



Bournemouth Coastal BID

Week 30, 2017

24/07/2017 to 30/07/2017



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 Coastal BID	▼ -12.6 %	▼ -7.1 %	▼ -13.9 %	▼ -13.4 %	▲ 2.4 %	▼ -1.3 %
South West	▼ -1.2 %	▼ -0.9 %	▼ -5.9 %	▼ -0.7 %	▲ 8.0 %	▲ 6.5 %
High Street Index(Coastal Town)	▼ -2.8 %	▼ -3.2 %	▼ -9.5 %	▼ -0.4 %	▲ 8.1 %	▲ 4.7 %
UK	▼ -0.2 %	▼ -2.1 %	▼ -5.5 %	▼ 0.0 %	▲ 2.1 %	▲ 2.5 %

Headlines

The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 9% down on the previous year.

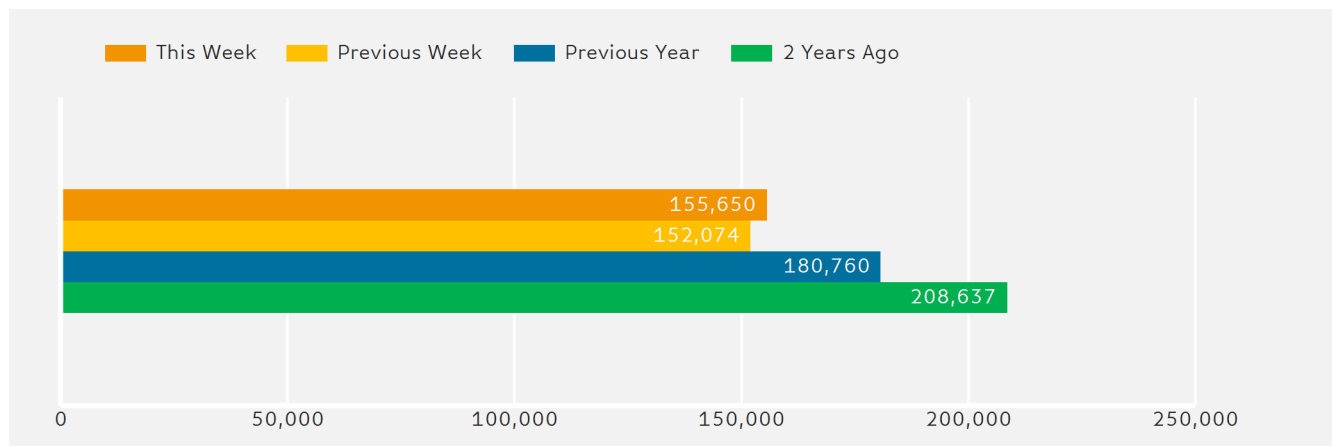
Footfall for the year to date is 12.6% down on the previous year.

The number of visitors counted for week commencing 24 July 2017 was 155,650.

