

# 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 | 2.9%           | -43.0% | 23.2%          | -45.3% | 2.5%           | 7.8% |
| South West             | 11.8%          | -46.6% | 71.9%          | -58.0% | 0.4%           | 2.9% |
| UK                     | -3.4%          | -45.9% | 55.2%          | -58.4% | -0.8%          | 2.7% |

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

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 5,508,917 which is 23.7% down on the previous year.

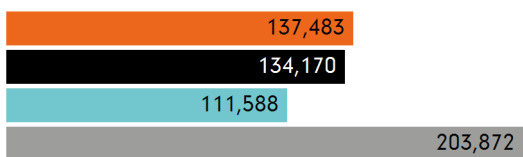
The total number of visitors for the year to date is 2,469,490 which is 2.9% up on the previous year.

The total number of visitors to St Helier, King Street in week commencing 28 June 2021 was 137,483.

The busiest day in week commencing 28 June 2021 was Saturday with 22,946 visitors.

The peak hour of the week was 13:00 on Wednesday 30 June 2021 with footfall of 3,119.

## Footfall by week



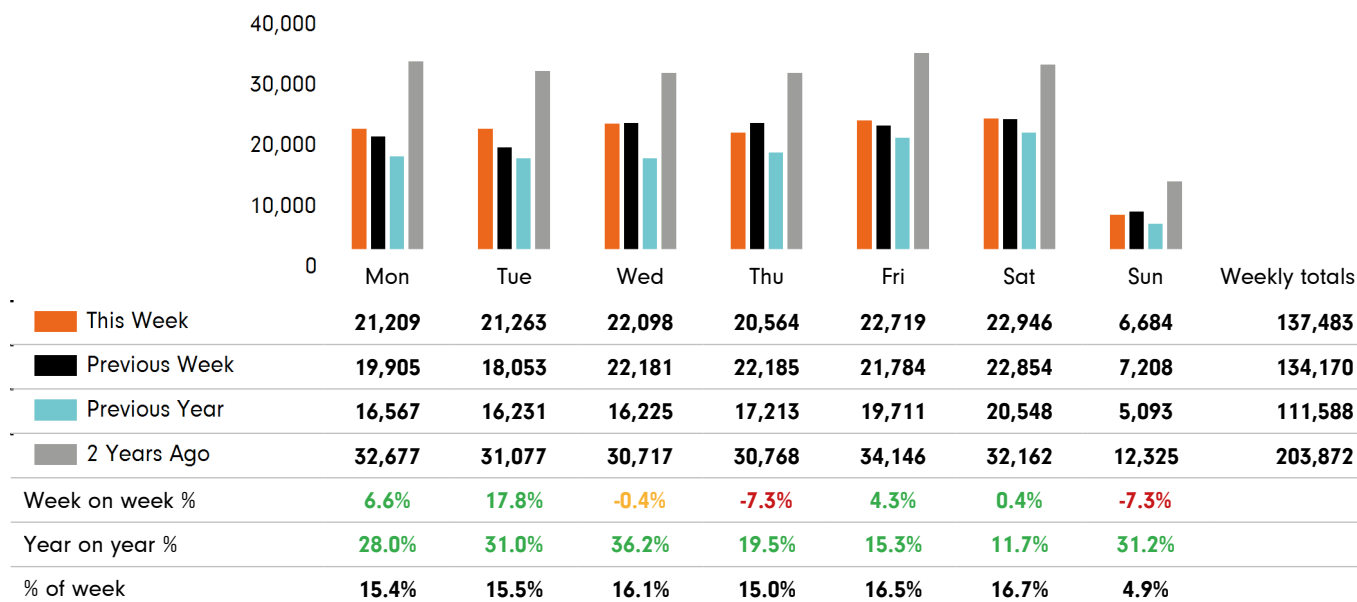
■ This Week    ■ Previous Year  
■ Previous Week    ■ 2 Years Ago

