

**Bournemouth Coastal BID**

Week 20, 2018

14/05/2018 to 20/05/2018



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	
	2018	2017	2018	2017	2018	2017
Bournemouth Coastal BID	▼ -5.8 %	▼ -13.3 %	▲ 0.8 %	▼ -14.7 %	▲ 1.7 %	▼ -10.7 %
South West	▼ -3.4 %	▼ -1.3 %	▲ 5.2 %	▼ -1.6 %	▲ 3.6 %	▼ -6.2 %
High Street Index(Coastal Town)	▼ -5.4 %	▼ -2.6 %	▲ 2.8 %	▼ -0.9 %	▲ 0.6 %	▼ -6.2 %
UK	▼ -3.7 %	▼ -0.2 %	▲ 4.6 %	▼ -2.0 %	▲ 2.5 %	▼ -3.1 %

**Headlines**

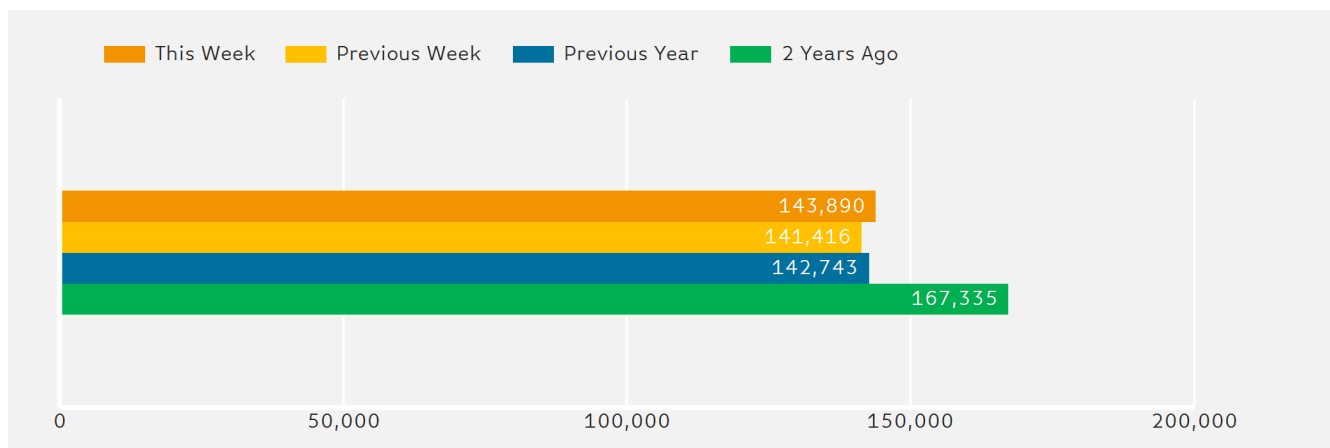
The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 7.3% down on the previous year.

Footfall for the year to date is 5.8% down on the previous year.

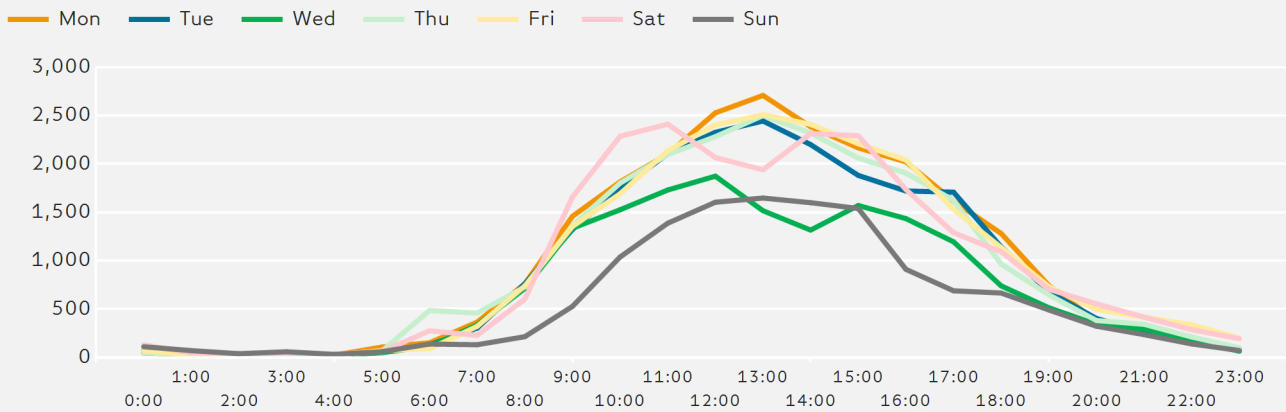
The number of visitors counted for week commencing 14 May 2018 was 143,890.

The busiest day in week commencing 14 May 2018 was Monday with 23,295 visitors.

