



Bournemouth

Week 47, 2017

20/11/2017 to 26/11/2017

Monday to Sunday



REGION - South West

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 %	▲ 10.8 %	▲ 6.8 %	▲ 17.8 %	▲ 10.7 %	▲ 9.6 %
South West	▼ -1.8 %	▼ -0.5 %	▼ -1.9 %	▼ -6.4 %	▲ 3.2 %	▲ 5.4 %
High Street Index(Coastal Town)	▼ -3.0 %	▼ -2.6 %	▲ 0.5 %	▼ -3.0 %	▲ 3.1 %	▲ 10.4 %
UK	▼ -0.8 %	▼ -1.4 %	▼ -1.3 %	▼ -1.3 %	▲ 2.2 %	▲ 7.3 %

Headlines

The change in footfall for Bournemouth over the last 52 weeks is 8.4% up on the previous year.

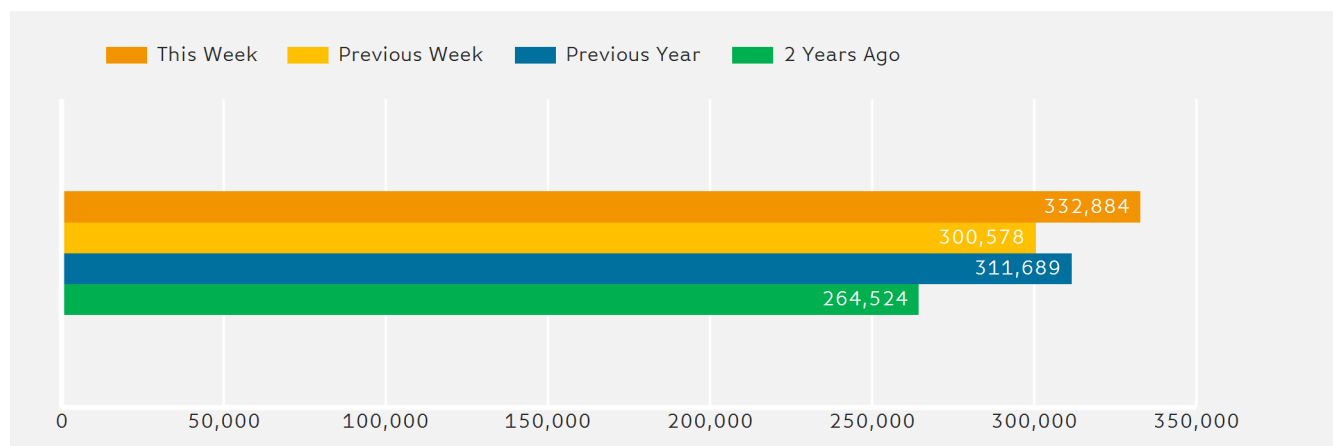
Footfall for the year to date is 7.4% up on the previous year.

The number of visitors counted for week commencing 20 November 2017 was 332,884.

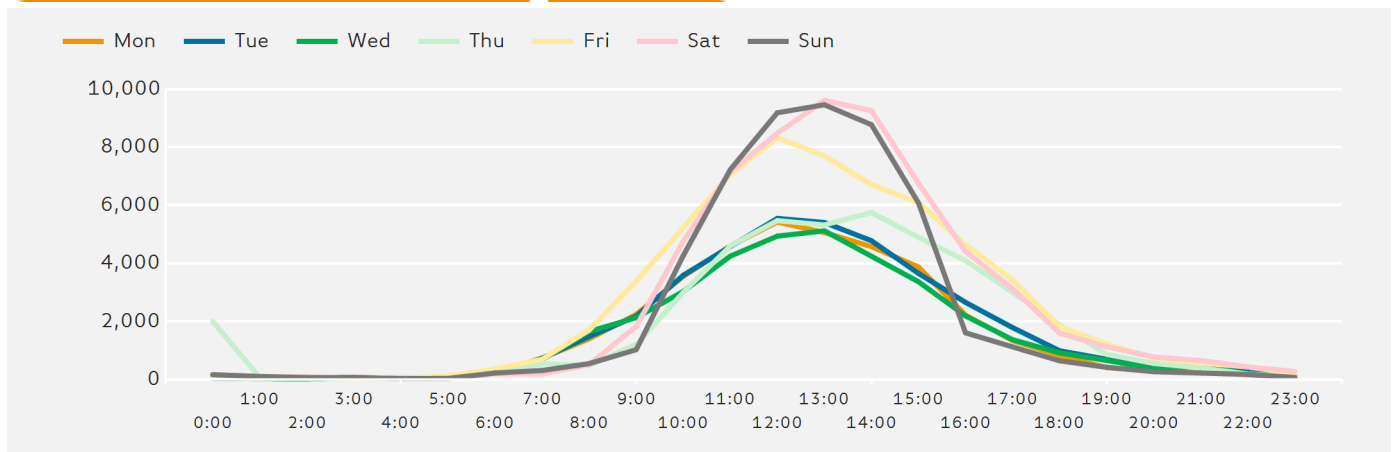
The busiest day in week commencing 20 November 2017 was Saturday with 61,609 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 9,608






















