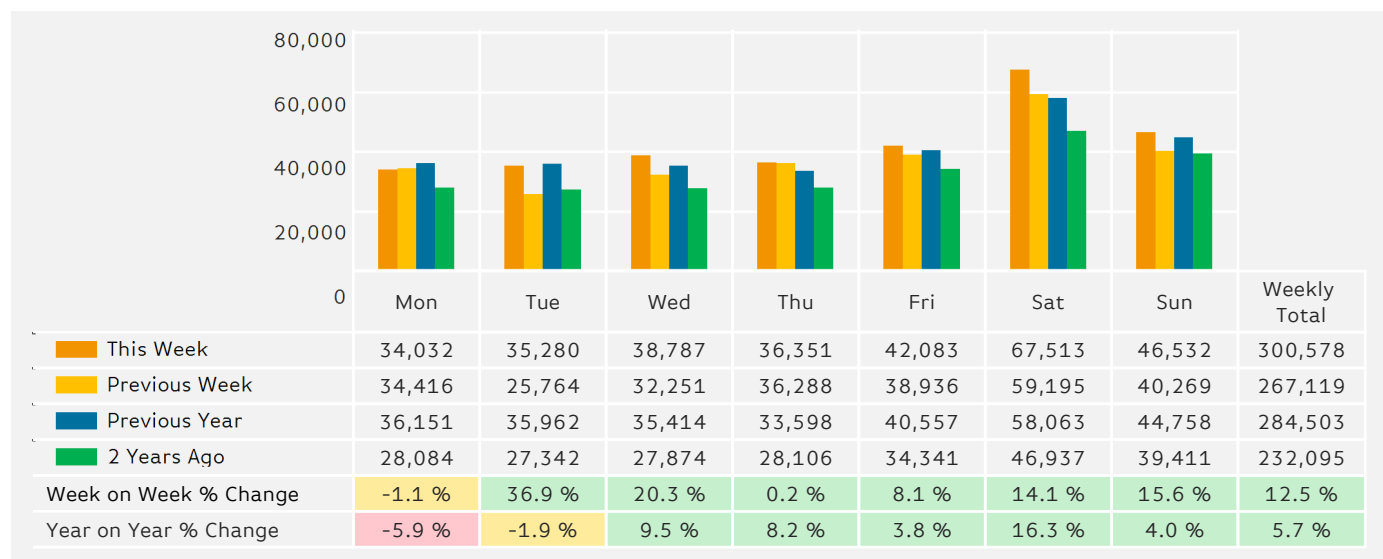
## Footfall by Hour



## Weather

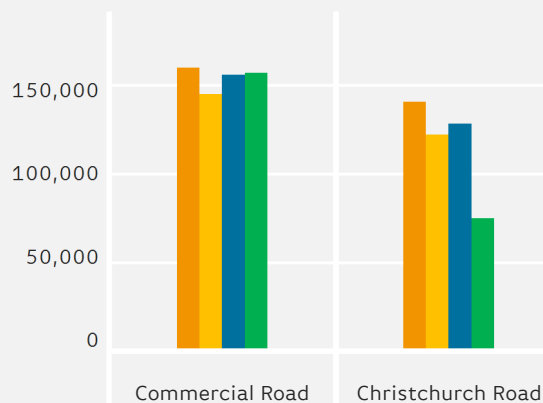
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	7	13	13	13	10	12	9
Previous Week	12	12	11	14	12	14	9
Previous Year	13	16	14	13	8	9	11

## Footfall by Day



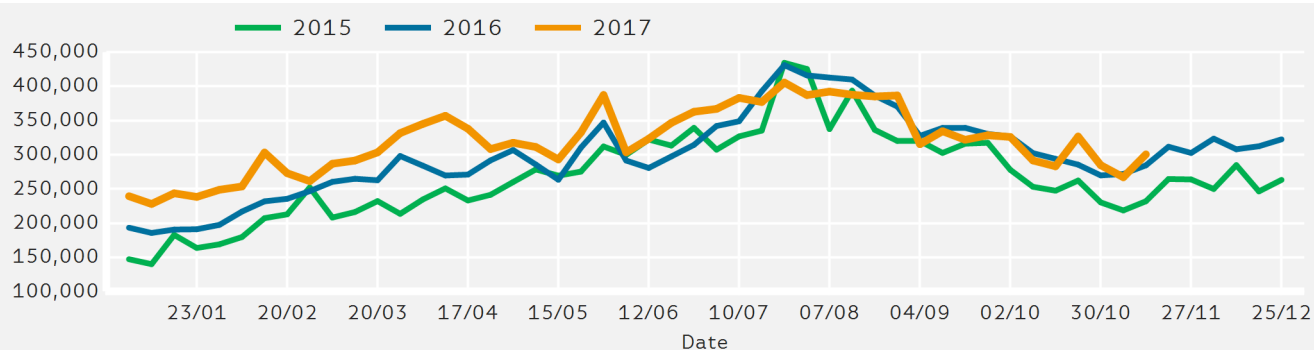
## Footfall by Location

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



This Week	159,874	140,704
Previous Week	144,985	122,134
Previous Year	156,125	128,378
2 Years Ago	156,910	75,185
Week on Week % Change	10.3 %	15.2 %
Year on Year % Change	2.4 %	9.6 %

## 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.