



**Bournemouth**

Week 27, 2017

03/07/2017 to 09/07/2017



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	▲ 14.9 %	▲ 10.3 %	▲ 7.3 %	▲ 11.3 %	▲ 1.2 %	▲ 8.8 %
South West	▼ -0.8 %	▼ -1.1 %	▲ 4.6 %	▼ -2.7 %	▲ 9.0 %	▲ 3.9 %
High Street Index(Coastal Town)	▼ -2.2 %	▼ -3.4 %	▲ 2.9 %	▼ -4.4 %	▲ 9.1 %	▲ 4.6 %
UK	▲ 0.1 %	▼ -2.3 %	▲ 1.5 %	▼ -0.9 %	▲ 3.5 %	▲ 2.7 %

**Headlines**

The change in footfall for Bournemouth over the last 52 weeks is 13.9% up on the previous year.

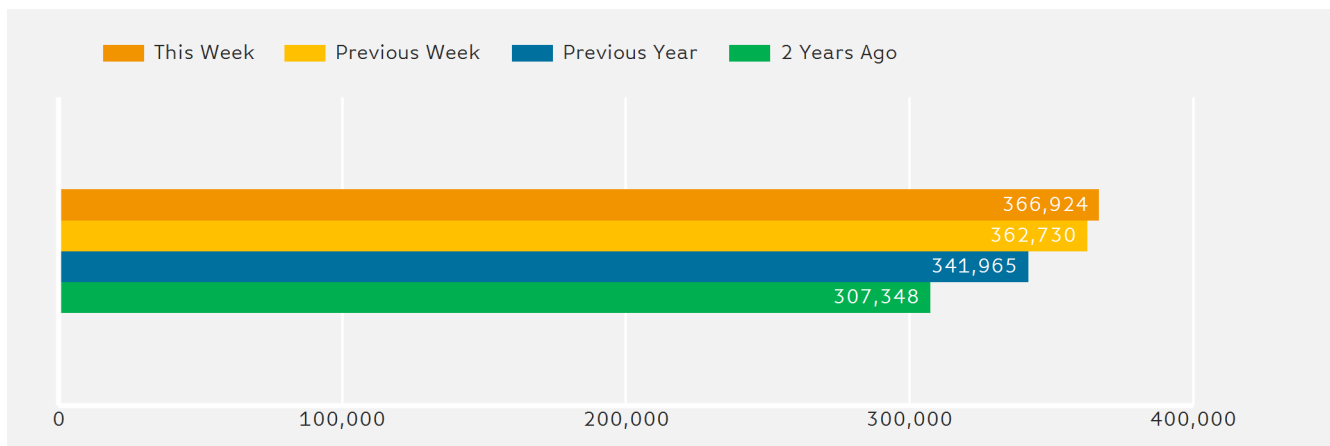
Footfall for the year to date is 14.9% up on the previous year.

The number of visitors counted for week commencing 3 July 2017 was 366,924.

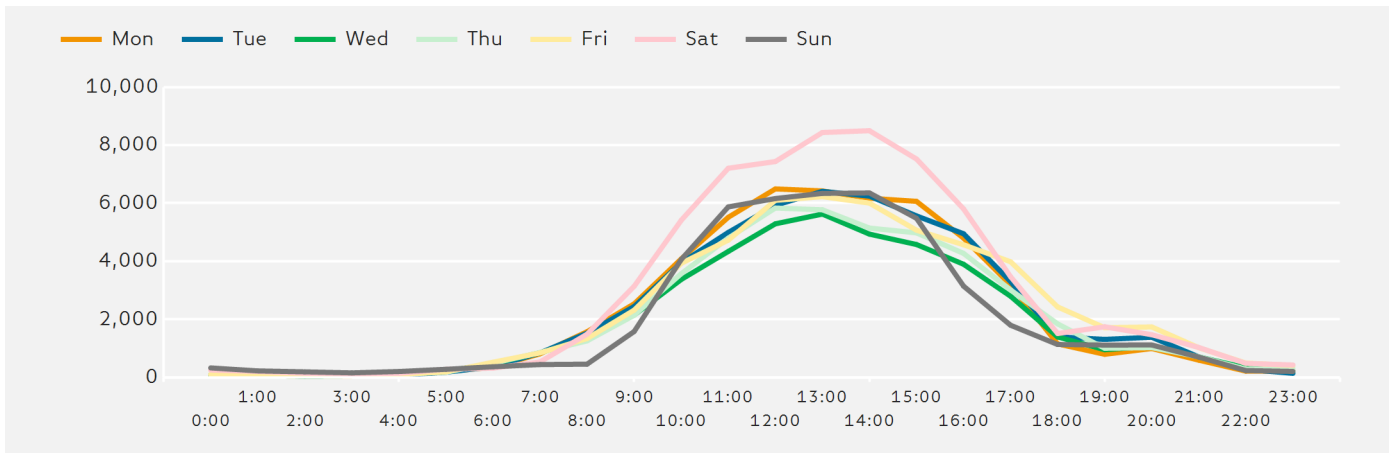
The busiest day in week commencing 3 July 2017 was Saturday with 67,121 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 8,498

