

Bournemouth

Week 10, 2018 05/03/2018 to 11/03/2018



REGION - South West

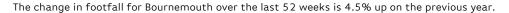
Monday to Sunday COUNT TYPE: Footfall Counts

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		4.4 %		19.8 %		23.5 %		10.1 %		37.8 %		9.7 %
South West	•	-4.6 %	•	-2.3 %	•	-1.7 %	•	-2.6 %		37.5 %		3.2 %
High Street Index(Coastal Town)	•	-5.2 %	•	-3.2 %	•	-5.6 %	•	-2.7 %		34.1 %		5.7 %
UK	•	-4.3 %	•	-0.9 %	•	-4.6 %		2.2 %		29.7 %		4.2 %

Headlines



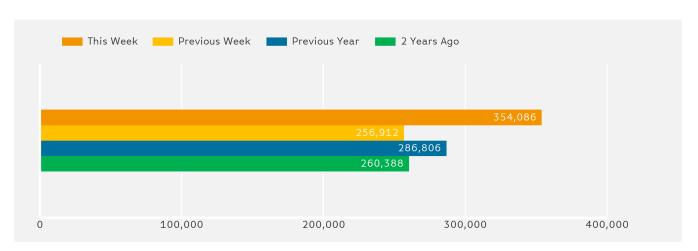
Footfall for the year to date is 4.4% up on the previous year.

The number of visitors counted for week commencing 5 March 2018 was 354,086.

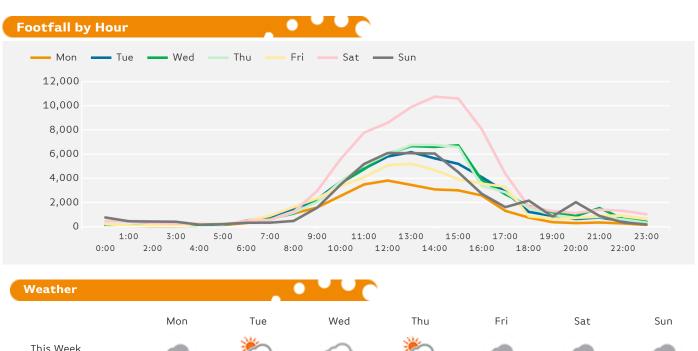
The busiest day in week commencing 5 March 2018 was Saturday with 80,648 visitors.

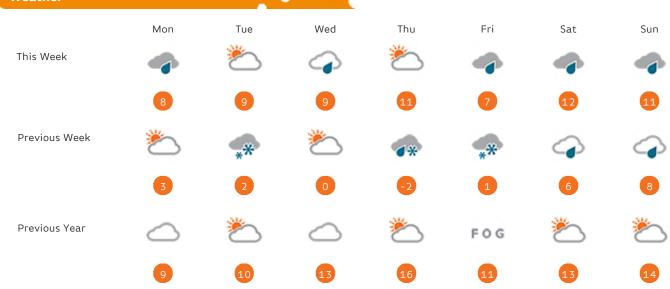
The peak hour of the week was 14:00 on Saturday with footfall of 10,752





Powered by Springboard Page 1 of 3



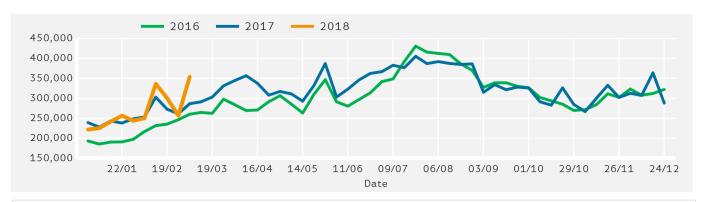


Footfall by Day 80,000 60,000 40,000 20,000 Weekly 0 Mon Tue Wed Thu Fri Sat Sun Total This Week 29,495 48,636 52,312 51,286 44,310 80,648 47,399 354,086 Previous Week 29,464 42,858 31,805 31,949 24,718 51,048 45,070 256,912 Previous Year 33,422 37,747 33,093 40,245 38,174 63,732 40,393 286,806 2 Years Ago 32,819 28,487 18,627 32,877 41,339 55,241 50,998 260,388 Week on Week % Change 0.1 % 13.5 % 64.5 % 60.5 % 79.3 % 58.0 % 5.2 % 37.8 % Year on Year % Change -11.7 % 28.8 % 58.1 % 27.4 % 16.1 % 26.5 % 17.3 % 23.5 %

Powered by Springboard Page 2 of 3

Footfall by Location This Week Previous Week Previous Year 2 Years Ago 200,000 150,000 100,000 50,000 0 Christchurch Road Commercial Road This Week 198,841 155,245 Previous Week 133,924 122,988 Previous Year 127,831 158,975 2 Years Ago 101,596 158,792 Week on Week % 48.5 % 26.2 % Change Year on Year % 55.5 % -2.3 % Change

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 10, 2018 Vs Week 1, 2017 to Week 10, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week 10, 2018 Vs Week 10, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 10 2018 Vs Week 9 2018

Powered by Springboard Page 3 of 3