



Bournemouth Coastal BID

Week 50, 2017

11/12/2017 to 17/12/2017



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	▼ -10.6 %	▼ -6.0 %	▲ 0.1 %	▼ -8.3 %	▲ 4.3 %	▲ 4.4 %
South West	▼ -2.2 %	▼ -0.6 %	▼ -10.3 %	▼ -1.2 %	▲ 0.4 %	▲ 3.7 %
High Street Index(Coastal Town)	▼ -3.3 %	▼ -2.5 %	▼ -11.3 %	▲ 0.2 %	▼ -1.7 %	▲ 5.8 %
UK	▼ -1.1 %	▼ -1.4 %	▼ -8.8 %	▼ -1.8 %	▼ 0.0 %	▲ 4.9 %

Headlines

The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 10.3% down on the previous year.

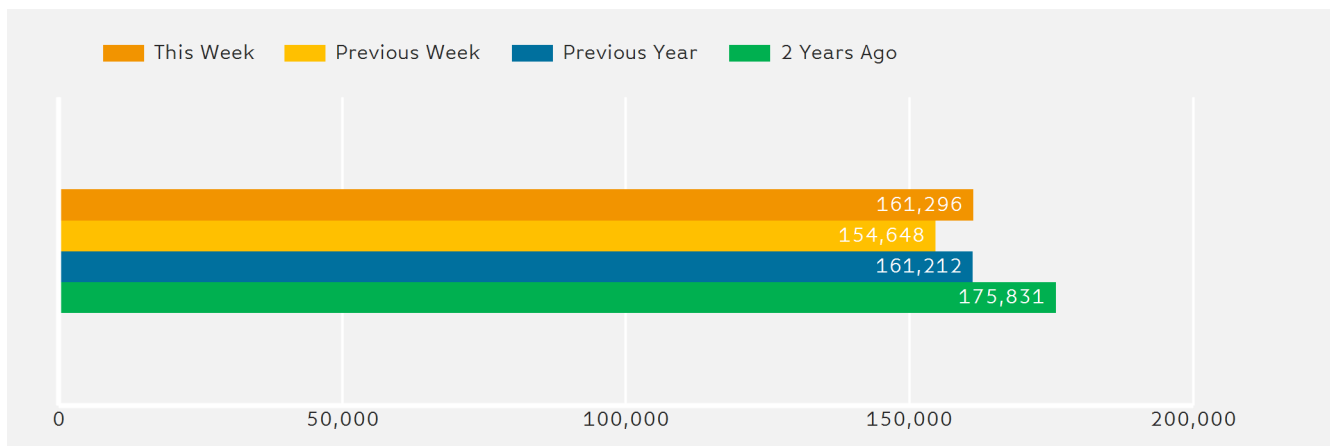
Footfall for the year to date is 10.6% down on the previous year.

The number of visitors counted for week commencing 11 December 2017 was 161,296.

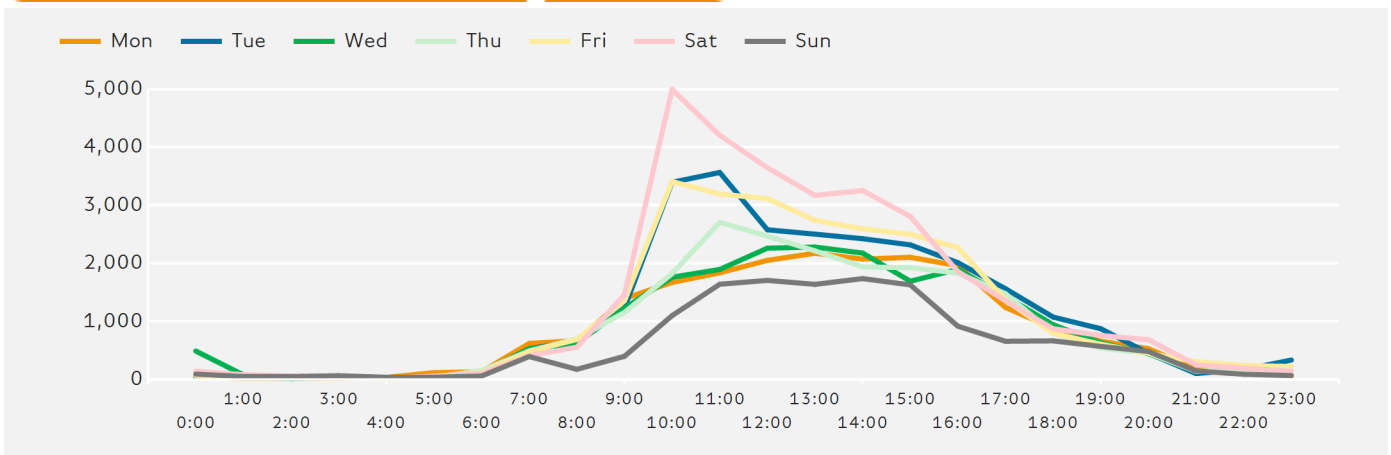
The busiest day in week commencing 11 December 2017 was Saturday with 31,152 visitors.

