

**Bournemouth**

Week 48, 2017

27/11/2017 to 03/12/2017



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	▲ 7.2 %	▲ 10.9 %	▼ 0.0 %	▲ 14.6 %	▼ -9.1 %	▼ -2.9 %
South West	▼ -1.9 %	▼ -0.6 %	▼ -8.3 %	▼ -2.9 %	▲ 2.4 %	▲ 4.4 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -2.6 %	▼ -7.2 %	▼ -2.0 %	▼ -2.0 %	▲ 2.3 %
UK	▼ -0.9 %	▼ -1.4 %	▼ -4.6 %	▼ -1.2 %	▲ 0.6 %	▲ 2.9 %

**Headlines**

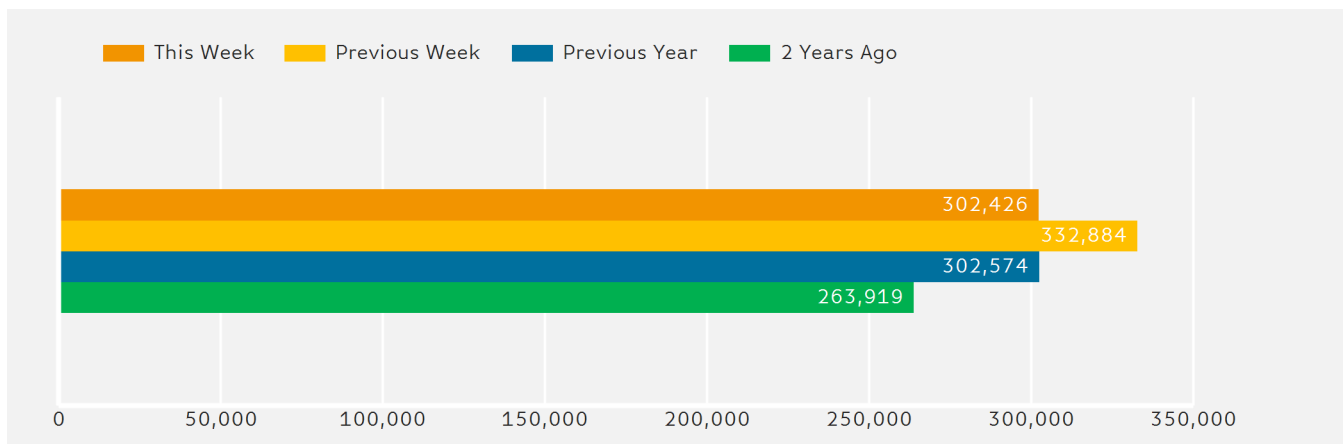
The change in footfall for Bournemouth over the last 52 weeks is 8.2% up on the previous year.

Footfall for the year to date is 7.2% up on the previous year.

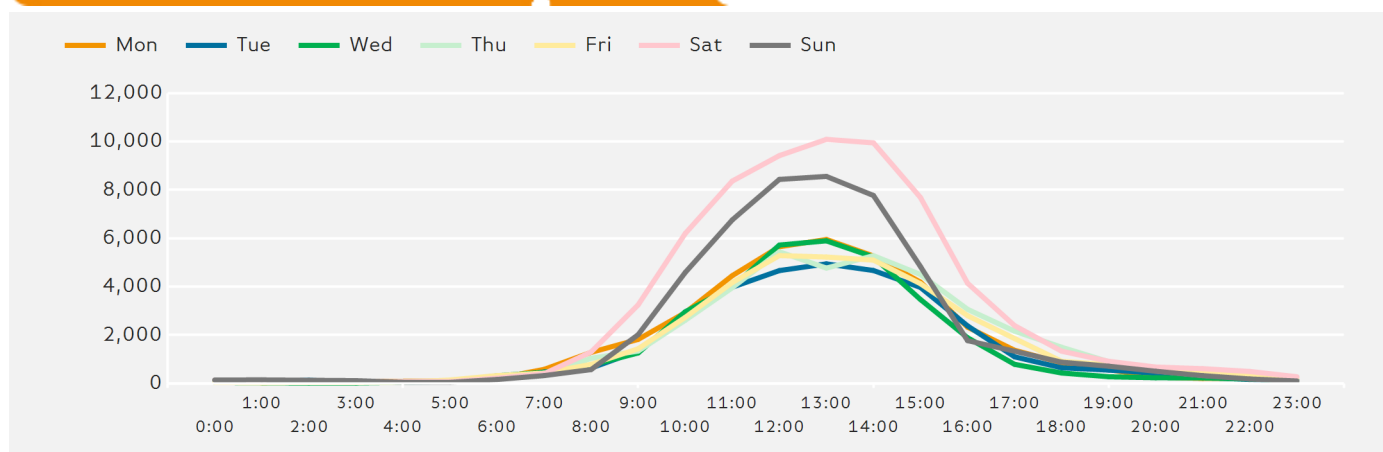
The number of visitors counted for week commencing 27 November 2017 was 302,426.

The busiest day in week commencing 27 November 2017 was Saturday with 68,289 visitors.






















