

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	4.9%	-43.4%	14.8%	-44.5%	6.1%	1.2%
South West	15.3%	-46.1%	26.4%	-38.0%	6.5%	6.8%
UK	1.8%	-46.1%	26.8%	-43.9%	1.5%	4.5%

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 5,579,570 which is 18.4% down on the previous year.

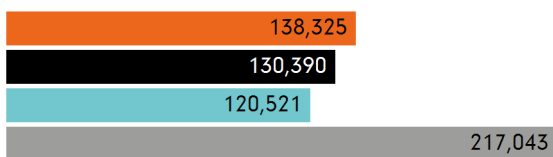
The total number of visitors for the year to date is 3,007,963 which is 4.9% up on the previous year.

The total number of visitors to St Helier, King Street in week commencing 26 July 2021 was 138,325.

The busiest day in week commencing 26 July 2021 was Saturday with 23,909 visitors.

The peak hour of the week was 15:00 on Saturday 31 July 2021 with footfall of 3,087.

Footfall by week



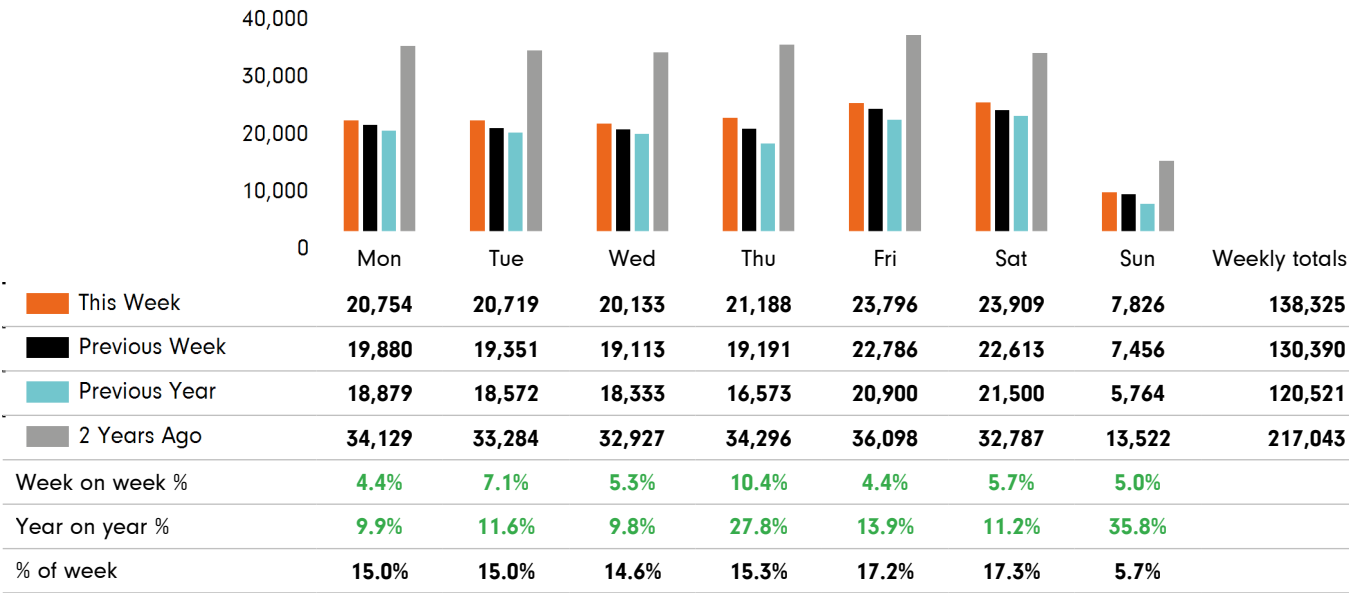
■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

