

Footfall Report for: St Helier, King Street

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
St Helier, King Street	-39.4%	-9.5%	-15.2%	-31.2%	-2.5%	-17.1%
South West	-64.0%	-10.1%	-36.7%	-40.7%	10.8%	-28.9%
UK	-65.7%	-8.3%	-34.8%	-45.5%	8.0%	-34.0%

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

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 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors to St Helier, King Street for the last 52 weeks is 4,862,497 which is 45.8% down on the previous year.

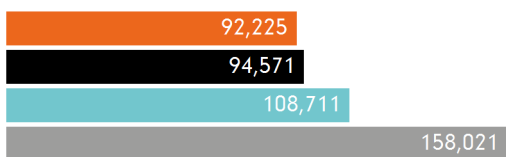
The total number of visitors for the year to date is 888,344 which is 39.4% down on the previous year.

The total number of visitors to St Helier, King Street in week commencing 15 March 2021 was 92,225.

The busiest day in week commencing 15 March 2021 was Saturday with 18,307 visitors.

The peak hour of the week was 12:00 on Saturday 20 March 2021 with footfall of 2,466.

Footfall by week

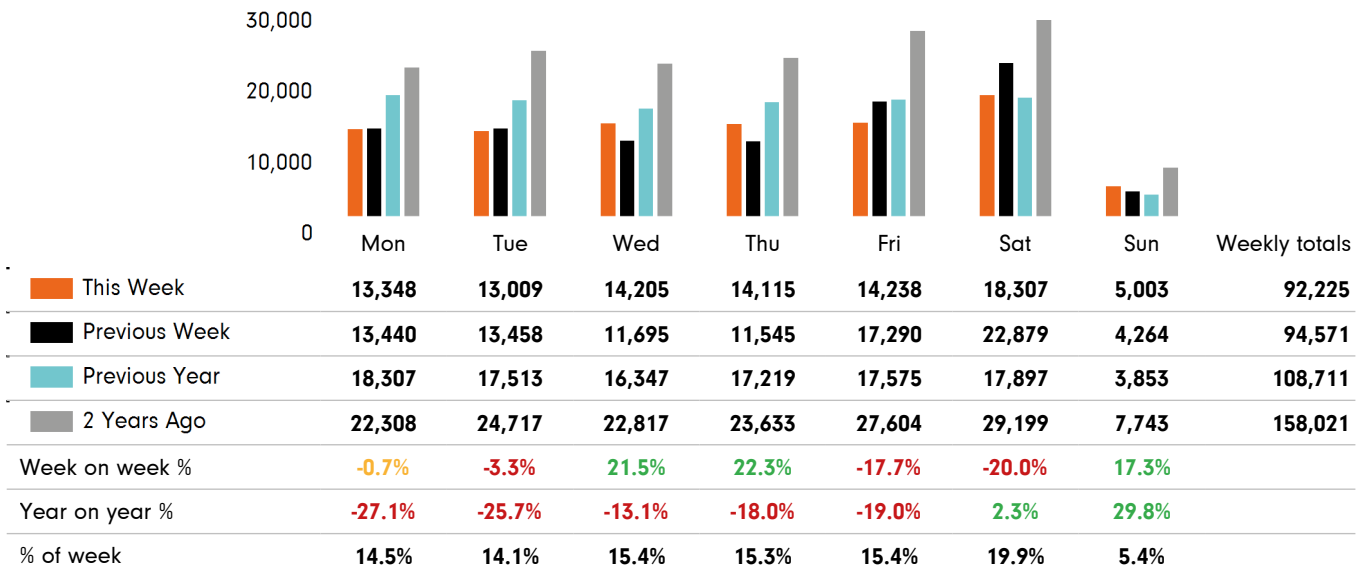


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

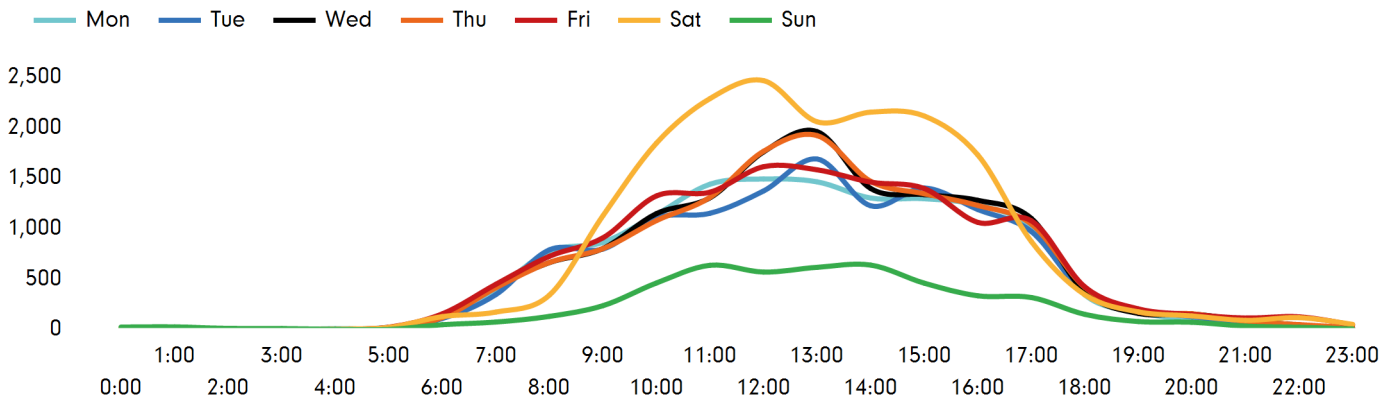
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	10°	11°	10°	9°	9°	9°	10°
Previous week	7°	8°	10°	11°	9°	9°	10°
Previous year	9°	10°	11°	13°	10°	10°	9°

