

**Bournemouth**

Week 16, 2018

16/04/2018 to 22/04/2018



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	▲ 10.1 %	▲ 19.5 %	▲ 19.5 %	▲ 24.7 %	▲ 0.8 %	▼ -5.3 %
South West	▼ -4.4 %	▼ -1.4 %	▲ 3.3 %	▲ 2.9 %	▲ 4.5 %	▼ -4.9 %
High Street Index(Coastal Town)	▼ -6.0 %	▼ -2.8 %	▼ -1.6 %	▼ -1.4 %	▲ 7.5 %	▼ -2.1 %
UK	▼ -4.9 %	▲ 0.3 %	▲ 4.0 %	▼ -2.3 %	▲ 7.7 %	▼ -4.2 %

Headlines

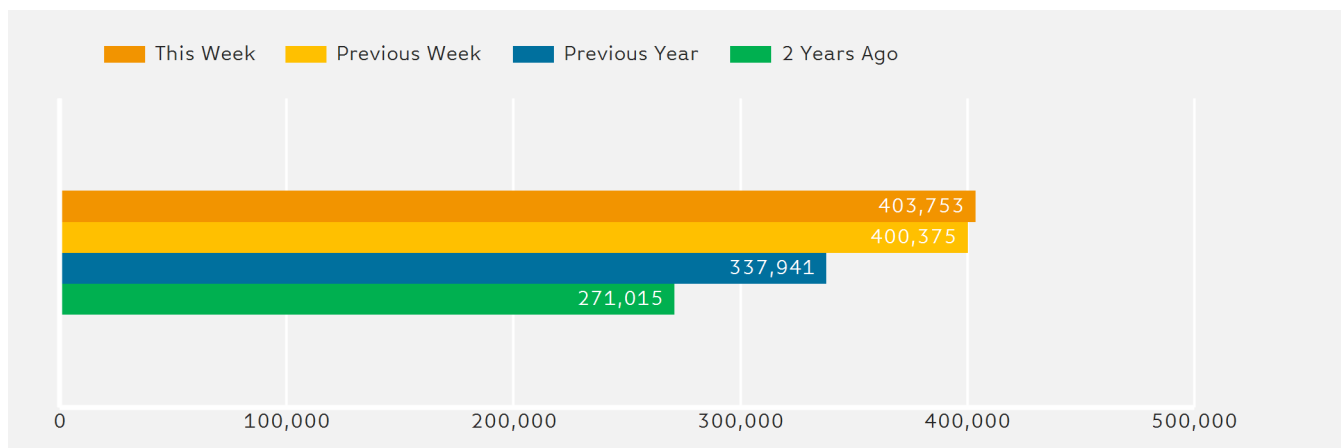
The change in footfall for Bournemouth over the last 52 weeks is 4.6% up on the previous year.

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

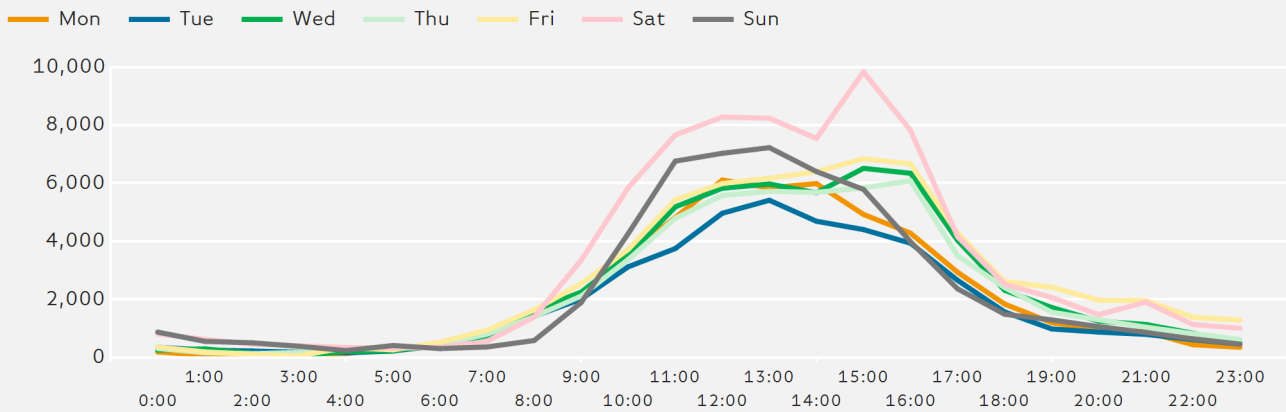
The number of visitors counted for week commencing 16 April 2018 was 403,753.