## Weather

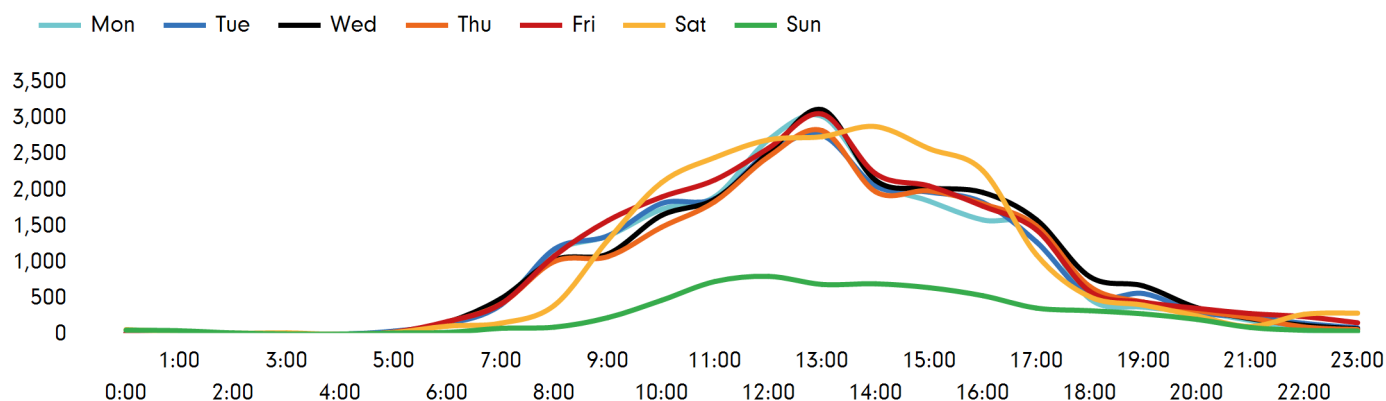
|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week     | 18° | 17° | 18° | 18° | 19° | 19° | 17° |
| Previous week | 18° | 16° | 16° | 17° | 16° | 16° | 19° |
| Previous year | 16° | 18° | 17° | 17° | 17° | 18° | 18° |

