



## Bournemouth

Week 14, 2018

02/04/2018 to 08/04/2018



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	▲ 9.1 %	▲ 18.0 %	▲ 20.2 %	▲ 21.4 %	▲ 10.4 %	▲ 4.0 %
South West	▼ -4.6 %	▼ -1.9 %	▼ -5.2 %	▼ -0.2 %	▲ 7.6 %	▲ 9.2 %
High Street Index(Coastal Town)	▼ -5.9 %	▼ -3.1 %	▼ -9.2 %	▲ 0.6 %	▲ 5.7 %	▲ 11.9 %
UK	▼ -5.5 %	▲ 0.3 %	▼ -10.0 %	▲ 5.5 %	▲ 4.4 %	▲ 5.1 %

### Headlines

The change in footfall for Bournemouth over the last 52 weeks is 5% up on the previous year.

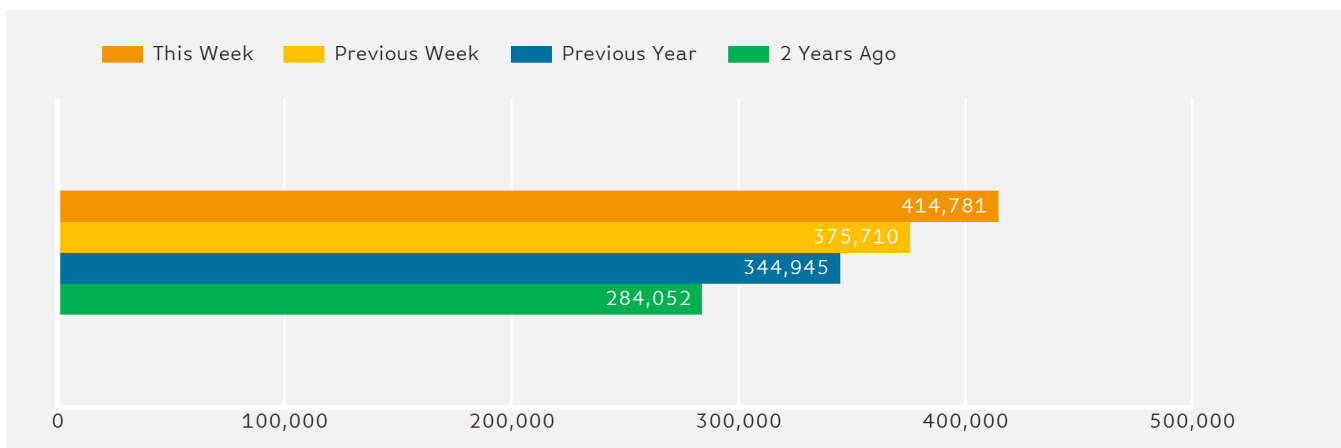
Footfall for the year to date is 9.1% up on the previous year.

The number of visitors counted for week commencing 2 April 2018 was 414,781.

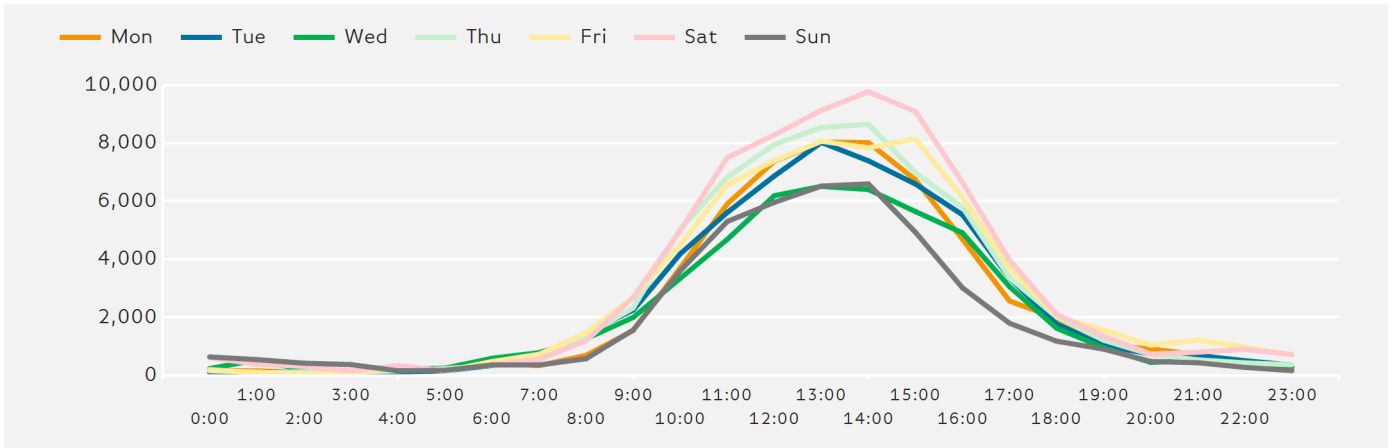
The busiest day in week commencing 2 April 2018 was Saturday with 72,784 visitors.

