



Bournemouth

Week 34, 2017

21/08/2017 to 27/08/2017



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	▲ 9.9 %	▲ 9.7 %	▼ -0.3 %	▲ 14.9 %	▼ -0.6 %	▼ -5.7 %
South West	▼ -1.4 %	▼ -0.6 %	▲ 0.1 %	▲ 1.9 %	▲ 2.3 %	▲ 0.8 %
High Street Index(Coastal Town)	▼ -2.9 %	▼ -3.2 %	▼ -1.3 %	▼ -2.1 %	▲ 3.8 %	▲ 1.9 %
UK	▼ -0.5 %	▼ -1.7 %	▼ -1.4 %	▲ 0.6 %	▲ 1.2 %	▲ 0.7 %

Headlines

The change in footfall for Bournemouth over the last 52 weeks is 11.7% up on the previous year.

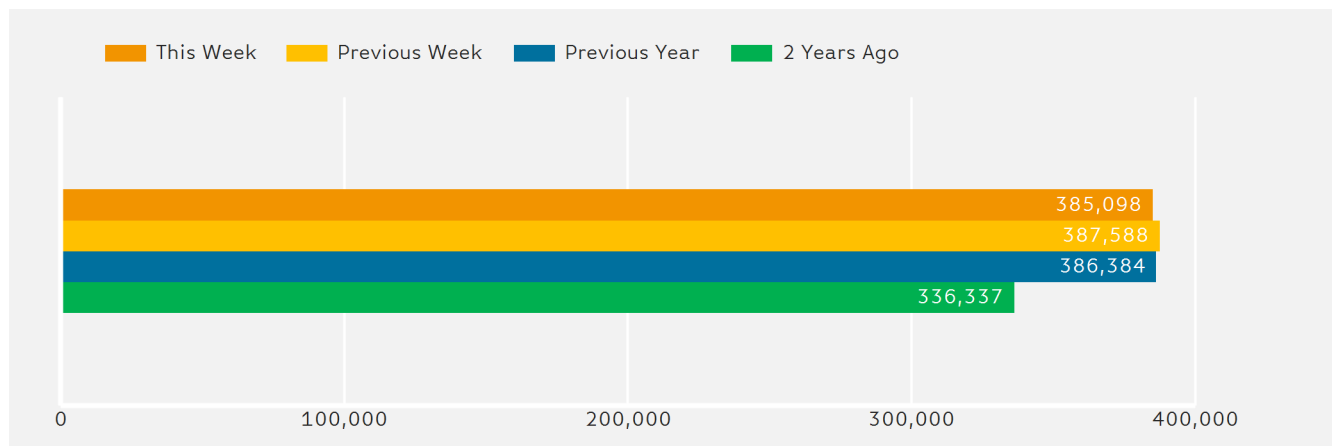
Footfall for the year to date is 9.9% up on the previous year.

The number of visitors counted for week commencing 21 August 2017 was 385,098.

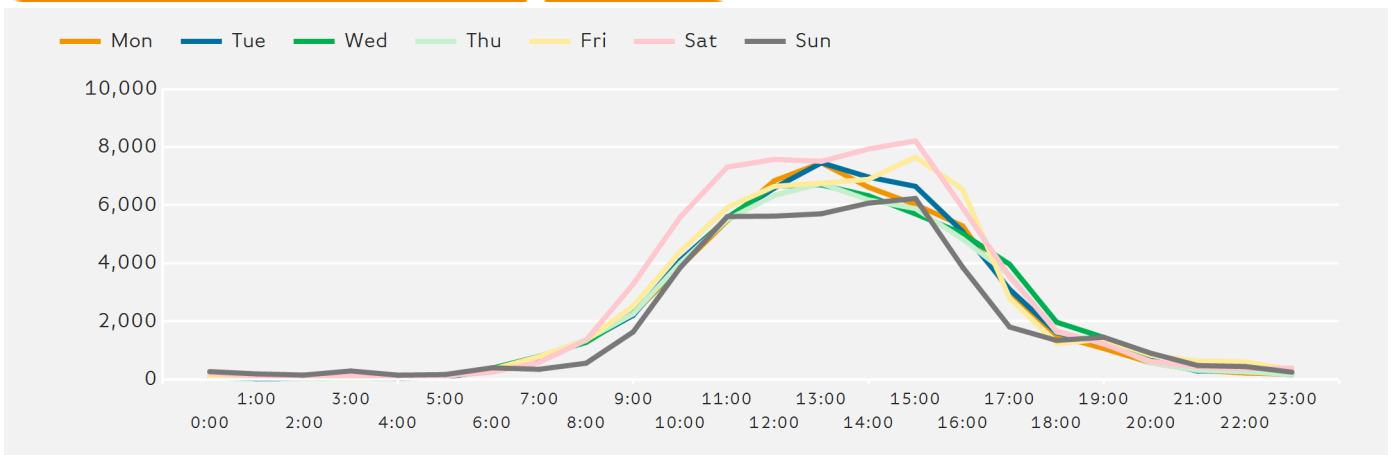
The busiest day in week commencing 21 August 2017 was Saturday with 64,521 visitors.