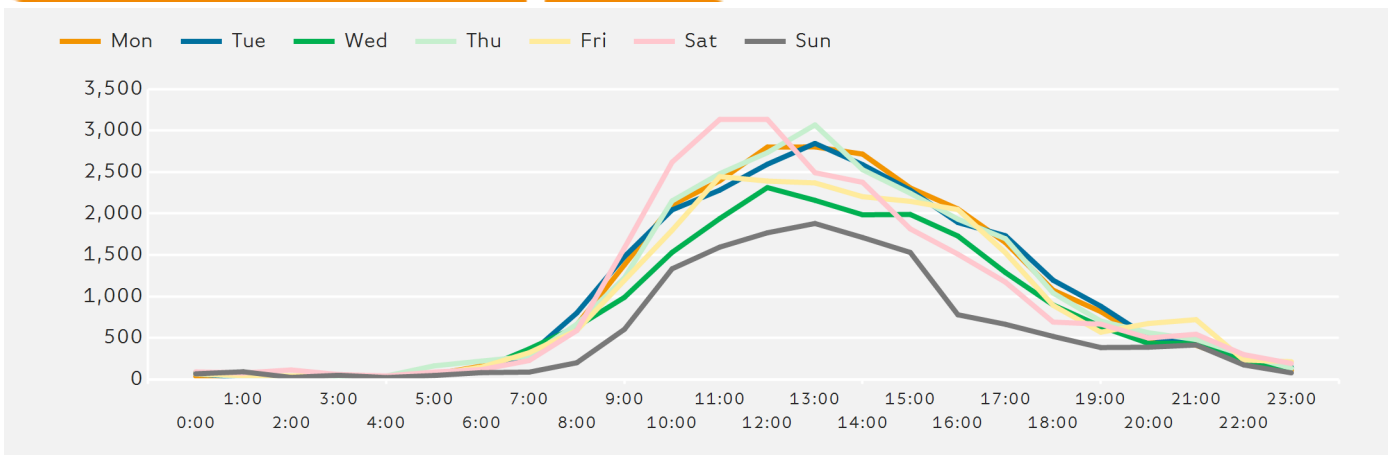
The busiest day in week commencing 24 July 2017 was Thursday with 24,844 visitors.

