

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	-23.1%	-29.1%	194.3%	-82.9%	7.6%	-2.5%
South West	10.2%	-28.8%	455.0%	-86.9%	134.6%	-0.6%
UK	-0.7%	-27.2%	345.9%	-85.0%	102.6%	1.9%

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 5,071,559 which is 39.8% down on the previous year.

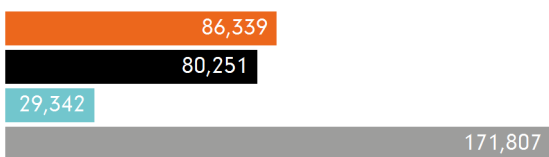
The total number of visitors for the year to date is 1,230,095 which is 23.1% down on the previous year.

The total number of visitors to St Helier, King Street in week commencing 12 April 2021 was 86,339.

The busiest day in week commencing 12 April 2021 was Friday with 16,907 visitors.

The peak hour of the week was 13:00 on Friday 16 April 2021 with footfall of 2,332.

Footfall by week

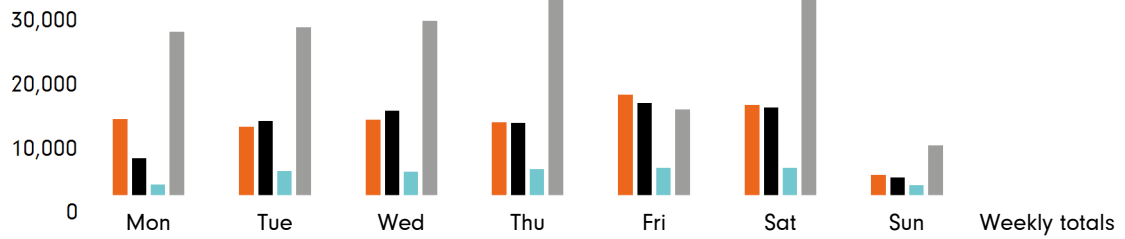


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

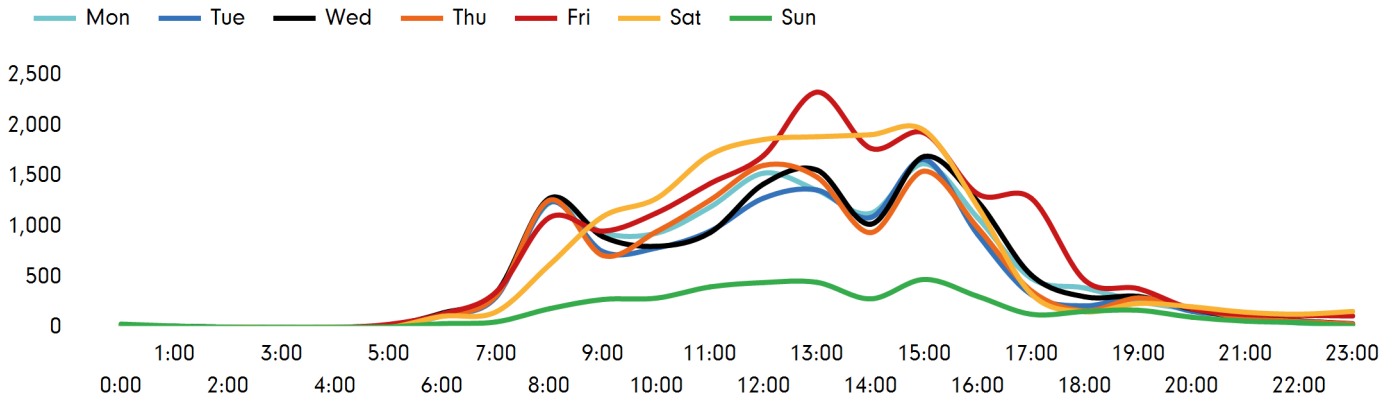
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	10°	11°	11°	10°	10°	11°	11°
Previous week	9°	7°	8°	9°	10°	8°	8°
Previous year	13°	11°	16°	19°	18°	19°	16°

