

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	-30.9%	-20.3%	244.5%	-84.1%	-0.9%	-47.2%
South West	-33.4%	-20.6%	181.4%	-84.2%	19.2%	-20.8%
UK	-36.7%	-19.0%	164.5%	-84.0%	13.2%	-22.0%

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 4,964,416 which is 43% down on the previous year.

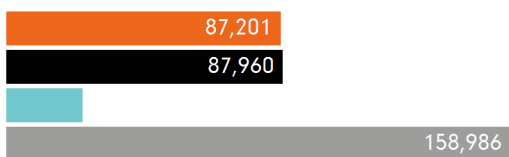
The total number of visitors for the year to date is 1,063,505 which is 30.9% down on the previous year.

The total number of visitors to St Helier, King Street in week commencing 29 March 2021 was 87,201.

The busiest day in week commencing 29 March 2021 was Saturday with 21,063 visitors.

The peak hour of the week was 13:00 on Saturday 3 April 2021 with footfall of 2,837.

Footfall by week

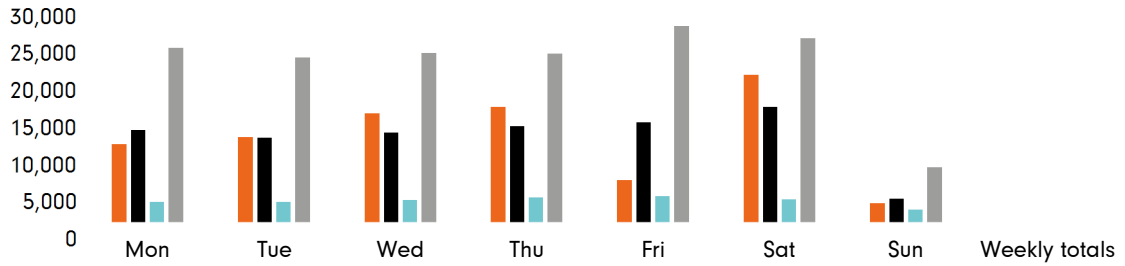


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

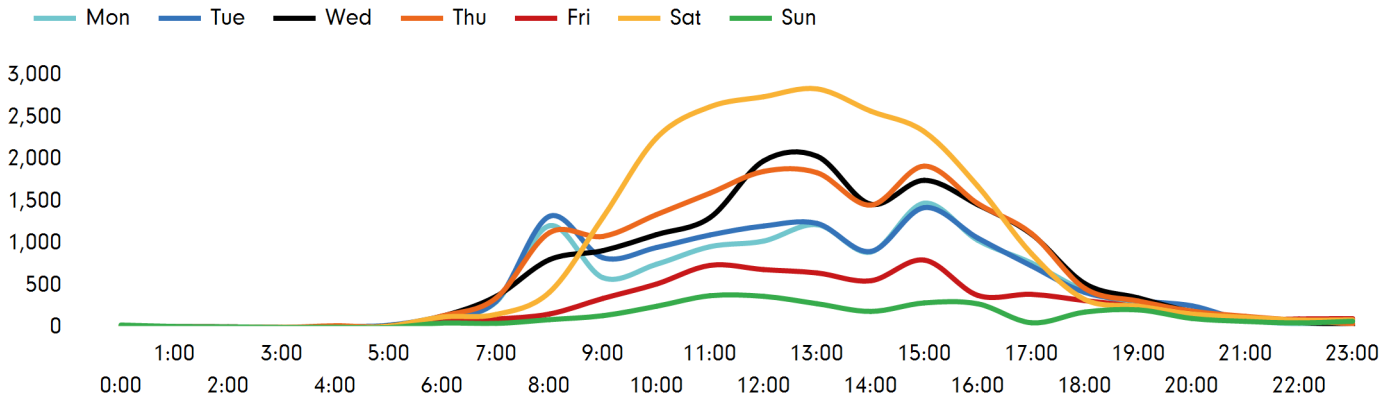
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	16°	19°	18°	18°	11°	9°	9°
Previous week	10°	10°	11°	12°	11°	11°	13°
Previous year	7°	9°	9°	9°	10°	14°	15°