The peak hour of the week was 11:00 on Saturday with footfall of 3,134

Footfall Totals by Week



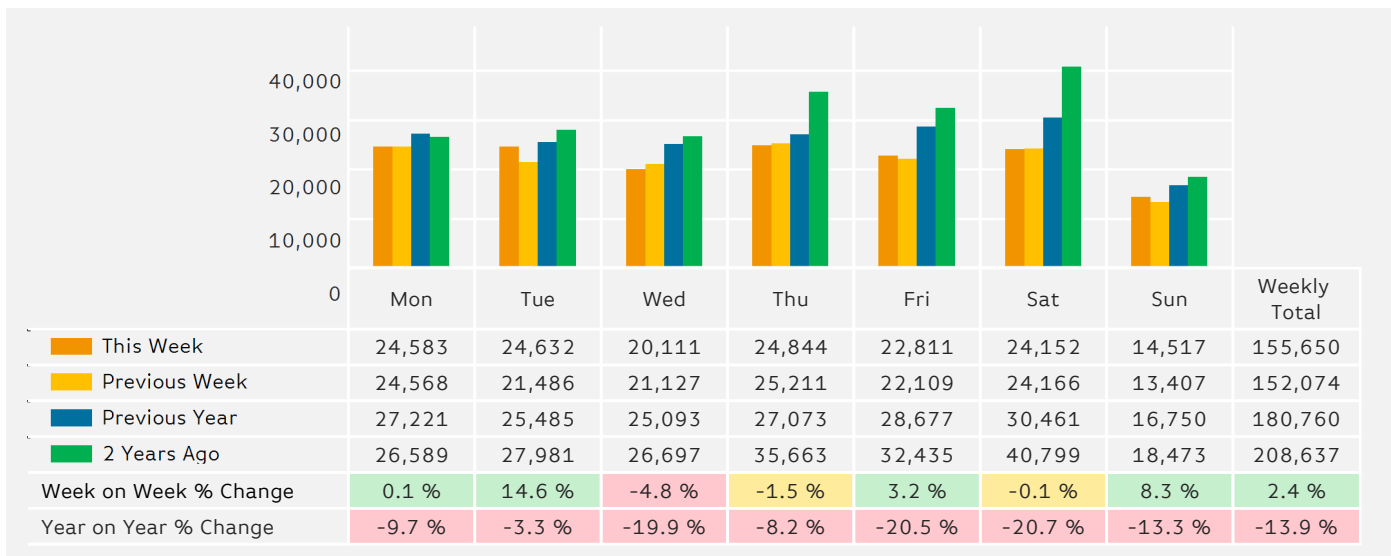
Footfall by Hour



Weather

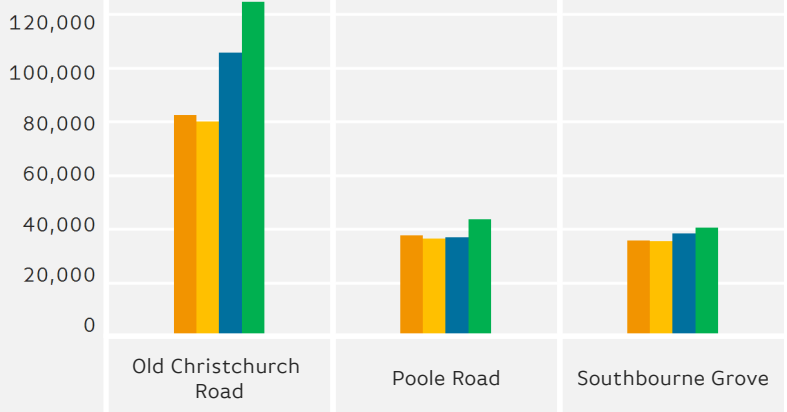
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	23	22	19	18	18	18	18
Previous Week	23	26	21	18	19	17	18
Previous Year	22	21	24	21	23	22	23

Footfall by Day



Footfall Totals

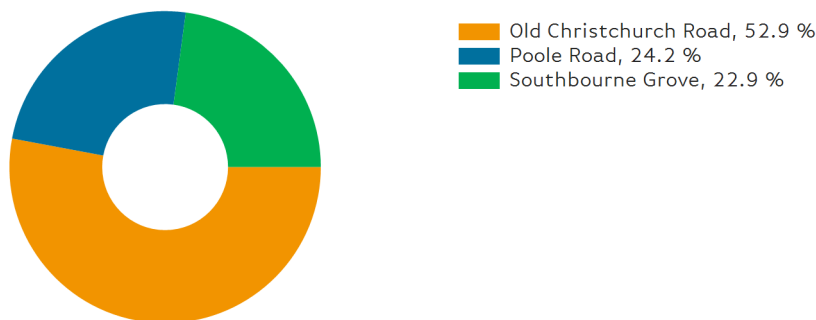
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



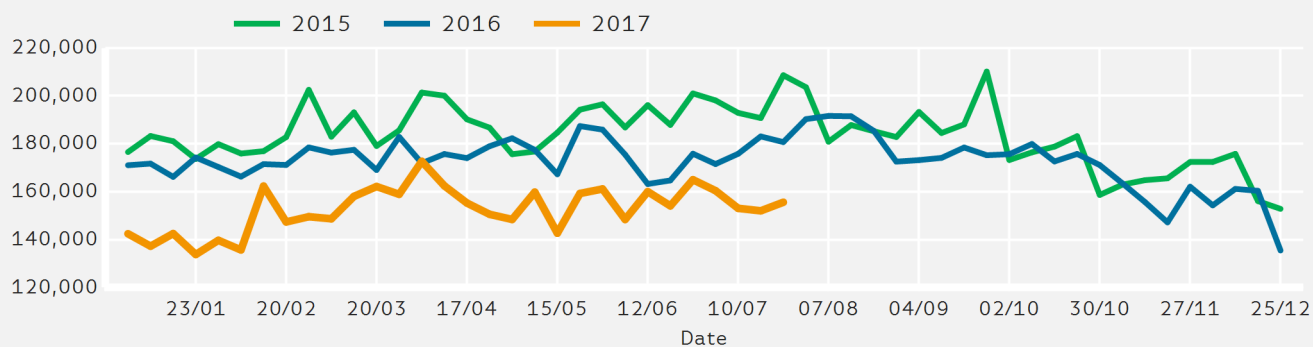
This Week	82,400	37,635	35,615
Previous Week	80,158	36,384	35,532
Previous Year	105,661	36,827	38,272
2 Years Ago	124,617	43,516	40,504
Week on Week % Change	2.8 %	3.4 %	0.2 %
Year on Year % Change	-22.0 %	2.2 %	-6.9 %

Footfall Totals

Counting By Location - Main Locations Only



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.