

**Bournemouth**

Week 45, 2017

06/11/2017 to 12/11/2017



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 %	▲ 10.5 %	▼ -1.8 %	▲ 24.4 %	▼ -6.2 %	▲ 0.8 %
South West	▼ -1.9 %	▼ -0.4 %	▼ -4.7 %	▼ -1.2 %	▼ -5.7 %	▼ -2.5 %
High Street Index(Coastal Town)	▼ -3.2 %	▼ -2.6 %	▼ -4.0 %	▼ -3.5 %	▼ -6.7 %	▼ -3.3 %
UK	▼ -0.8 %	▼ -1.4 %	▲ 0.2 %	▼ -1.3 %	▼ -3.5 %	▼ -2.8 %

**Headlines**

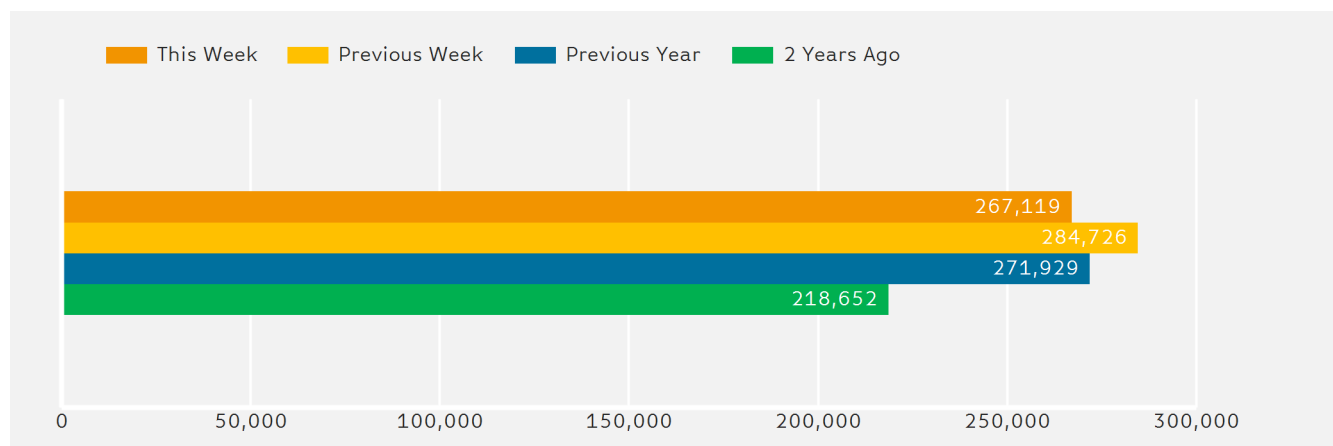
The change in footfall for Bournemouth over the last 52 weeks is 8.9% up on the previous year.

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

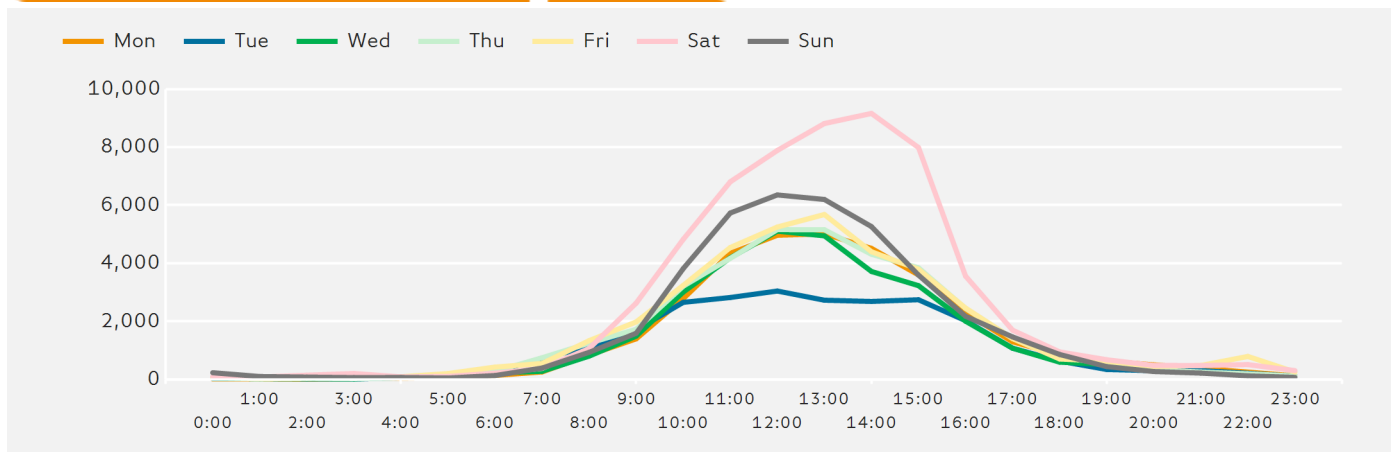
The number of visitors counted for week commencing 6 November 2017 was 267,119.