Footfall by day

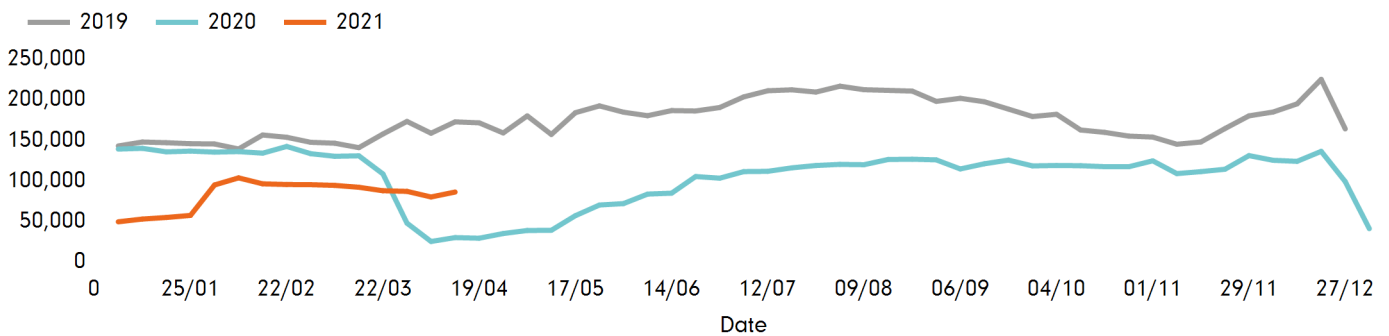


Week on week %	95.1%	-7.3%	-10.0%	0.4%	8.4%	2.6%	10.0%	
Year on year %	434.4%	150.7%	186.4%	148.9%	229.4%	196.1%	66.4%	
% of week	15.1%	13.6%	15.0%	14.4%	19.6%	17.6%	4.6%	

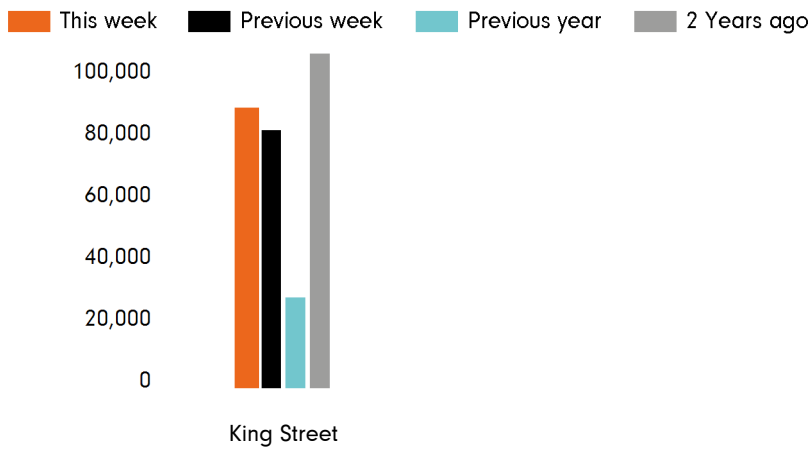
Footfall by hour



Footfall by week



Footfall by location



This Week	86,339
Previous Week	80,251
Previous Year	29,342
2 Years Ago	171,807
Week on week %	7.6 %
Year on Year %	194.3 %

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, 2021 to Week 15, 2021 Vs Week 1, 2020 to Week 15, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 15, 2021 Vs Week 15, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 15 2021 Vs Week 14 2021

2021 versus 2019 comparison follows on subsequent pages

Week 15, 2021. 12 Apr 2021 - 18 Apr 2021
2019 Comparison for:
St Helier, King Street

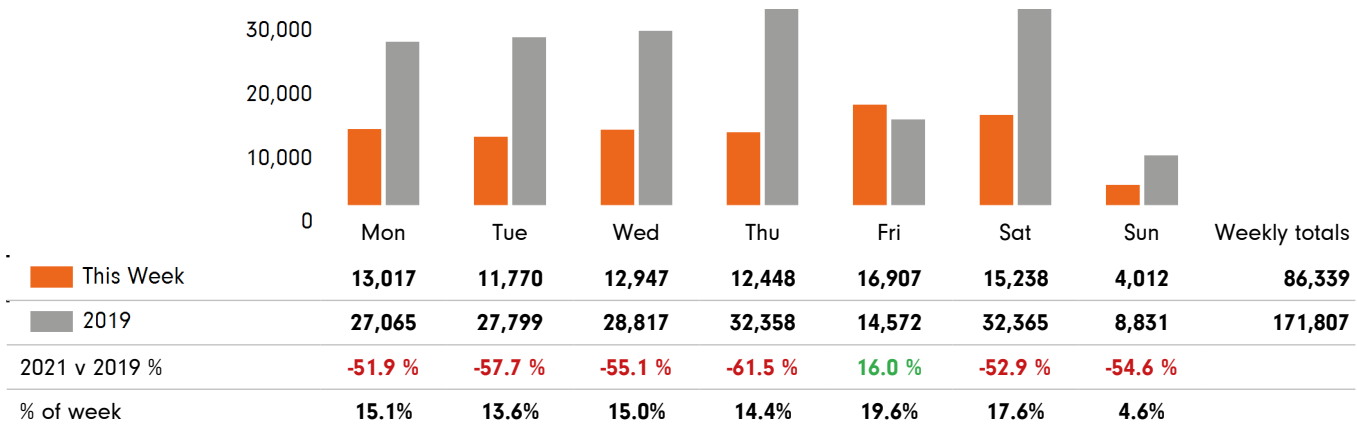
2019 comparison for St Helier, King Street

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	-46.7 %	-49.7 %
South West	-65.1 %	-26.3 %
UK	-66.2 %	-31.1 %

Footfall by day



Footfall by location

