



## Bournemouth

Week 13, 2018

26/03/2018 to 01/04/2018



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	▲ 8.0 %	▲ 17.7 %	▲ 13.3 %	▲ 11.2 %	▲ 2.2 %	▲ 9.3 %
South West	▼ -4.5 %	▼ -2.1 %	▼ -5.4 %	▼ -3.0 %	▲ 2.8 %	▲ 2.4 %
High Street Index(Coastal Town)	▼ -5.6 %	▼ -3.4 %	▼ -5.4 %	▼ -6.5 %	▲ 4.6 %	▲ 1.8 %
UK	▼ -5.1 %	▼ -0.1 %	▼ -9.5 %	▲ 2.3 %	▼ -1.5 %	▲ 4.1 %

### Headlines

The change in footfall for Bournemouth over the last 52 weeks is 4.9% up on the previous year.

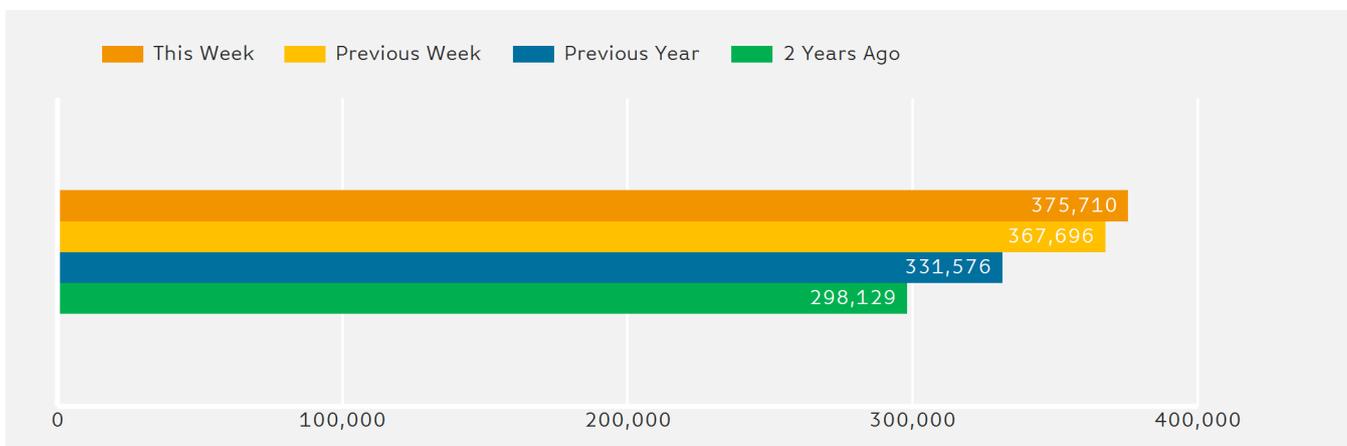
Footfall for the year to date is 8% up on the previous year.

The number of visitors counted for week commencing 26 March 2018 was 375,710.

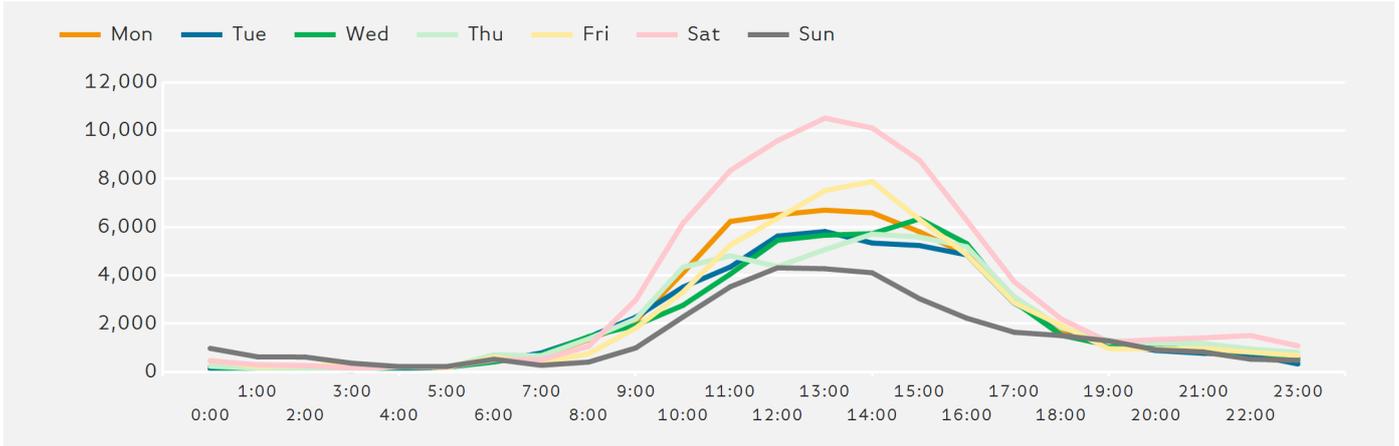
The busiest day in week commencing 26 March 2018 was Saturday with 78,912 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 10,515

