



Bournemouth Collective

Week 1, 2018

01/01/2018 to 07/01/2018



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 Collective	▼ -7.6 %	▲ 4.8 %	▼ -7.6 %	▲ 4.8 %	▼ -13.2 %	▼ -16.6 %
Sovereign Shopping Centre, Boscombe	▼ -16.4 %	▼ -11.9 %	▼ -16.4 %	▼ -11.9 %	▲ 3.3 %	▲ 4.3 %
South West	▼ -8.4 %	▲ 1.3 %	▼ -8.4 %	▲ 1.3 %	▼ -10.2 %	▼ -7.5 %
UK	▼ -4.7 %	▲ 0.1 %	▼ -4.7 %	▲ 0.1 %	▼ -6.9 %	▼ -8.9 %

Headlines

The change in footfall for Bournemouth Collective over the last 52 weeks is 0.3% up on the previous year.

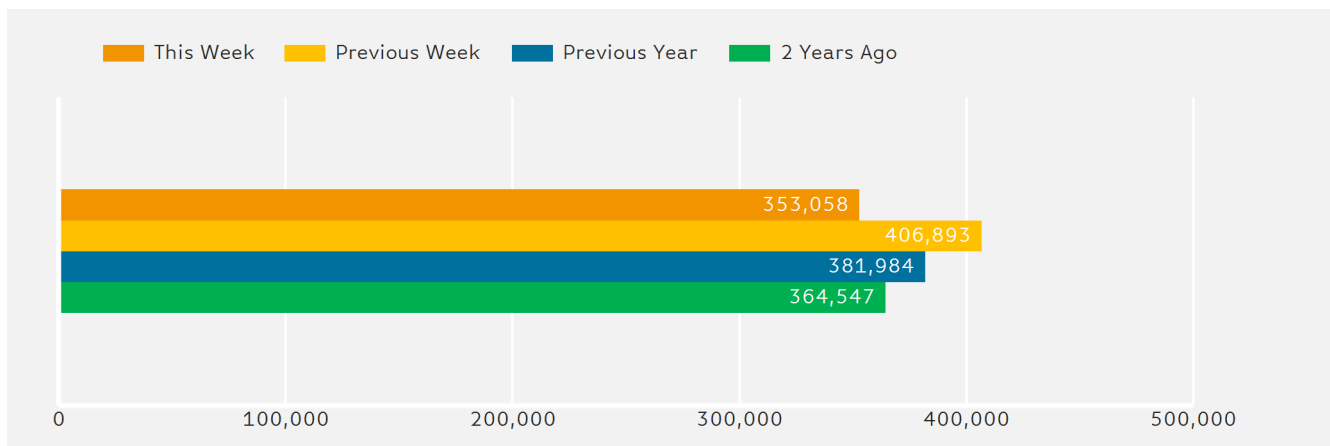
Footfall for the year to date is 7.6% down on the previous year.

The number of visitors counted for week commencing 1 January 2018 was 353,058.

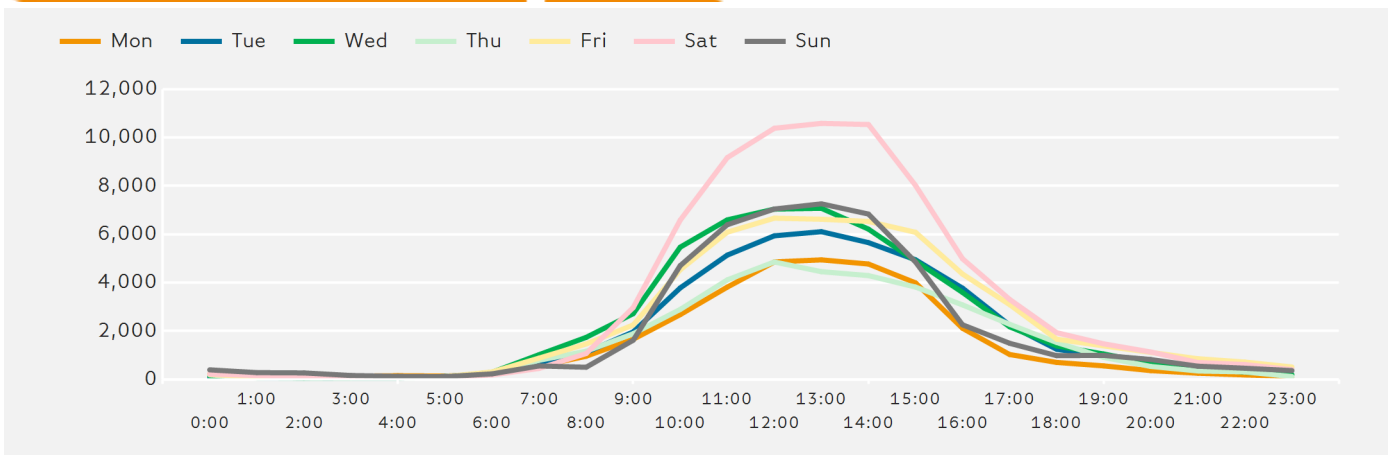
The busiest day in week commencing 1 January 2018 was Saturday with 75,265 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 10,582

