

# Footfall Report for: St Helier, King Street

## Weekly Footfall

|                        | Year to date % |       | Year on year % |       | Week on week % |       |
|------------------------|----------------|-------|----------------|-------|----------------|-------|
|                        | 2023           | 2022  | 2023           | 2022  | 2023           | 2022  |
| St Helier, King Street | 9.6%           | 34.7% | 9.7%           | 26.4% | -1.3%          | -4.1% |
| South West             | 3.0%           | 69.1% | 6.8%           | 3.1%  | 9.9%           | 17.3% |
| UK                     | 6.9%           | 76.8% | 3.0%           | 13.3% | -0.6%          | 4.7%  |

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

## Headlines

The total number of visitors to St Helier, King Street for the last 52 weeks is 7,344,265 which is 9.9% up on the previous year.

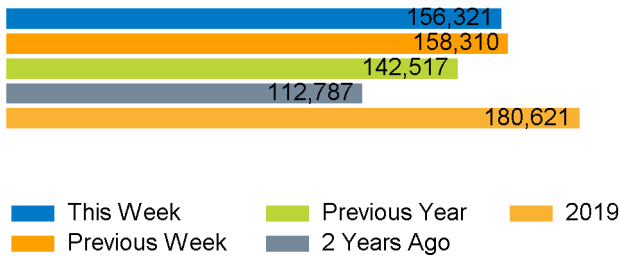
The total number of visitors for the year to date is 2,875,449 which is 9.6% up on the previous year.

The total number of visitors to St Helier, King Street in week commencing 29 May 2023 was 156,321.

The busiest day in week commencing 29 May 2023 was Tuesday with 28,028 visitors.

The peak hour of the week was 13:00 on Wednesday 31 May 2023 with footfall of 3,711.