The busiest day in week commencing 16 April 2018 was Saturday with 78,109 visitors.

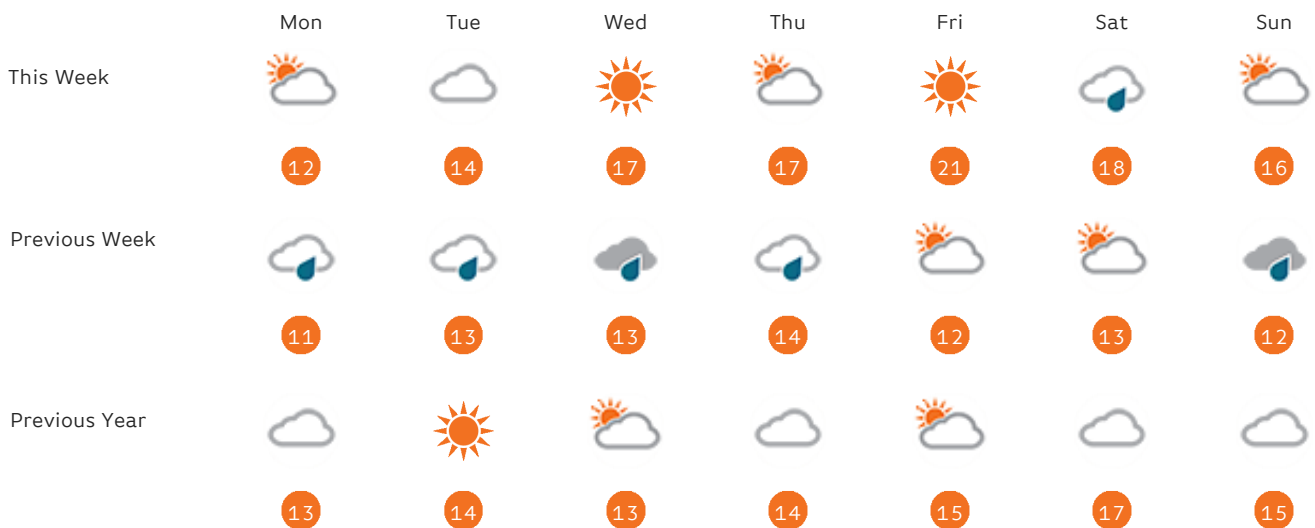
The peak hour of the week was 15:00 on Saturday 21 April 2018 with footfall of 9,834