Footfall by day

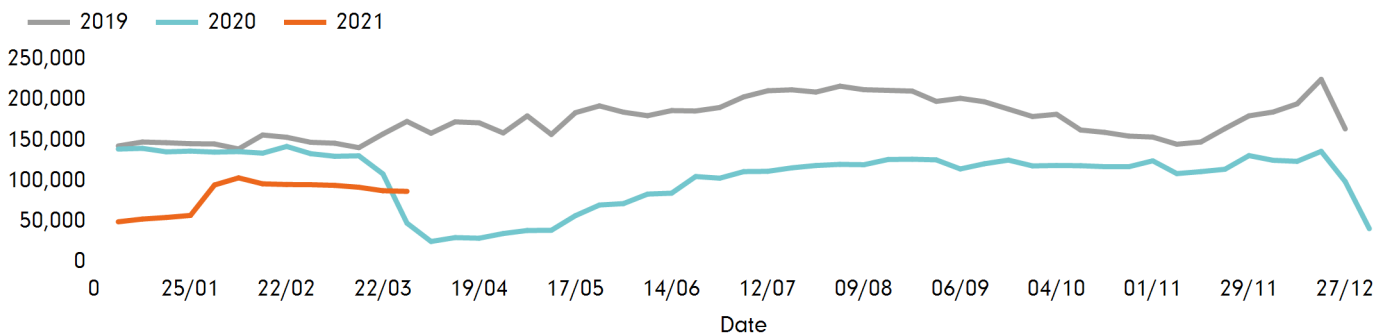


Week on week %	-14.8%	0.8%	20.9%	18.8%	-55.2%	26.7%	-16.5%	
Year on year %	230.8%	257.0%	319.3%	303.6%	53.0%	455.8%	35.0%	
% of week	13.2%	14.3%	18.1%	19.1%	7.5%	24.2%	3.7%	

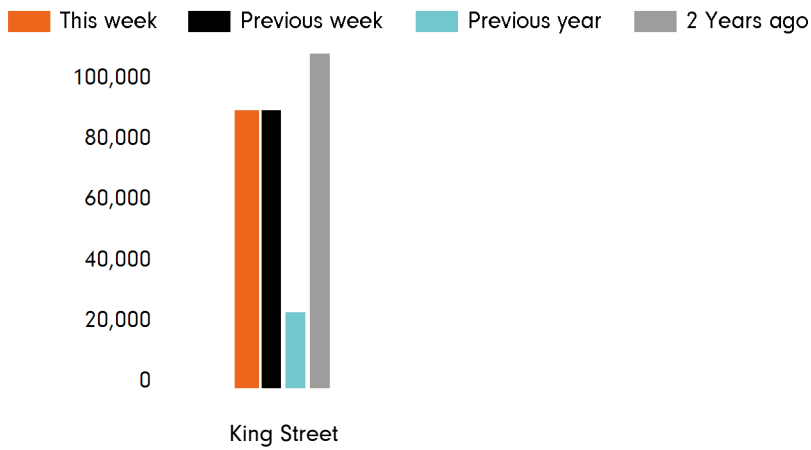
Footfall by hour



Footfall by week



Footfall by location



This Week	87,201
Previous Week	87,960
Previous Year	25,311
2 Years Ago	158,986
Week on week %	-0.9 %
Year on Year %	244.5 %

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 13, 2021 Vs Week 1, 2020 to Week 13, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week13, 2021 Vs Week 13, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2021 Vs Week 12 2021

2021 versus 2019 comparison follows on subsequent pages

Week 13, 2021. 29 Mar 2021 - 04 Apr 2021
2019 Comparison for:
St Helier, King Street

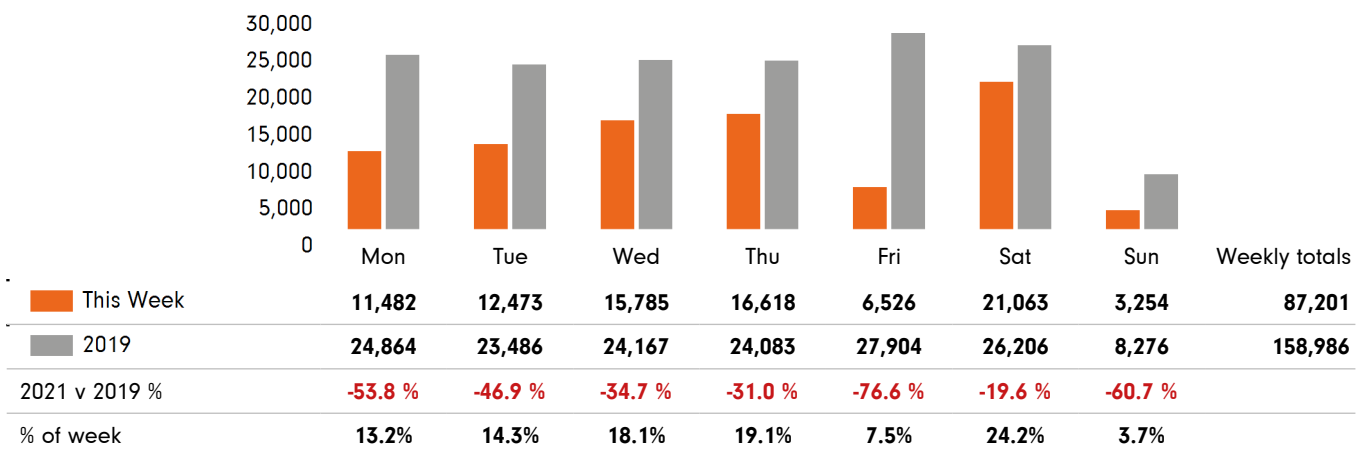
2019 comparison for St Helier, King Street

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	-45.8 %	-45.2 %
South West	-68.0 %	-55.5 %
UK	-69.0 %	-57.7 %

Footfall by day



Footfall by location