The peak hour of the week was 15:00 on Saturday with footfall of 8,216

Footfall Totals by Week



Footfall by Hour



Weather

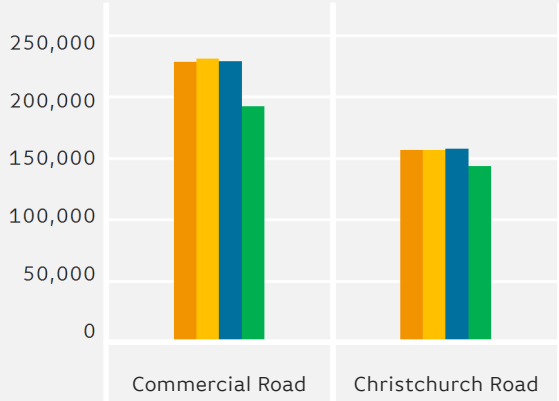
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week							
		21	20	20	20		
Previous Week							
	19	19	20	20	18	19	19
Previous Year							
	22	28	30	25	25	23	19

Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	53,530	54,627	53,985	52,459	58,132	64,521	47,844	385,098
Previous Week	55,594	54,293	57,849	55,003	57,088	63,363	44,398	387,588
Previous Year	55,427	49,855	53,170	56,151	54,753	64,510	52,518	386,384
2 Years Ago	38,710	35,009	47,314	54,061	62,775	46,156	52,312	336,337
Week on Week % Change	-3.7 %	0.6 %	-6.7 %	-4.6 %	1.8 %	1.8 %	7.8 %	-0.6 %
Year on Year % Change	-3.4 %	9.6 %	1.5 %	-6.6 %	6.2 %	0.0 %	-8.9 %	-0.3 %

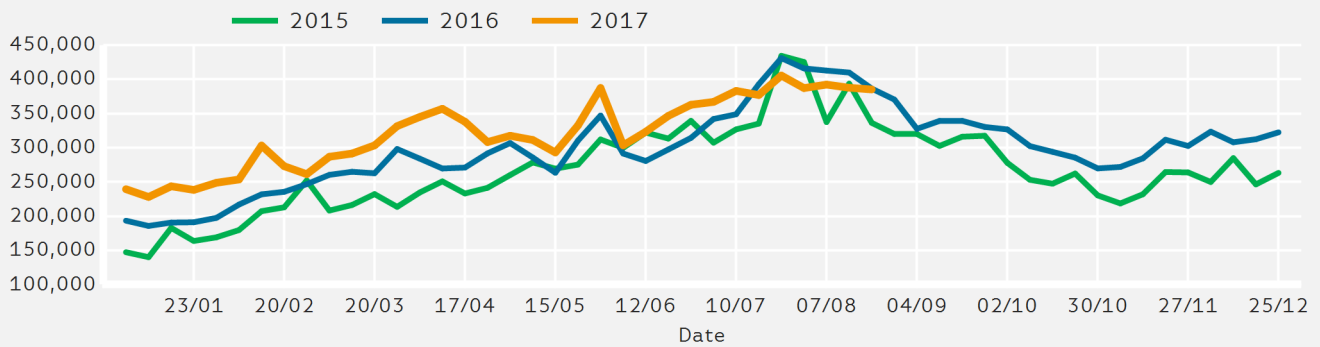
Footfall by Location

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



This Week	228,628	156,470
Previous Week	231,074	156,514
Previous Year	228,853	157,531
2 Years Ago	192,550	143,787
Week on Week % Change	-1.1 %	0.0 %
Year on Year % Change	-0.1 %	-0.7 %

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.