**Footfall Totals by Week**



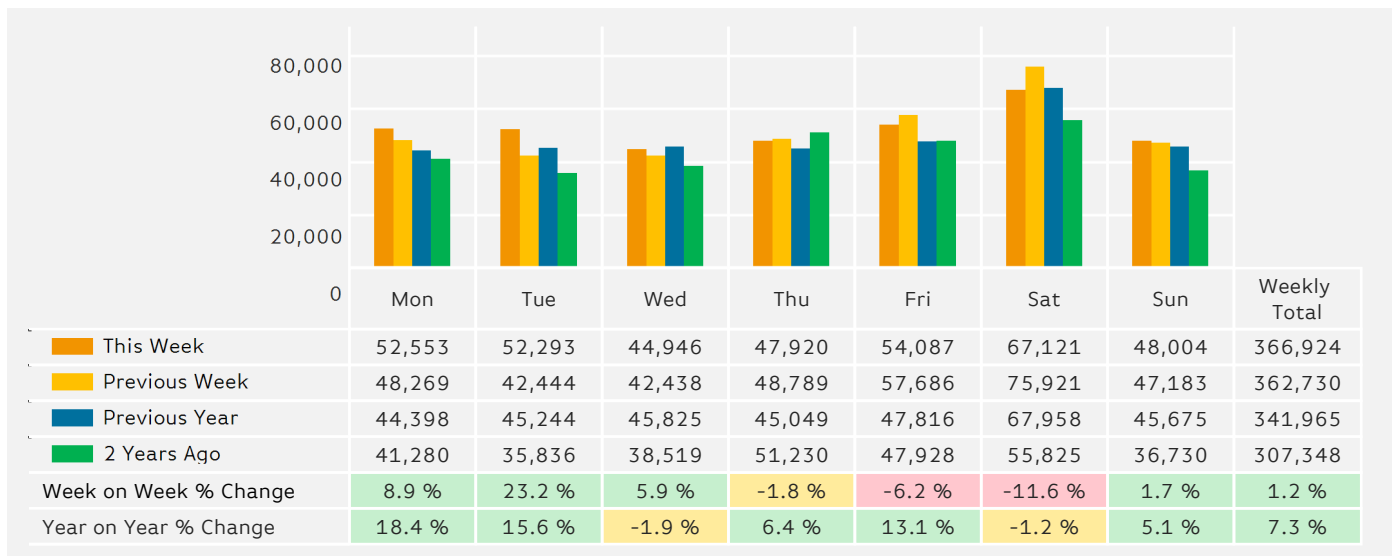
### Footfall by Hour



### Weather

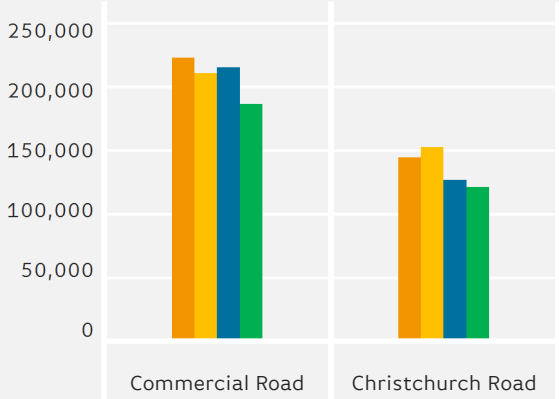
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	21	21	23	24	24	23	23
Previous Week	21	20	19	17	21	21	21
Previous Year	18	21	20	20	22	21	21

### Footfall by Day



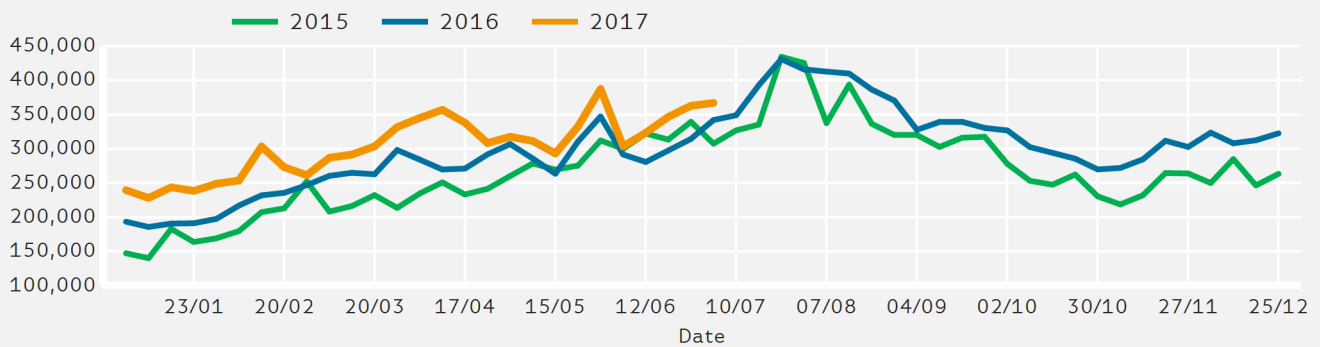
### Footfall Totals

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



	Commercial Road	Christchurch Road
This Week	222,530	144,394
Previous Week	210,428	152,302
Previous Year	215,287	126,678
2 Years Ago	186,206	121,142
Week on Week % Change	5.8 %	-5.2 %
Year on Year % Change	3.4 %	14.0 %

### 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.