



## Bournemouth

Week 37, 2017

11/09/2017 to 17/09/2017



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	▲ 9.0 %	▲ 9.7 %	▼ -1.4 %	▲ 12.1 %	▲ 6.0 %	▲ 3.5 %
South West	▼ -1.5 %	▼ -0.3 %	▼ -4.6 %	▲ 3.3 %	▼ -1.1 %	▼ -1.0 %
High Street Index(Coastal Town)	▼ -3.2 %	▼ -2.9 %	▼ -7.1 %	▲ 2.2 %	▼ -1.8 %	▼ -0.2 %
UK	▼ -0.7 %	▼ -1.5 %	▼ -3.9 %	▲ 1.5 %	▲ 0.6 %	▲ 0.4 %

### Headlines

The change in footfall for Bournemouth over the last 52 weeks is 11% up on the previous year.

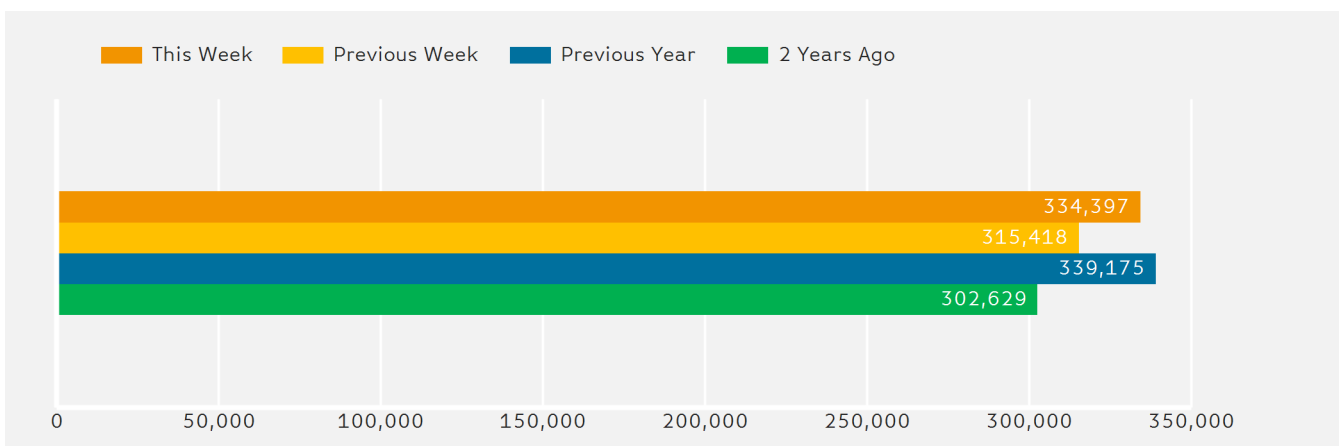
Footfall for the year to date is 9% up on the previous year.

The number of visitors counted for week commencing 11 September 2017 was 334,397.

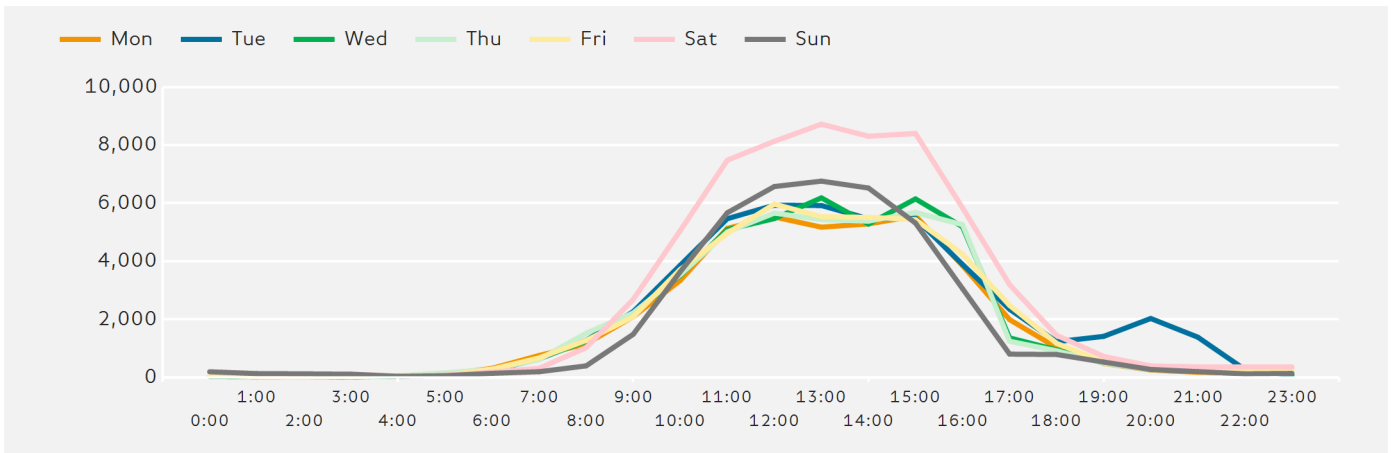
The busiest day in week commencing 11 September 2017 was Saturday with 63,700 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 8,723