Footfall by Week



Footfall by Hour



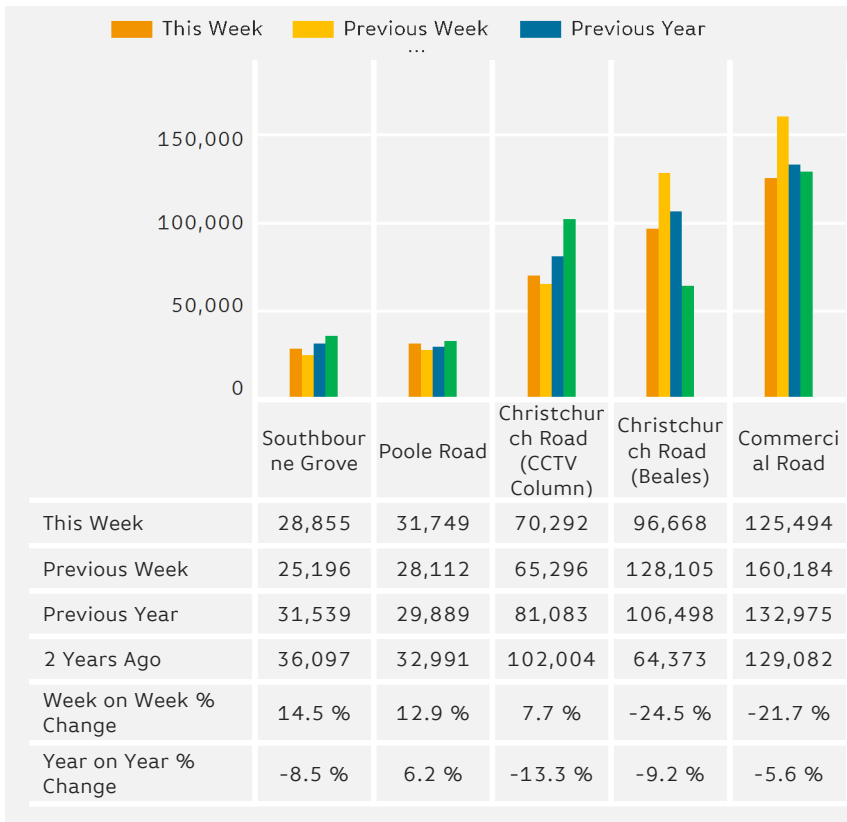
Weather

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

Footfall by Day

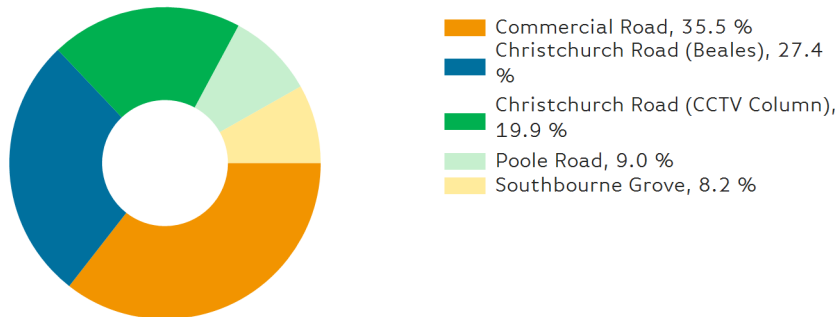
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	34,720	46,350	53,395	38,121	55,880	75,265	49,327	353,058
Previous Week	8,019	54,140	61,318	61,921	68,595	78,150	74,750	406,893
Previous Year	54,275	51,393	51,552	41,992	54,903	79,006	48,863	381,984
2 Years Ago	57,661	49,325	52,300	46,609	51,445	67,988	39,219	364,547
Week on Week % Change	333.0 %	-14.4 %	-12.9 %	-38.4 %	-18.5 %	-3.7 %	-34.0 %	-13.2 %
Year on Year % Change	-36.0 %	-9.8 %	3.6 %	-9.2 %	1.8 %	-4.7 %	0.9 %	-7.6 %

Footfall by Location

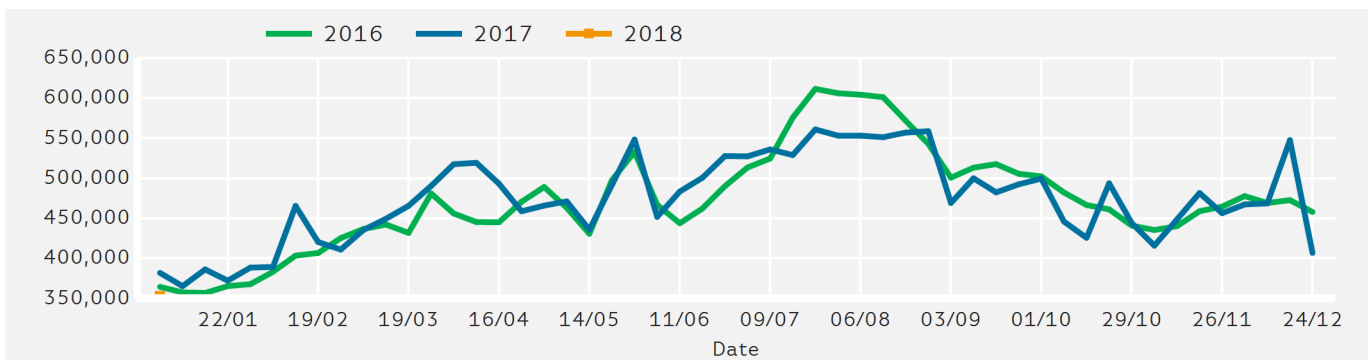


Footfall by location

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.