Footfall by Week



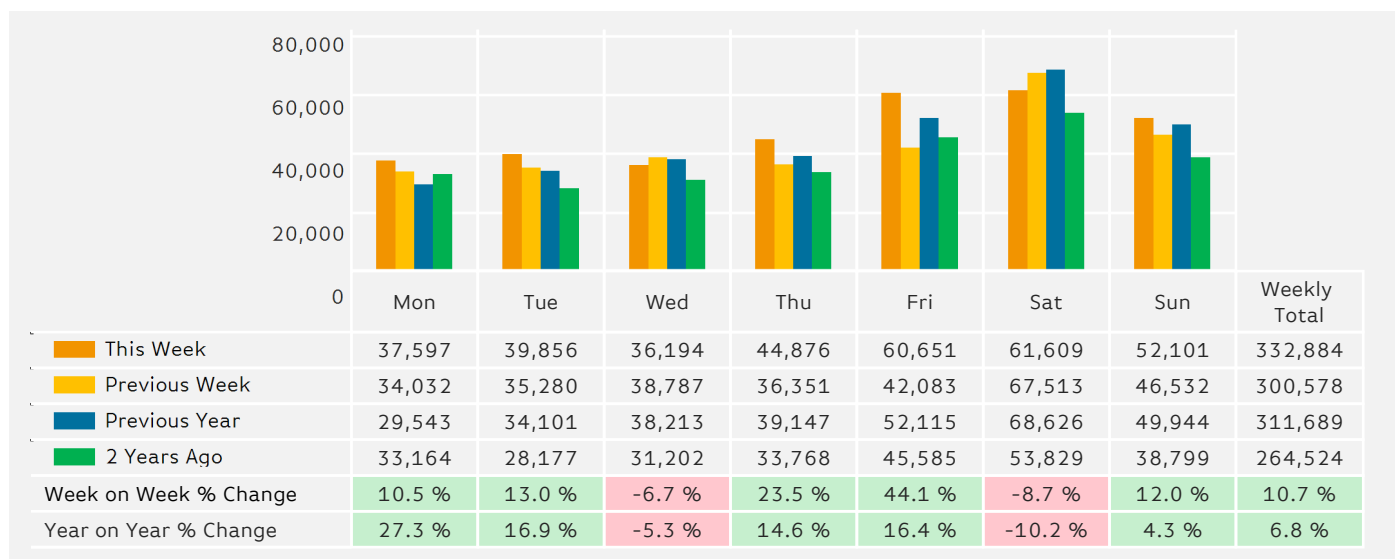
Footfall by Hour



Weather

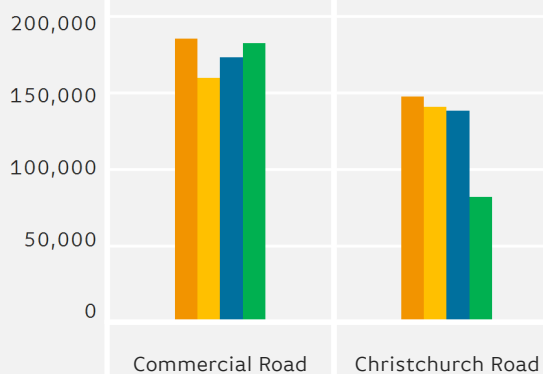
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 13	 13	 16	 12	 9	 8	 8
Previous Week	 7	 13	 13	 13	 10	 12	 9
Previous Year	 13	 11	 9	 11	 10	 7	 9

Footfall by Day



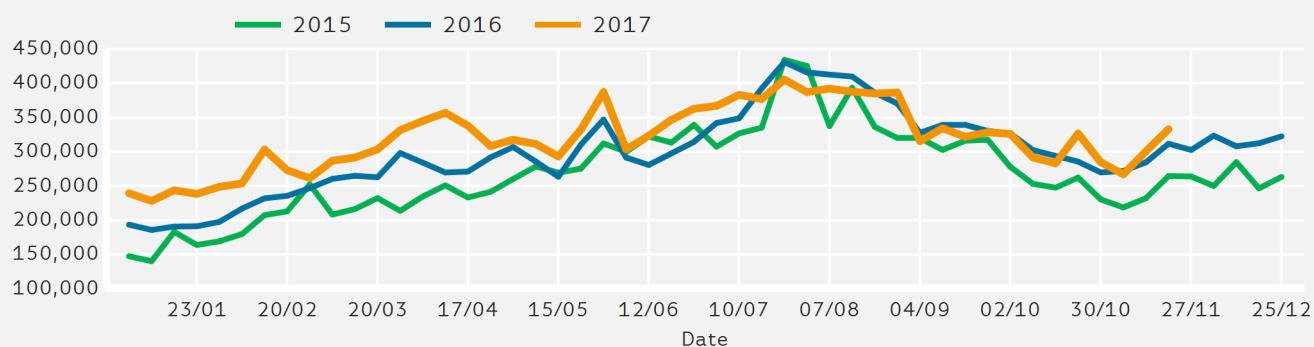
Footfall by Location

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



This Week	185,366	147,518
Previous Week	159,874	140,704
Previous Year	173,151	138,538
2 Years Ago	182,343	82,181
Week on Week % Change	15.9 %	4.8 %
Year on Year % Change	7.1 %	6.5 %

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.