



**Bournemouth Coastal BID**

Week 51, 2017

18/12/2017 to 24/12/2017



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	▼ -10.1 %	▼ -5.8 %	▲ 14.5 %	▲ 2.7 %	▲ 13.8 %	▼ -0.5 %
South West	▼ -2.0 %	▼ -0.5 %	▲ 8.6 %	▲ 3.7 %	▲ 15.9 %	▼ -6.6 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -2.4 %	▲ 7.7 %	▼ -1.5 %	▲ 25.3 %	▲ 0.9 %
UK	▼ -0.9 %	▼ -1.2 %	▲ 9.2 %	▲ 5.7 %	▲ 10.8 %	▼ -7.5 %

**Headlines**

The change in footfall for Bournemouth Coastal BID over the last 52 weeks is 10.1% down on the previous year.

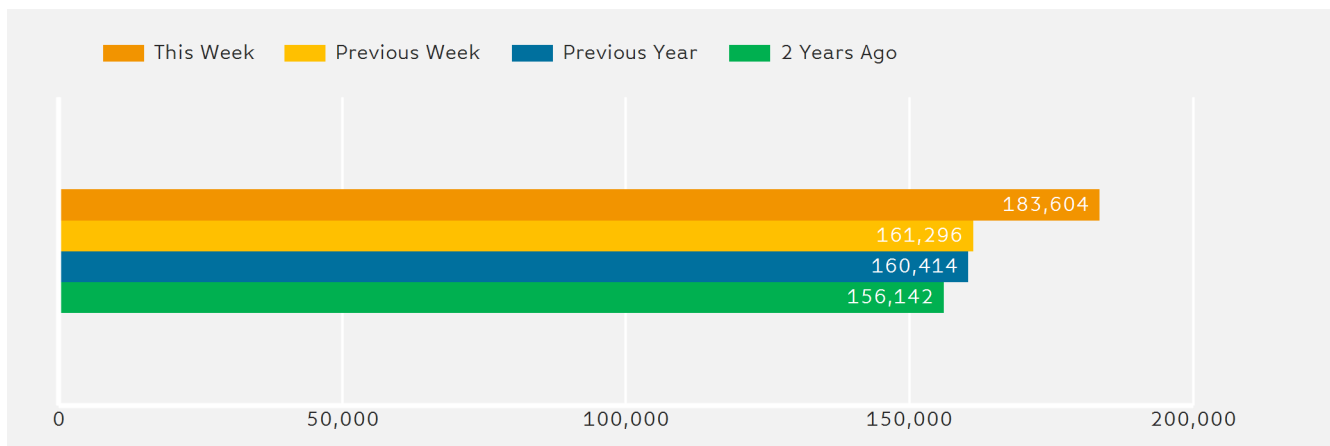
Footfall for the year to date is 10.1% down on the previous year.

The number of visitors counted for week commencing 18 December 2017 was 183,604.

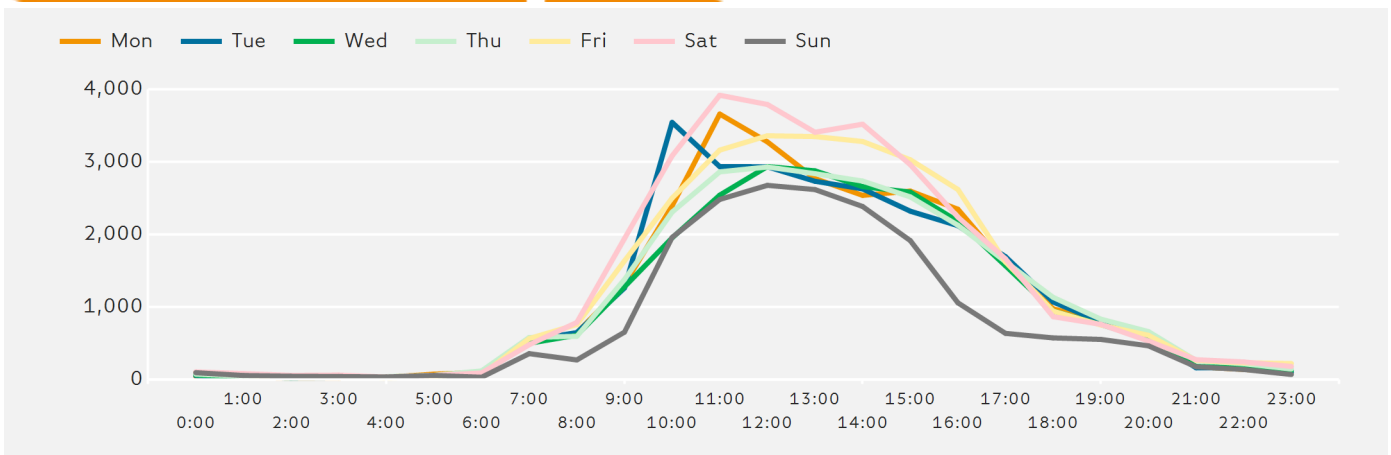
The busiest day in week commencing 18 December 2017 was Saturday with 31,102 visitors.