The peak hour of the week was 14:00 on Saturday with footfall of 9,771

### Footfall by Week



### Footfall by Hour



### Weather

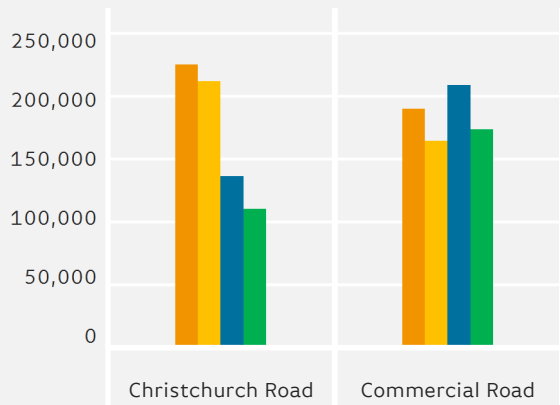
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	11	12	10	11	12	12	12
Previous Week	11	13	9	8	7	9	7
Previous Year	11	15	15	15	16	17	19

### Footfall by Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly Total
This Week	56,139	58,038	51,231	64,114	66,086	72,784	46,389	414,781
Previous Week	54,875	48,948	49,512	51,365	55,920	78,912	36,178	375,710
Previous Year	42,902	40,640	46,944	46,038	52,482	66,811	49,128	344,945
2 Years Ago	37,773	34,961	41,693	39,855	43,906	57,340	28,524	284,052
Week on Week % Change	2.3 %	18.6 %	3.5 %	24.8 %	18.2 %	-7.8 %	28.2 %	10.4 %
Year on Year % Change	30.9 %	42.8 %	9.1 %	39.3 %	25.9 %	8.9 %	-5.6 %	20.2 %

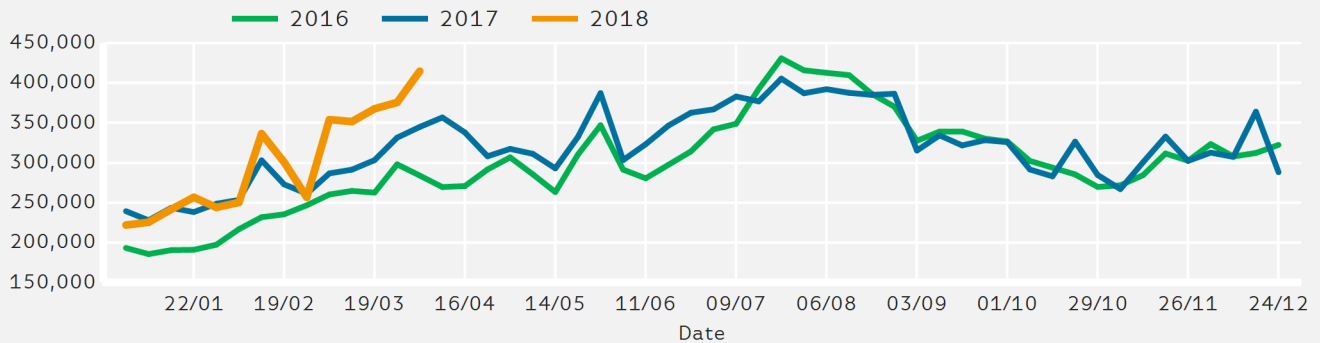
### Footfall by Location

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



	Christchurch Road	Commercial Road
This Week	224,999	189,782
Previous Week	211,572	164,138
Previous Year	136,440	208,505
2 Years Ago	110,472	173,580
Week on Week % Change	6.3 %	15.6 %
Year on Year % Change	64.9 %	-9.0 %

### 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 14, 2018 Vs Week 1, 2017 to Week 14, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 14, 2018 Vs Week 14, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 14 2018 Vs Week 13 2018