The peak hour of the week was 13:00 on Monday 14 May 2018 with footfall of 2,707

**Footfall by Week**

## Footfall by Hour



## Weather

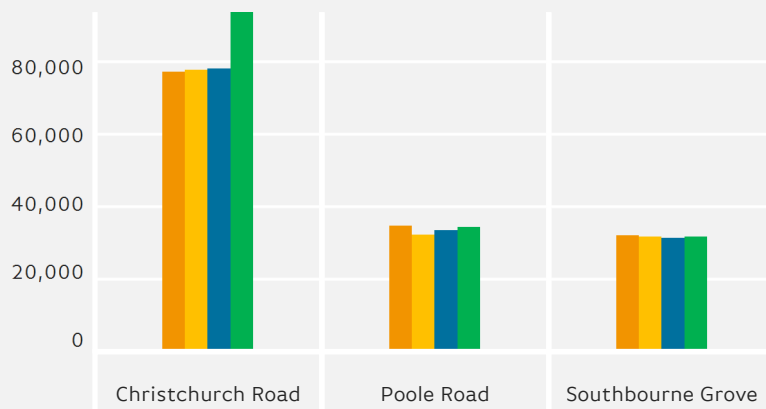
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	20	22	17	17	16	18	16
Previous Week	23	20	15	15	14	14	17
Previous Year	15	17	14	14	13	13	14

## Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	23,295	21,657	16,992	22,477	23,044	22,697	13,728	143,890
Previous Week	19,204	22,506	20,425	21,290	20,955	23,479	13,557	141,416
Previous Year	19,209	20,028	16,664	22,148	25,263	25,202	14,229	142,743
2 Years Ago	27,226	23,591	22,060	27,577	25,480	25,367	16,034	167,335
Week on Week % Change	21.3 %	-3.8 %	-16.8 %	5.6 %	10.0 %	-3.3 %	1.3 %	1.7 %
Year on Year % Change	21.3 %	8.1 %	2.0 %	1.5 %	-8.8 %	-9.9 %	-3.5 %	0.8 %

## Footfall by Location

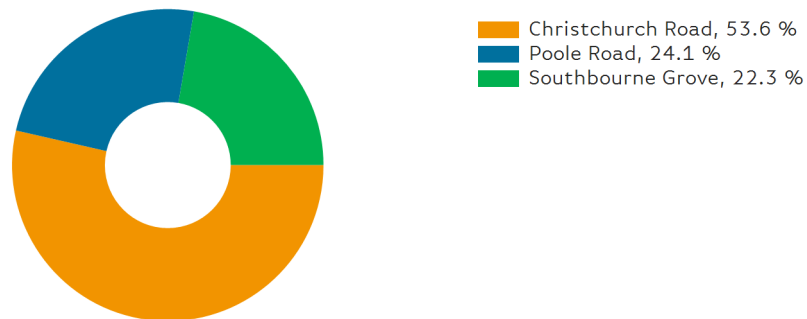
■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



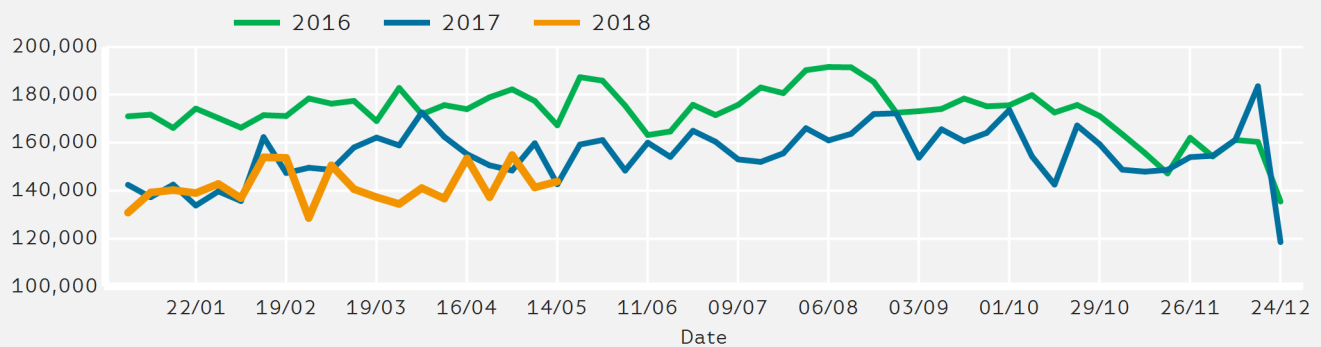
This Week	77,078	34,721	32,091
Previous Week	77,551	32,183	31,682
Previous Year	77,946	33,477	31,320
2 Years Ago	101,378	34,267	31,690
Week on Week % Change	-0.6 %	7.9 %	1.3 %
Year on Year % Change	-1.1 %	3.7 %	2.5 %

## Footfall by location

Counting By Location - Main Locations Only



## Footfall by Week



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2018 to Week 20 , 2018 Vs Week 1, 2017 to Week 20 , 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 20, 2018 Vs Week 20, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 20 2018 Vs Week 19 2018