The peak hour of the week was 13:00 on Saturday with footfall of 10,087

**Footfall by Week**

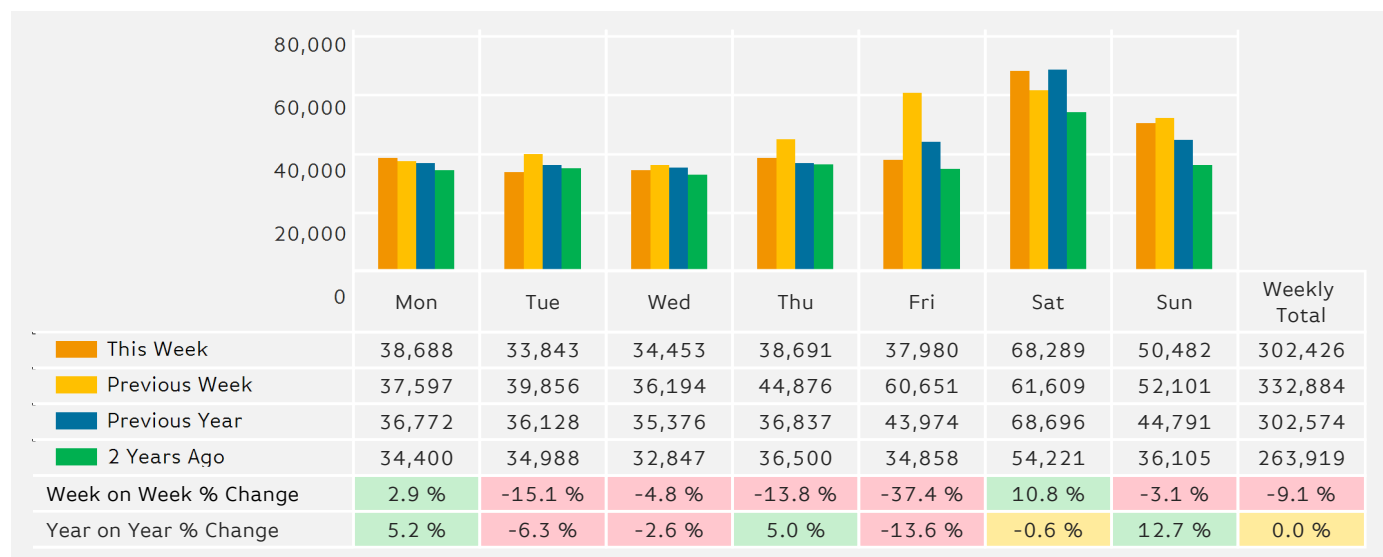
## Footfall by Hour



## Weather

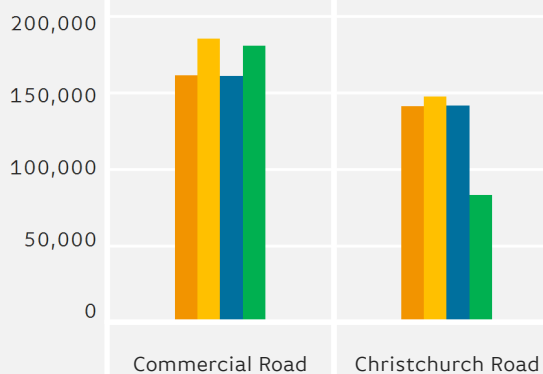
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 11	 7	 7	 5	 6	 6	 11
Previous Week	 13	 13	 16	 12	 9	 8	 8
Previous Year	 10	 7	 9	 6	 6	 10	 7

## Footfall by Day



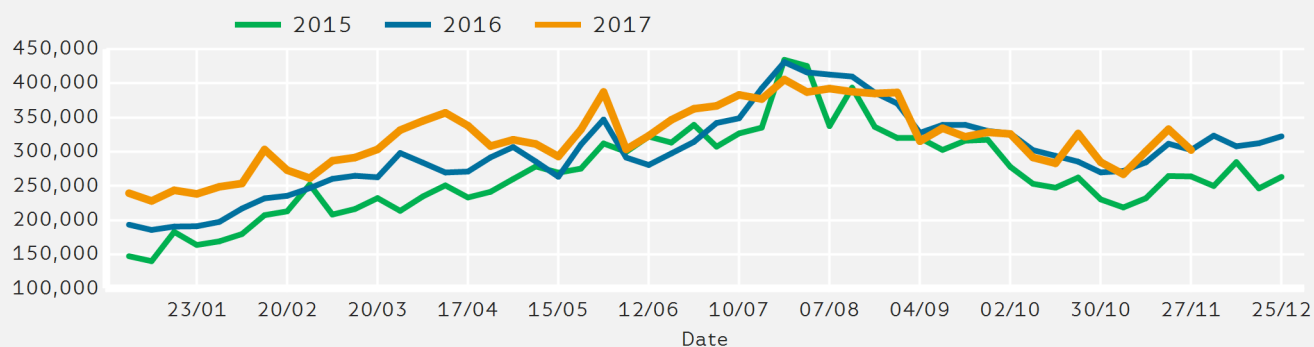
## Footfall by Location

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



This Week	161,283	141,143
Previous Week	185,366	147,518
Previous Year	161,007	141,567
2 Years Ago	180,692	83,227
Week on Week % Change	-13.0 %	-4.3 %
Year on Year % Change	0.2 %	-0.3 %

## 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.