The peak hour of the week was 11:00 on Saturday with footfall of 3,915

**Footfall by Week**



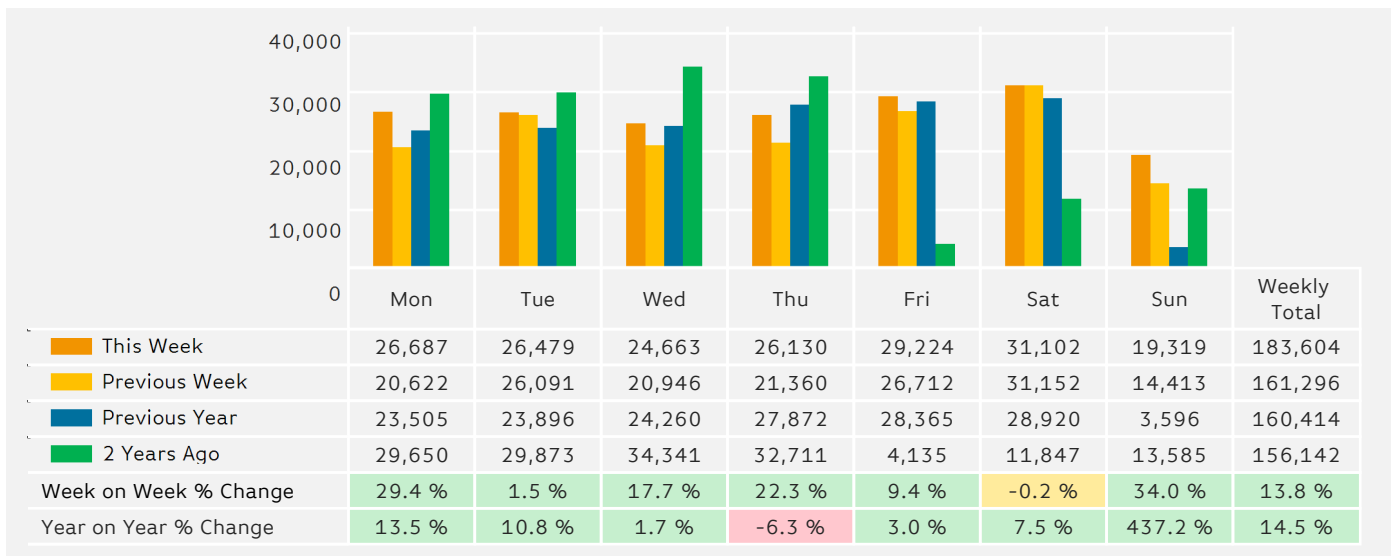
### Footfall by Hour



### Weather

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

### Footfall by Day

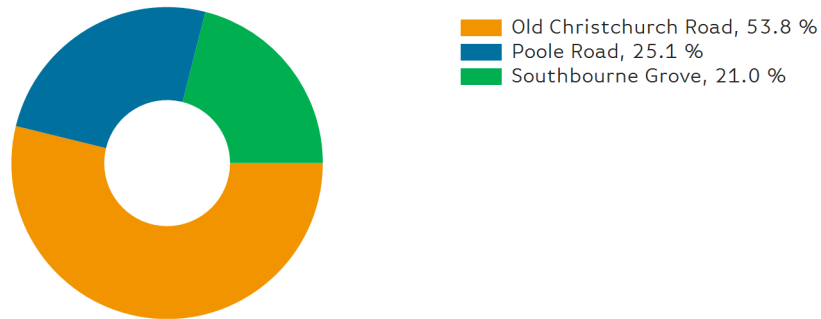


### Footfall by Location

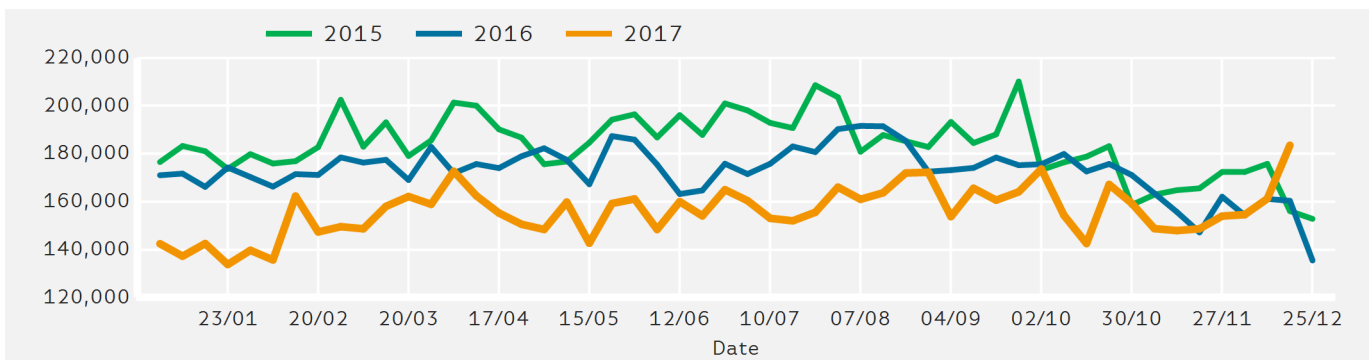


### Footfall by location

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.