The peak hour of the week was 10:00 on Saturday with footfall of 4,995

Footfall by Week



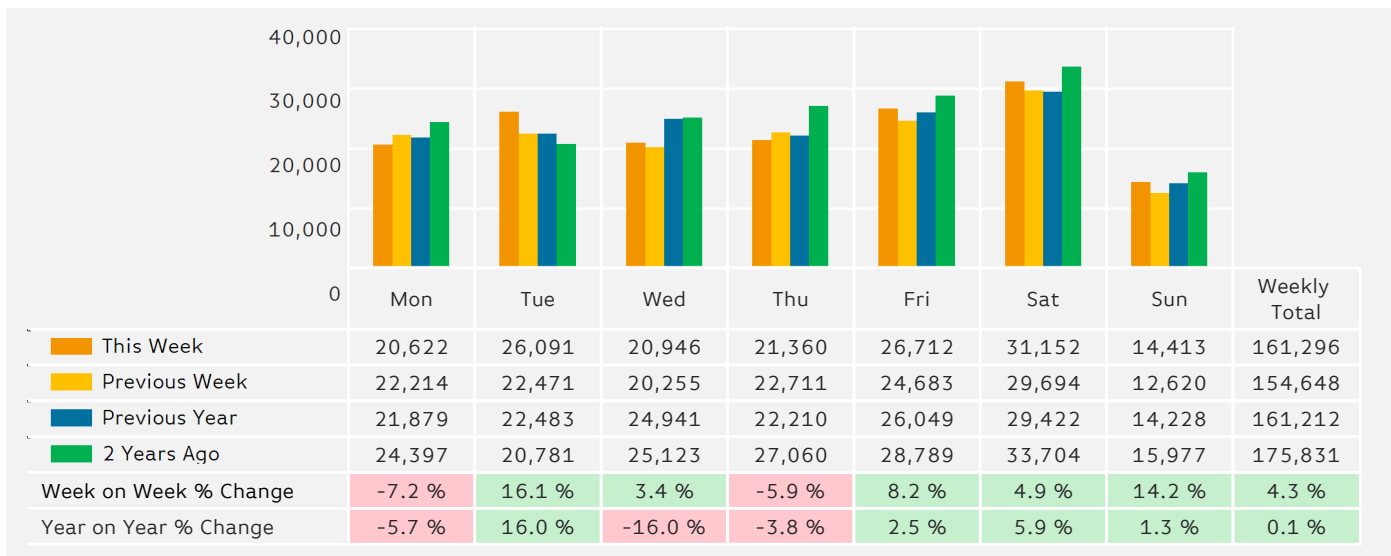
Footfall by Hour



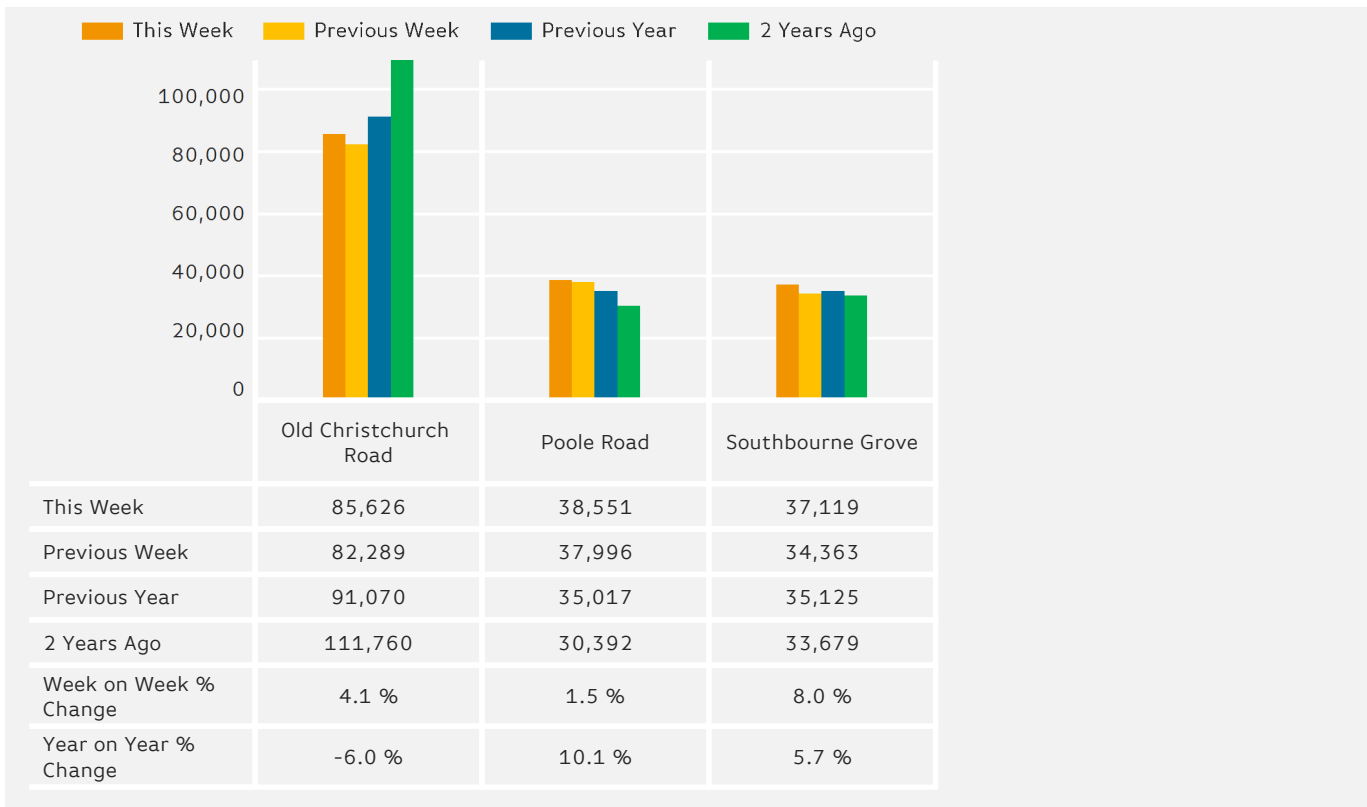
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	3	7	10	7	6	7	11
