



Bournemouth Town Centre

Week 20, 2018

14/05/2018 to 20/05/2018



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 Town Centre | ▲ 13.0 % | ▲ 16.7 % | ▲ 26.3 % | ▲ 11.3 % | ▼ -3.2 % | ▼ -5.9 % |
| South West | ▼ -3.4 % | ▼ -1.3 % | ▲ 5.2 % | ▼ -1.6 % | ▲ 3.6 % | ▼ -6.2 % |
| High Street Index(Coastal Town) | ▼ -5.4 % | ▼ -2.6 % | ▲ 2.8 % | ▼ -0.9 % | ▲ 0.6 % | ▼ -6.2 % |
| UK | ▼ -3.7 % | ▼ -0.2 % | ▲ 4.6 % | ▼ -2.0 % | ▲ 2.5 % | ▼ -3.1 % |

Headlines

The change in footfall for Bournemouth Town Centre over the last 52 weeks is 5.9% up on the previous year.

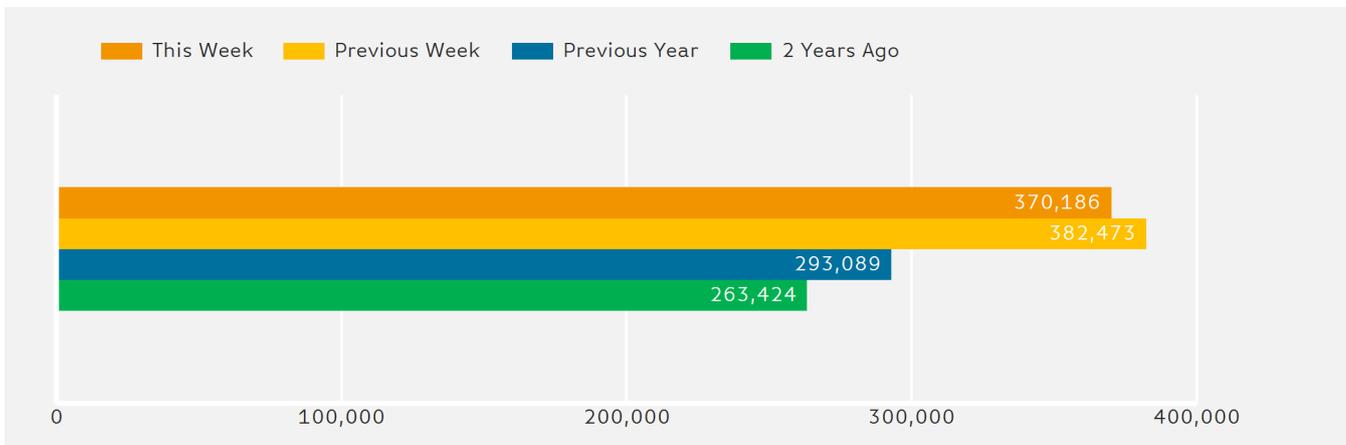
Footfall for the year to date is 13% up on the previous year.

The number of visitors counted for week commencing 14 May 2018 was 370,186.

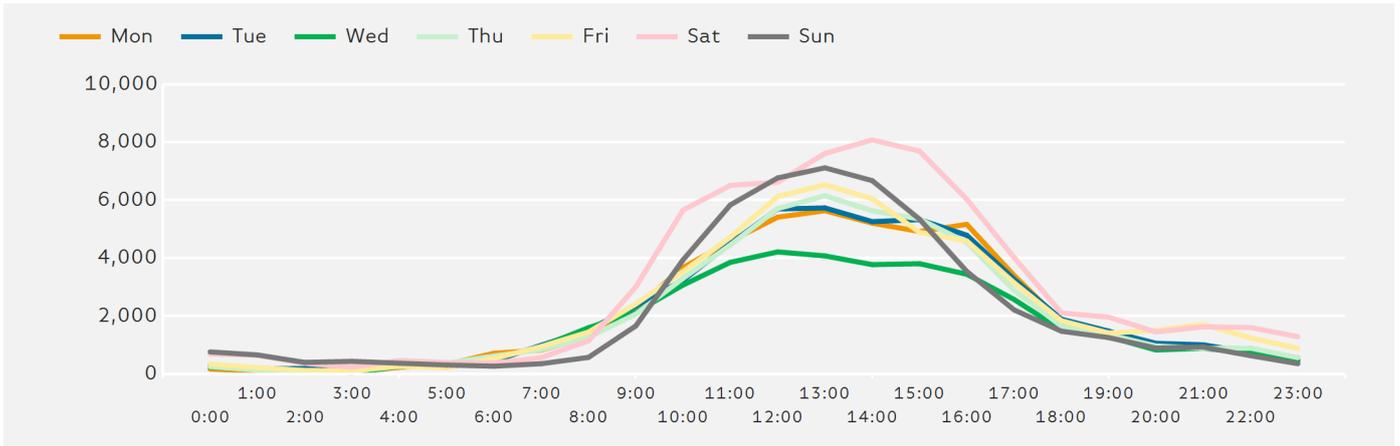
The busiest day in week commencing 14 May 2018 was Saturday with 70,114 visitors.