### Footfall by Week



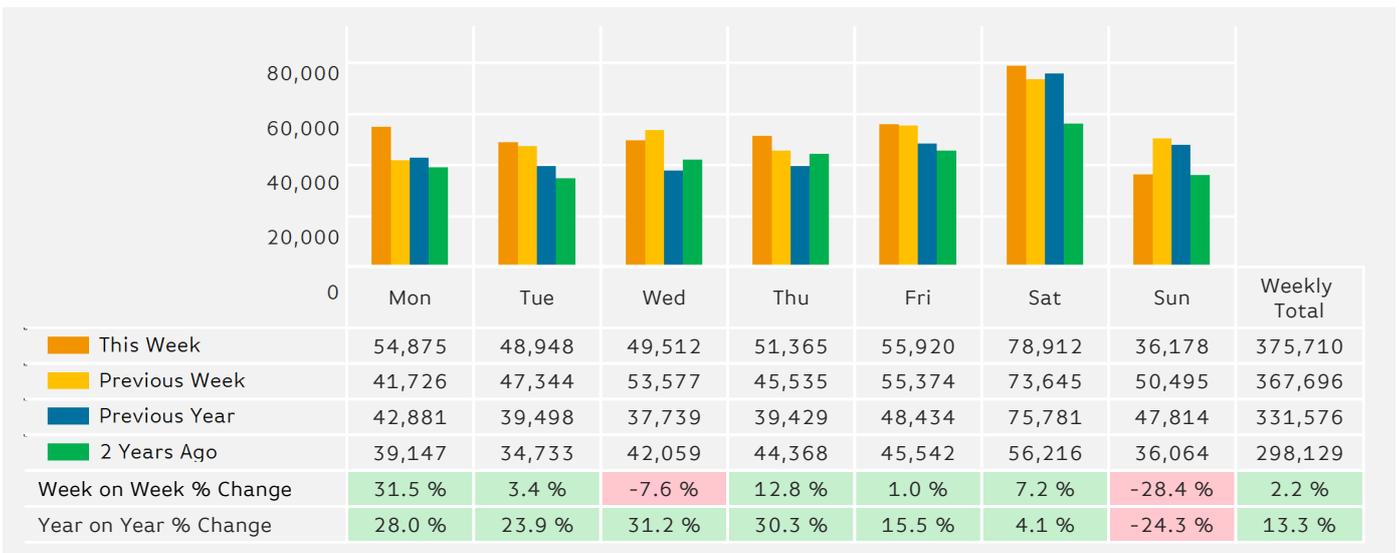
### Footfall by Hour



### Weather

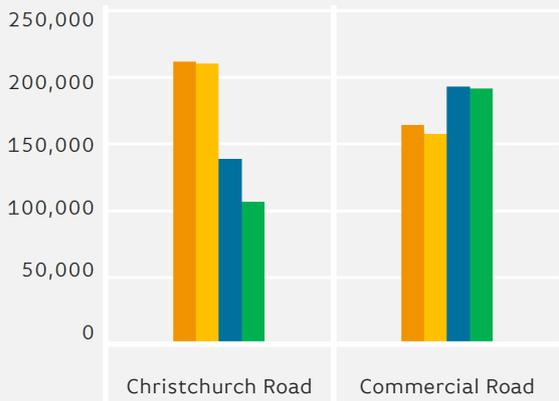
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	13	9	8	7	9	7
Previous Week	3	7	9	9	10	10	11
Previous Year	17	15	15	16	14	14	15

### Footfall by Day



### Footfall by Location

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



	Christchurch Road	Commercial Road
This Week	211,572	164,138
Previous Week	210,174	157,522
Previous Year	138,558	193,018
2 Years Ago	106,777	191,352
Week on Week % Change	0.7 %	4.2 %
Year on Year % Change	52.7 %	-15.0 %

### 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 13, 2018 Vs Week 1, 2017 to Week 13, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 13, 2018 Vs Week 13, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2018 Vs Week 12 2018