The busiest day in week commencing 6 November 2017 was Saturday with 59,195 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 9,161

**Footfall by Week**

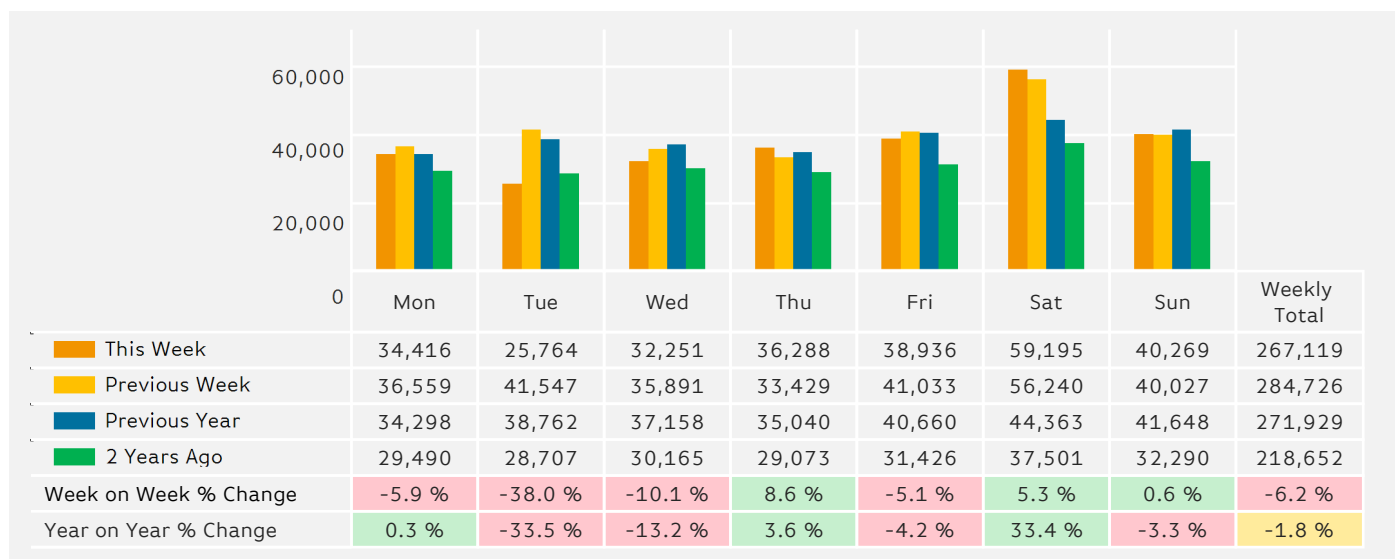
## Footfall by Hour



## Weather

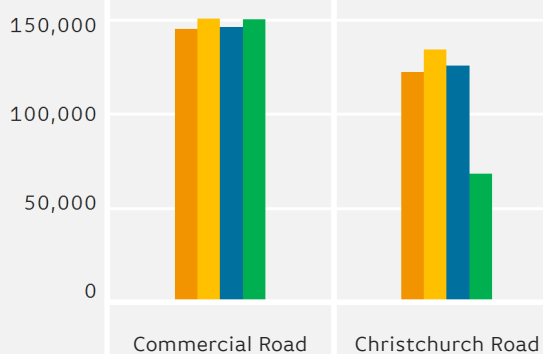
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	12	12	11	14	12	14	9
Previous Week	12	14	16	13	15	12	11
Previous Year	9	9	11	12	11	14	12

## Footfall by Day



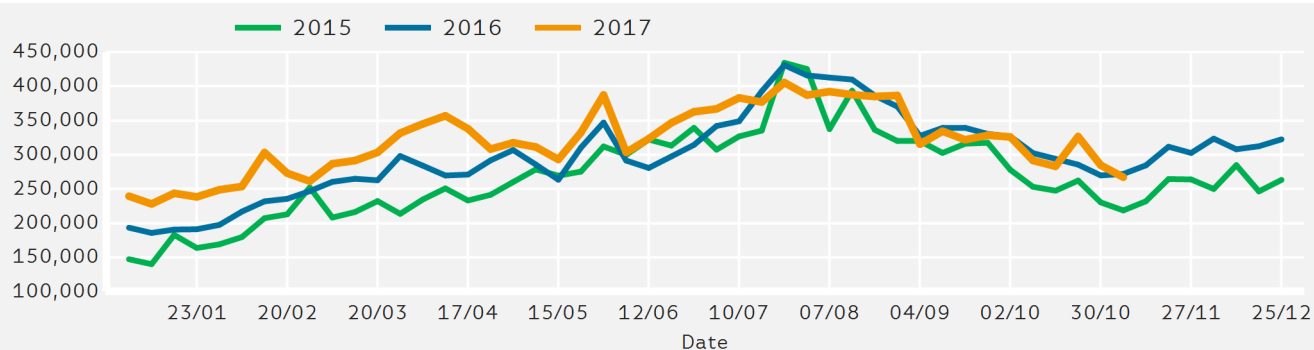
## Footfall by Location

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



This Week	144,985	122,134
Previous Week	150,544	134,182
Previous Year	146,139	125,790
2 Years Ago	150,212	68,440
Week on Week % Change	-3.7 %	-9.0 %
Year on Year % Change	-0.8 %	-2.9 %

## 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.