

**Bournemouth**

Week 49, 2017

04/12/2017 to 10/12/2017



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	
	2017	2016	2017	2016	2017	2016
Bournemouth	▲ 7.0 %	▲ 11.3 %	▼ -3.3 %	▲ 29.4 %	▲ 3.4 %	▲ 6.9 %
South West	▼ -2.0 %	▼ -0.6 %	▼ -6.7 %	▼ -1.2 %	▲ 1.1 %	▲ 3.0 %
High Street Index(Coastal Town)	▼ -3.1 %	▼ -2.5 %	▼ -5.2 %	▲ 1.3 %	▲ 0.3 %	▲ 3.0 %
UK	▼ -0.9 %	▼ -1.4 %	▼ -4.3 %	▼ -0.5 %	▲ 0.5 %	▲ 0.1 %

Headlines

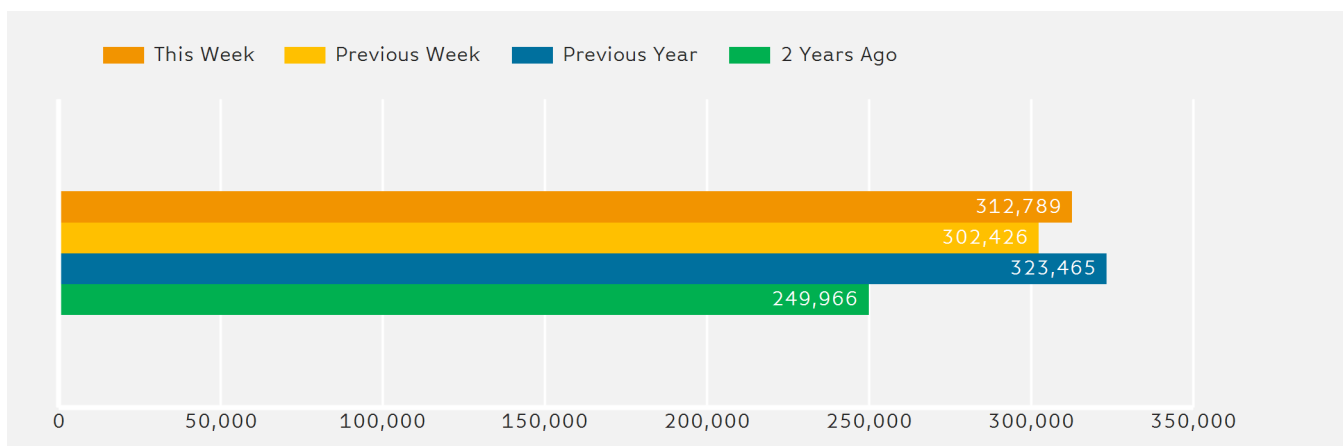
The change in footfall for Bournemouth over the last 52 weeks is 7.6% up on the previous year.

Footfall for the year to date is 7% up on the previous year.

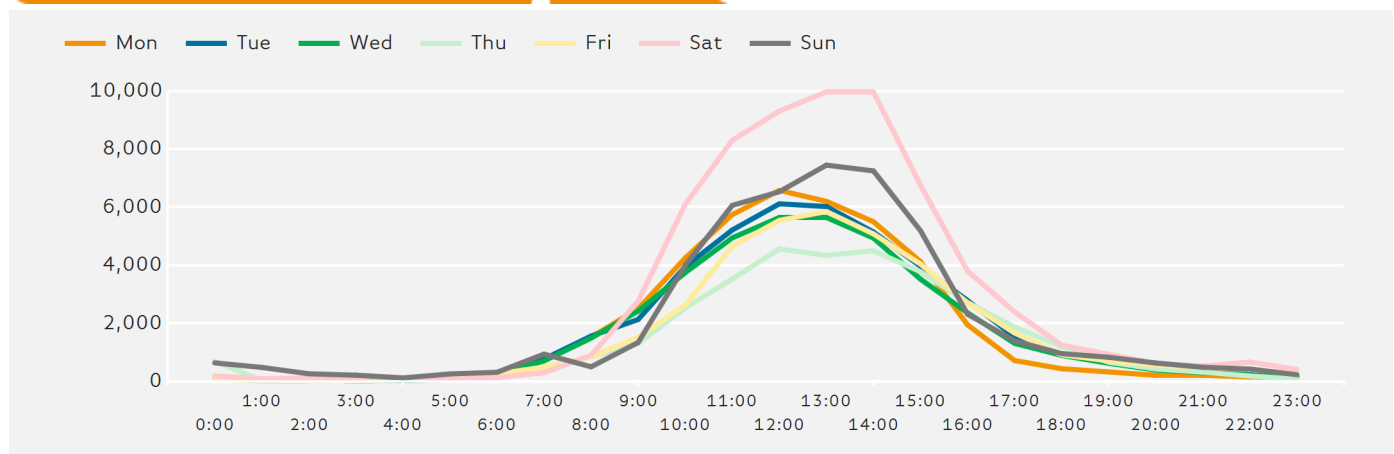
The number of visitors counted for week commencing 4 December 2017 was 312,789.

The busiest day in week commencing 4 December 2017 was Saturday with 65,769 visitors.