The peak hour of the week was 14:00 on Saturday 19 May 2018 with footfall of 8,080

Footfall by Week



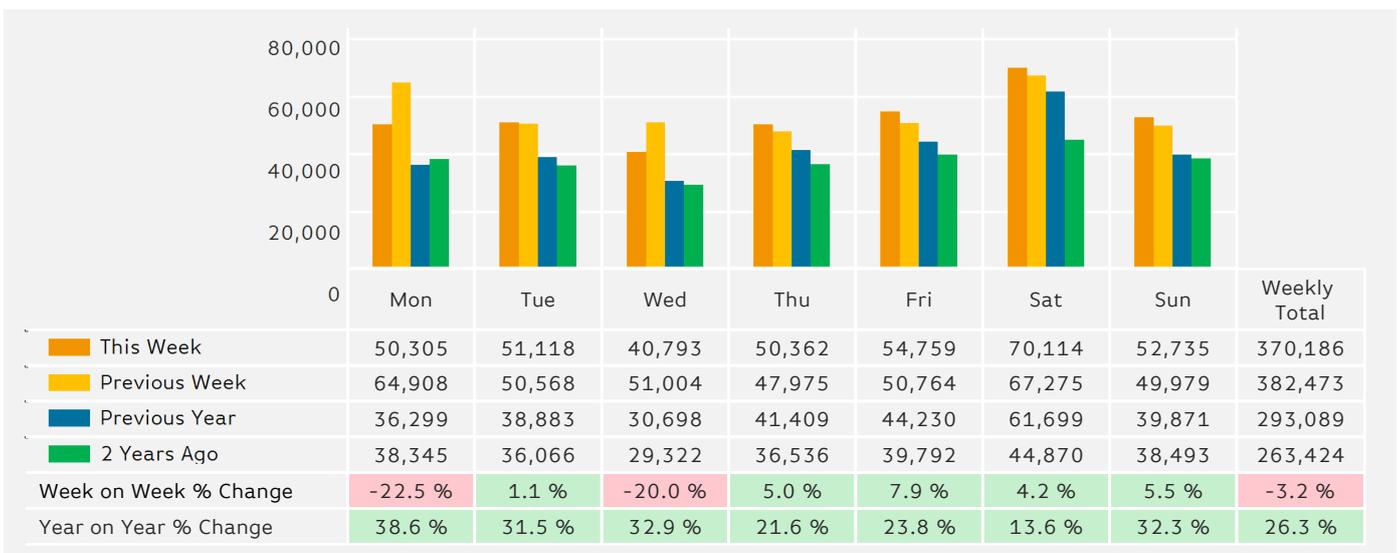
Footfall by Hour



Weather

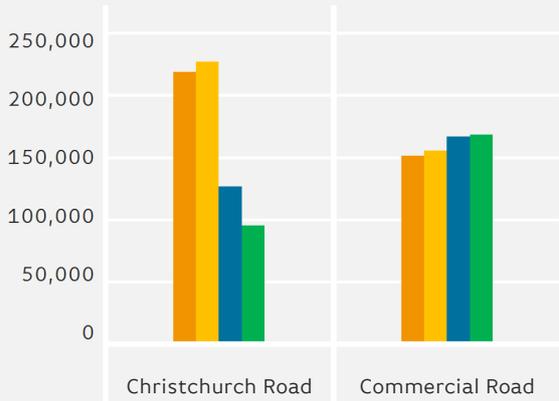
| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This Week | 20 | 22 | 17 | 17 | 16 | 18 | 16 |
| Previous Week | 23 | 20 | 15 | 15 | 14 | 14 | 17 |
| Previous Year | 15 | 17 | 14 | 14 | 13 | 13 | 14 |

Footfall by Day



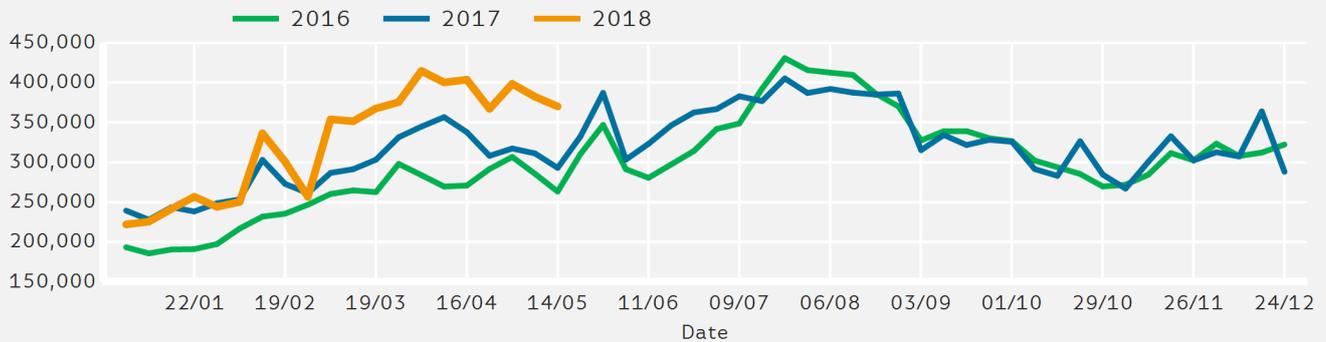
Footfall by Location

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



| | Christchurch Road | Commercial Road |
|-----------------------|-------------------|-----------------|
| This Week | 218,826 | 151,360 |
| Previous Week | 226,915 | 155,558 |
| Previous Year | 126,556 | 166,533 |
| 2 Years Ago | 95,301 | 168,123 |
| Week on Week % Change | -3.6 % | -2.7 % |
| Year on Year % Change | 72.9 % | -9.1 % |

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 20, 2018 Vs Week 1, 2017 to Week 20, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 20, 2018 Vs Week 20, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 20 2018 Vs Week 19 2018