# SPRINGBOARD.

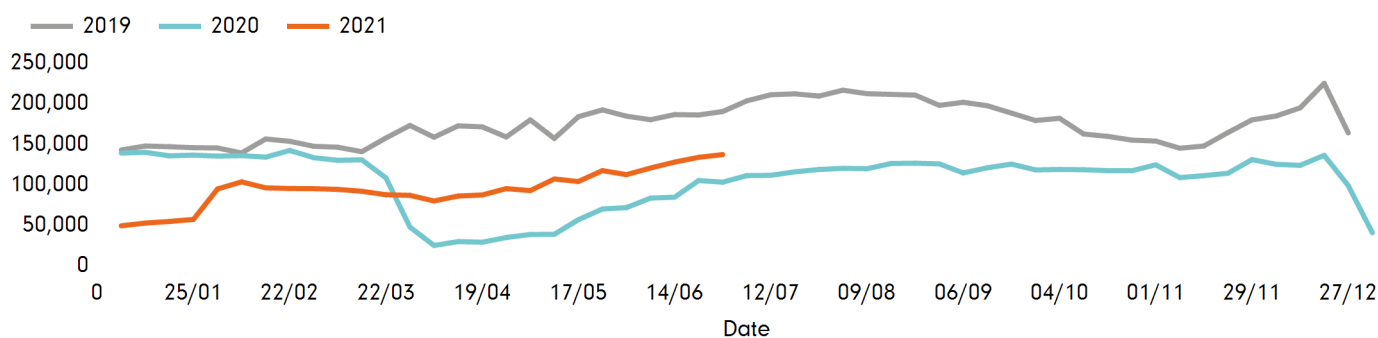
## Footfall by day



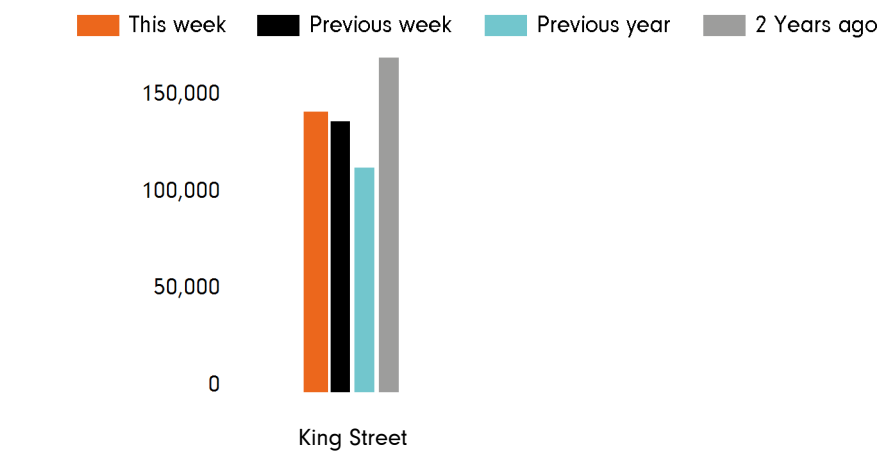
## Footfall by hour



## Footfall by week



Footfall by location



|                |         |
|----------------|---------|
| This Week      | 137,483 |
| Previous Week  | 134,170 |
| Previous Year  | 111,588 |
| 2 Years Ago    | 203,872 |
| Week on week % | 2.5 %   |
| Year on Year % | 23.2 %  |

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 26 , 2021 Vs Week 1, 2020 to Week 26 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week26, 2021 Vs Week 26, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week26 2021 Vs Week 25 2021

2021 versus 2019 comparison follows on subsequent pages

# 2019 Comparison for: St Helier, King Street

## 2019 comparison for St Helier, King Street

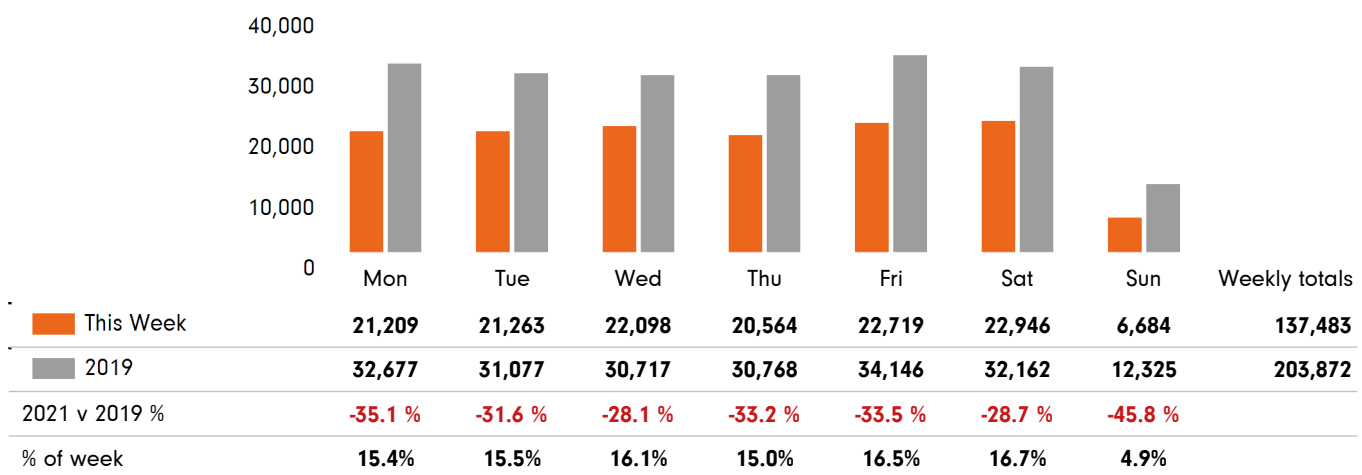
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

### Headlines

|                        | Year to date %<br>2021 Vs 2019 | Year on year %<br>2021 Vs 2019 |
|------------------------|--------------------------------|--------------------------------|
| St Helier, King Street | <b>-42.8 %</b>                 | <b>-32.6 %</b>                 |
| South West             | <b>-44.5 %</b>                 | <b>-28.4 %</b>                 |
| UK                     | <b>-46.8 %</b>                 | <b>-34.9 %</b>                 |

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

### Footfall by day



### Footfall by location