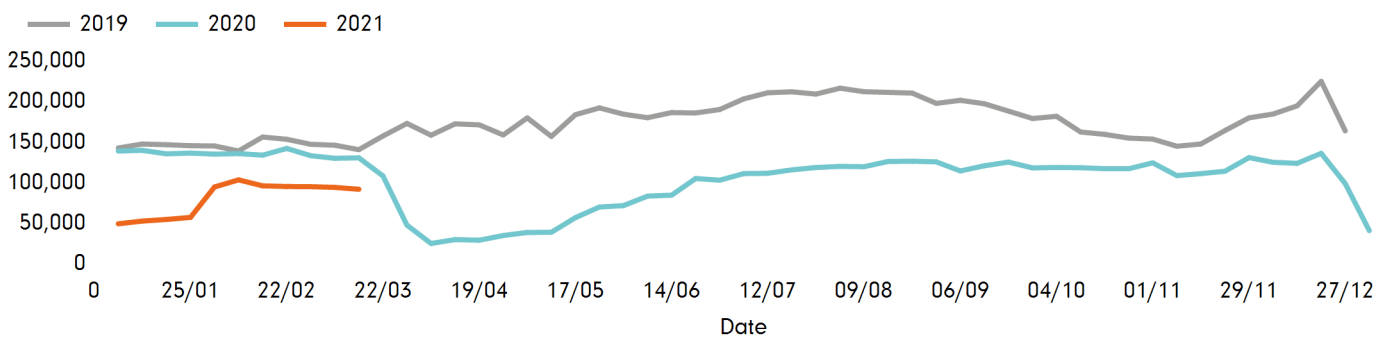
Footfall by day



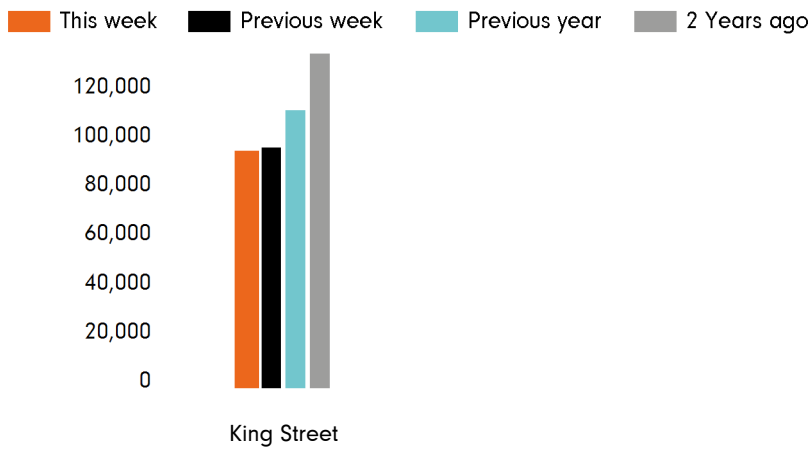
Footfall by hour



Footfall by week



Footfall by location



This Week	92,225
Previous Week	94,571
Previous Year	108,711
2 Years Ago	158,021
Week on week %	-2.5 %
Year on Year %	-15.2 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2021 to Week 11, 2021 Vs Week 1, 2020 to Week 11, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week11, 2021 Vs Week 11, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 11 2021 Vs Week 10 2021

2021 versus 2019 comparison follows on subsequent pages

Week 11, 2021. 15 Mar 2021 - 21 Mar 2021
**2019 Comparison for:
 St Helier, King Street**

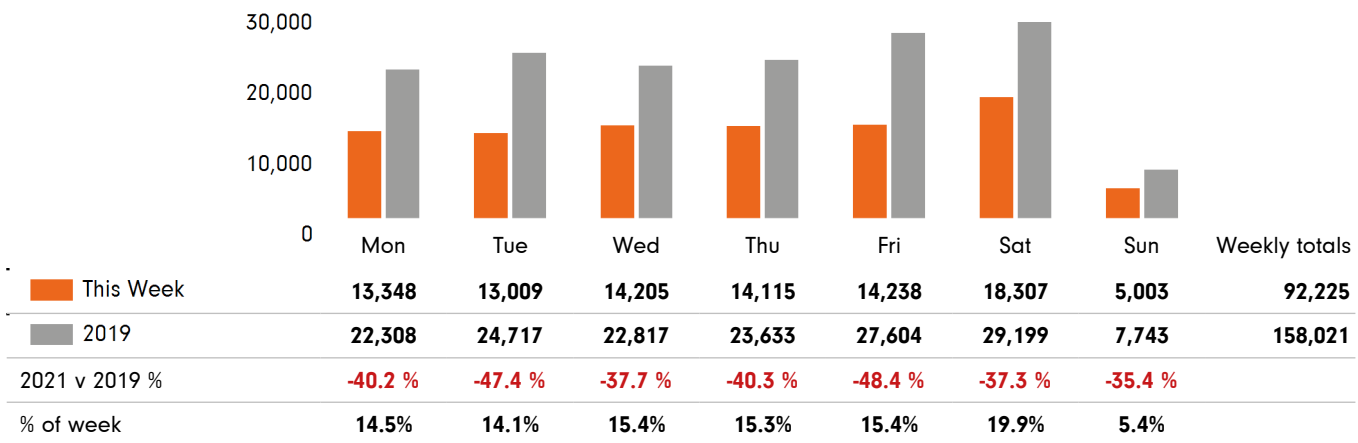
2019 comparison for St Helier, King Street

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 2021 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 2021 against the similar time period in 2019

Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
St Helier, King Street	-45.5 %	-41.6 %
South West	-69.1 %	-63.0 %
UK	-70.2 %	-64.2 %

Footfall by day



Footfall by location