The peak hour of the week was 13:00 on Saturday with footfall of 9,972

Footfall by Week

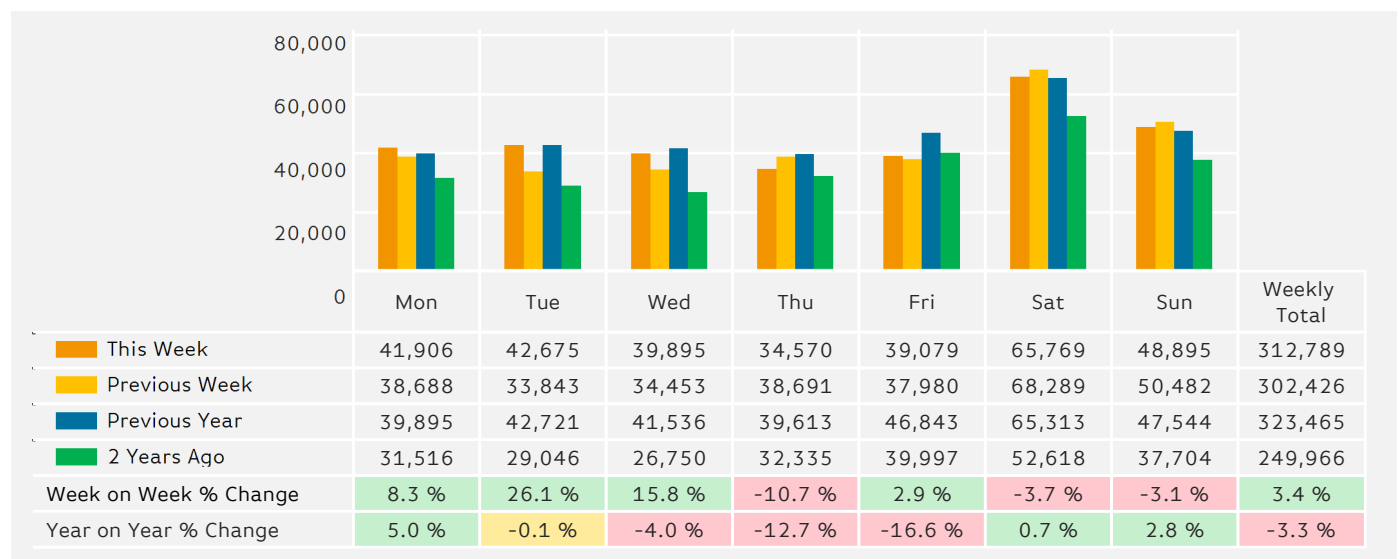
Footfall by Hour



Weather

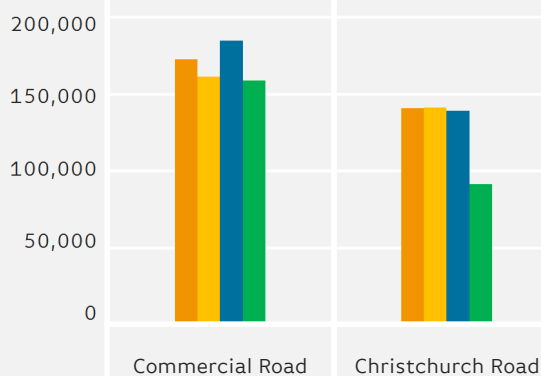
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	 11	 9	 11	 13	 5	 5	 9
Previous Week	 11	 7	 7	 5	 6	 6	 11
Previous Year	 11	 11	 13	 13	 13	 13	 11

Footfall by Day



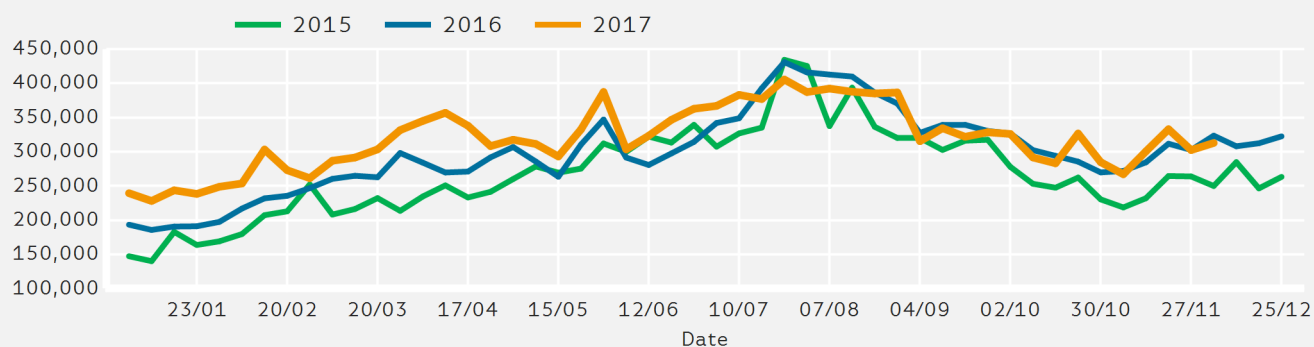
Footfall by Location

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



This Week	172,248	140,541
Previous Week	161,283	141,143
Previous Year	184,498	138,967
2 Years Ago	158,573	91,393
Week on Week % Change	6.8 %	-0.4 %
Year on Year % Change	-6.6 %	1.1 %

Footfall by Week



Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year.
 Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.
 Week on Week % Change is the % change in footfall for this week from the previous week.