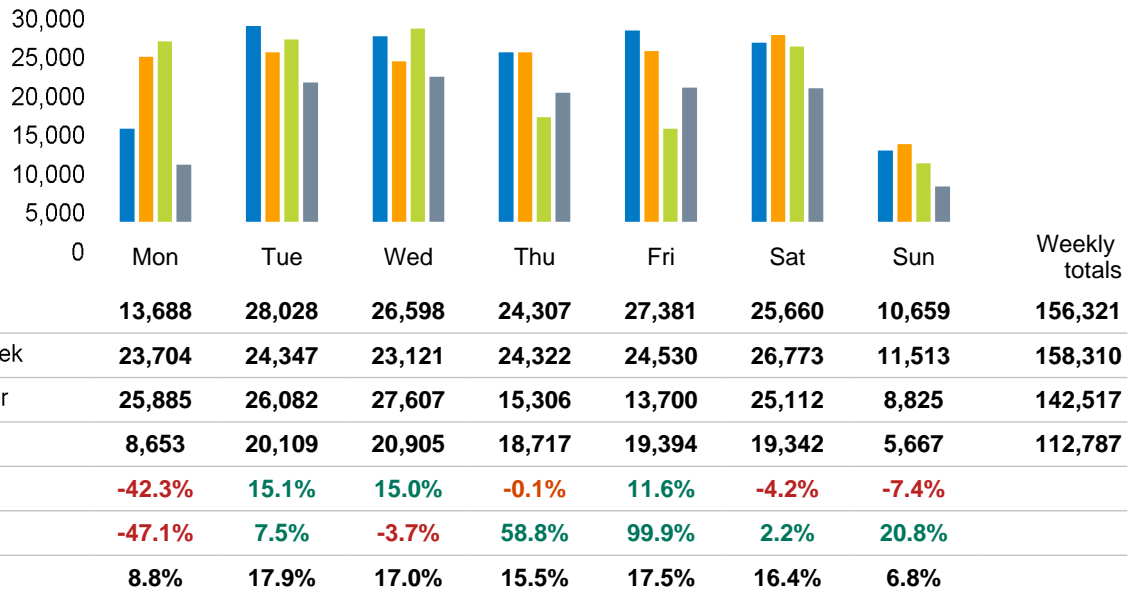
## Footfall by week



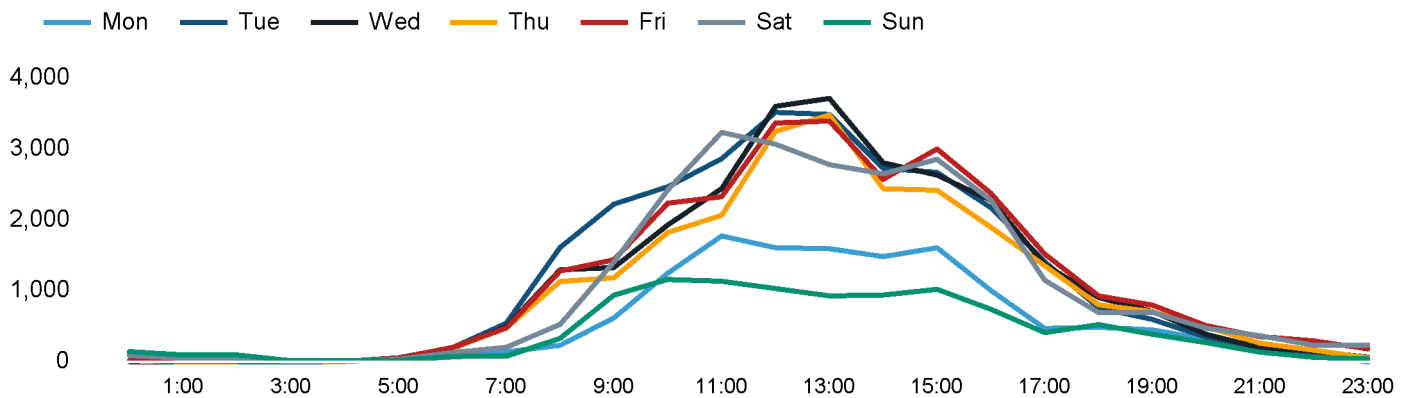
## Weather

|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week     | 20° | 16° | 16° | 17° | 17° | 15° | 19° |
| Previous week | 17° | 18° | 18° | 18° | 18° | 17° | 19° |
| Previous year | 16° | 16° | 16° | 19° | 20° | 22° | 17° |

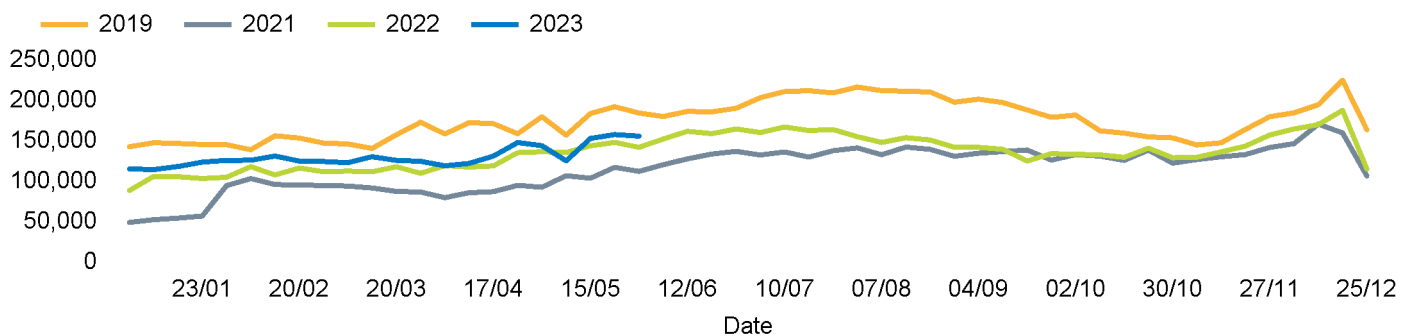
## Footfall by day



## Footfall by hour



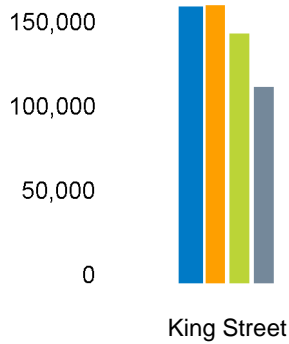
## Footfall by week



## Footfall by location

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■ This week ■ Previous week ■ Previous year ■ 2 Years ago