Previous Week	11	9	11	13	5	5	9
Previous Year	12	13	12	11	11	10	8

Footfall by Day

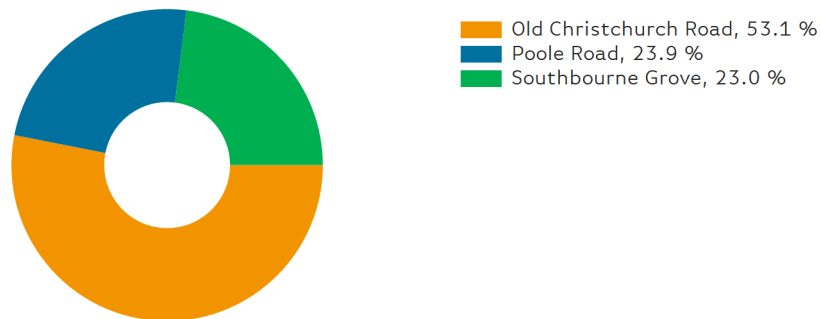


Footfall by Location

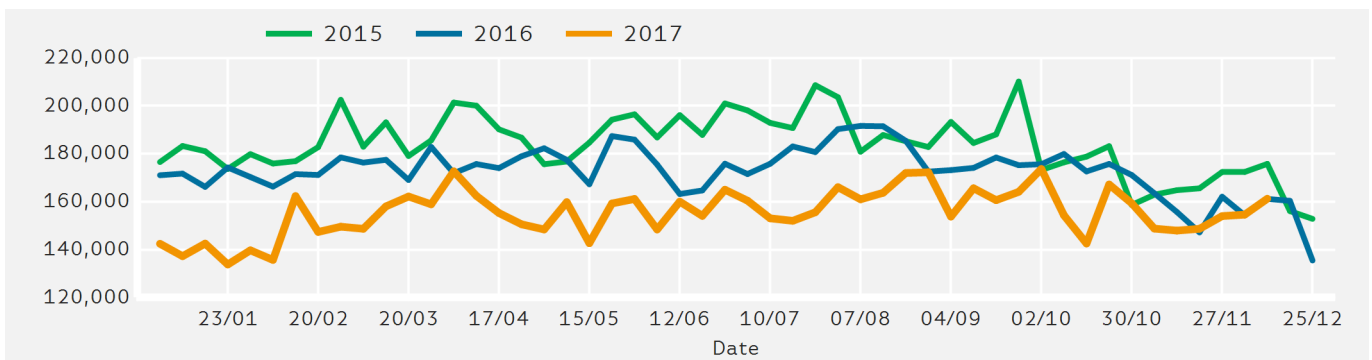


Footfall by location

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.