### Footfall by Week



### Footfall by Hour



### Weather

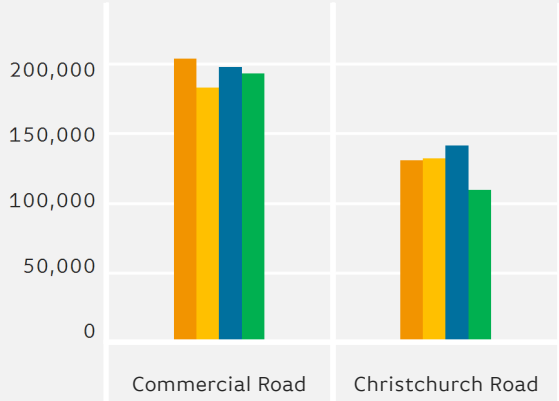
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	17	17	17	17	17	16	16
Previous Week	21	19	20	19	17	17	17
Previous Year	22	25	26	27	20	18	20

### Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	42,708	49,503	45,233	44,510	45,416	63,700	43,327	334,397
Previous Week	51,655	40,865	45,020	42,262	40,159	60,230	35,227	315,418
Previous Year	41,555	39,623	46,893	42,733	56,339	65,682	46,350	339,175
2 Years Ago	33,903	39,264	29,626	43,741	41,672	71,006	43,417	302,629
Week on Week % Change	-17.3 %	21.1 %	0.5 %	5.3 %	13.1 %	5.8 %	23.0 %	6.0 %
Year on Year % Change	2.8 %	24.9 %	-3.5 %	4.2 %	-19.4 %	-3.0 %	-6.5 %	-1.4 %

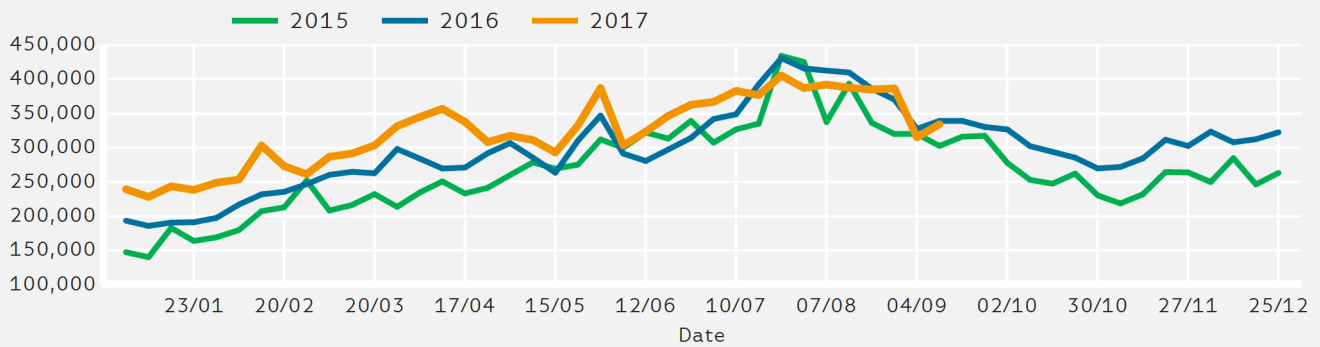
### Footfall by Location

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



This Week	203,727	130,670
Previous Week	183,083	132,335
Previous Year	197,974	141,201
2 Years Ago	192,949	109,680
Week on Week % Change	11.3 %	-1.3 %
Year on Year % Change	2.9 %	-7.5 %

### 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.