|                |                |
|----------------|----------------|
| This Week      | <b>156,321</b> |
| Previous Week  | <b>158,310</b> |
| Previous Year  | <b>142,517</b> |
| 2 Years Ago    | <b>112,787</b> |
| Week on week % | <b>-1.3 %</b>  |
| Year on Year % | <b>9.7 %</b>   |

## Reporting dates

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This week - 29 May 2023 - 04 June 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2023 to Week 22, 2023 Vs Week 1, 2022 to Week 22, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 22, 2023 Vs Week 22, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 22 2023 Vs Week 21 2023

# 2019 Comparison for: St Helier, King Street

## 2019 comparison for St Helier, King Street

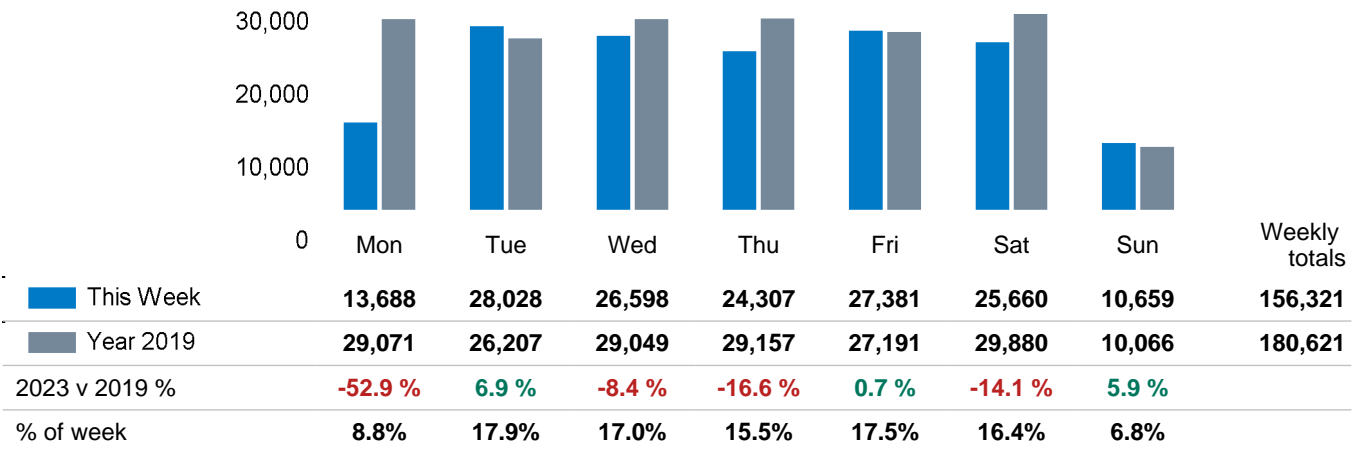
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2022 against the similar time period in 2019

### Headlines

|                        | Year to date %<br>2023 Vs 2019 | Year on year %<br>2023 Vs 2019 |
|------------------------|--------------------------------|--------------------------------|
| St Helier, King Street | <b>-19.0 %</b>                 | <b>-13.5 %</b>                 |
| South West             | <b>-13.8 %</b>                 | <b>11.0 %</b>                  |
| UK                     | <b>-15.0 %</b>                 | <b>-5.7 %</b>                  |

St Helier, King Street is compared to the high street index.

### Footfall by day



### Footfall by location