Footfall by Week

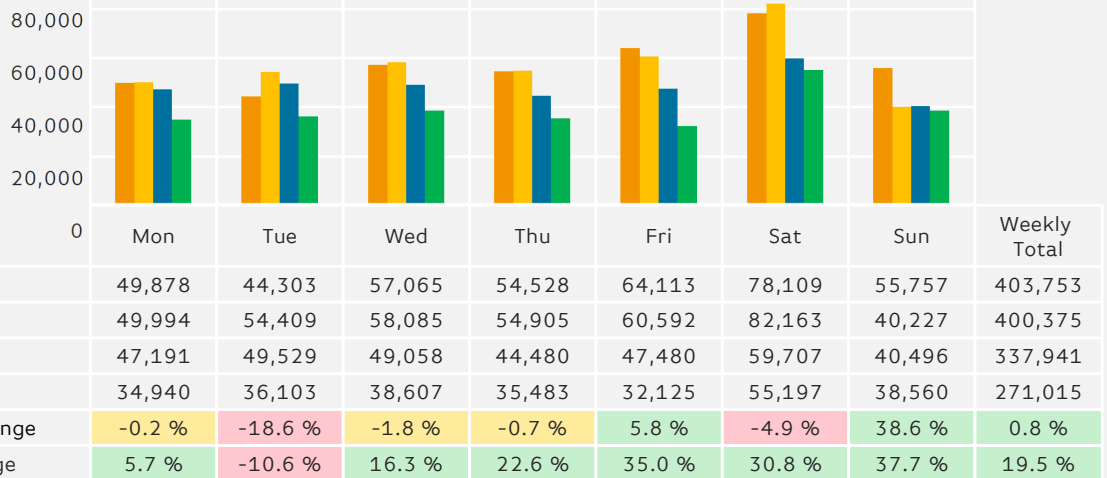
Footfall by Hour



Weather

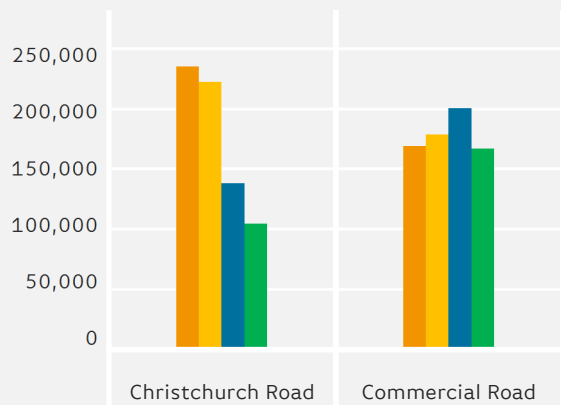


Footfall by Day



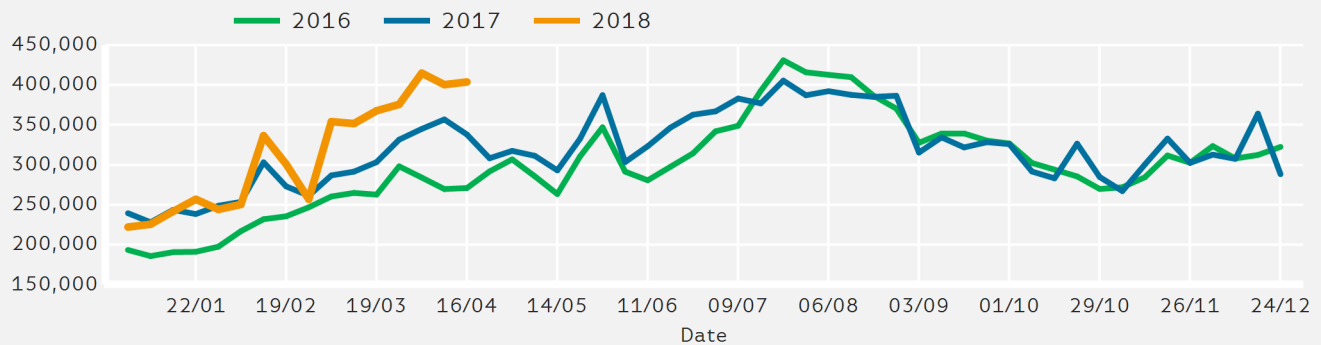
Footfall by Location

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



This Week	234,800	168,953
Previous Week	222,096	178,279
Previous Year	137,816	200,125
2 Years Ago	104,304	166,711
Week on Week % Change	5.7 %	-5.2 %
Year on Year % Change	70.4 %	-15.6 %

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 16, 2018 Vs Week 1, 2017 to Week 16, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 16, 2018 Vs Week 16, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 16 2018 Vs Week 15 2018