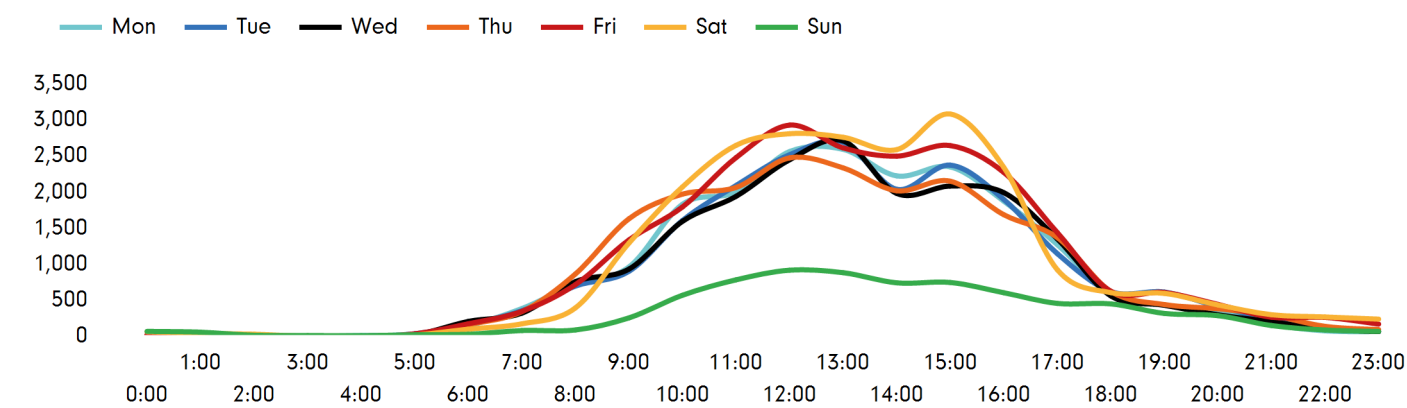
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	19°	19°	19°	18°	18°	19°	18°
Previous week	25°	25°	26°	28°	24°	21°	19°
Previous year	22°	18°	18°	27°	23°	19°	18°

SPRINGBOARD.

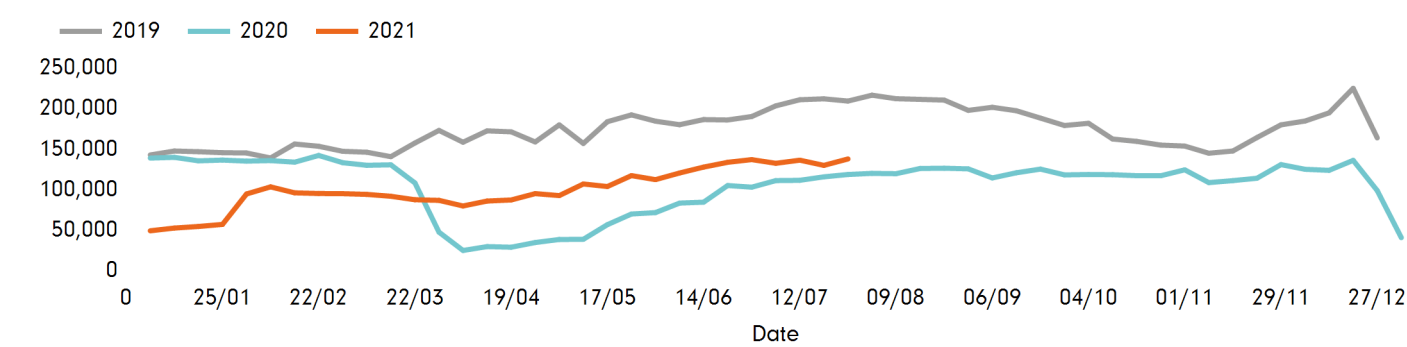
Footfall by day



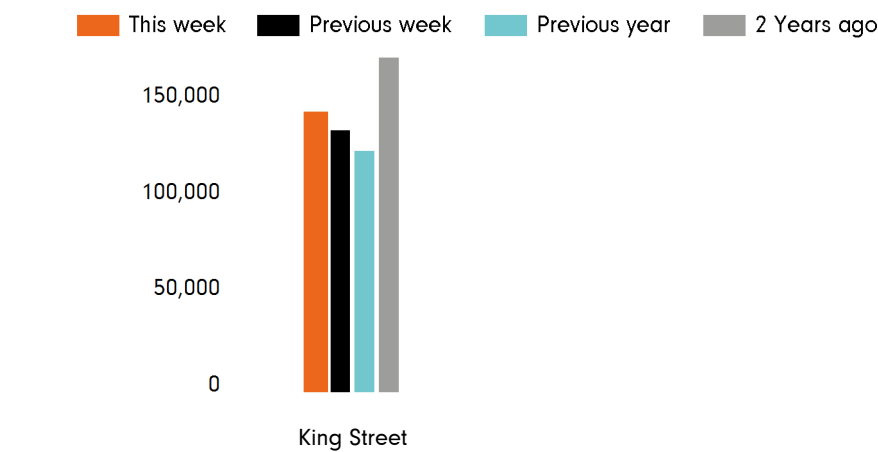
Footfall by hour



Footfall by week



Footfall by location



This Week	138,325
Previous Week	130,390
Previous Year	120,521
2 Years Ago	217,043
Week on week %	6.1 %
Year on Year %	14.8 %

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 30 , 2021 Vs Week 1, 2020 to Week 30 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week30, 2021 Vs Week 30, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week30 2021 Vs Week 29 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: St Helier, King Street

2019 comparison for St Helier, King Street

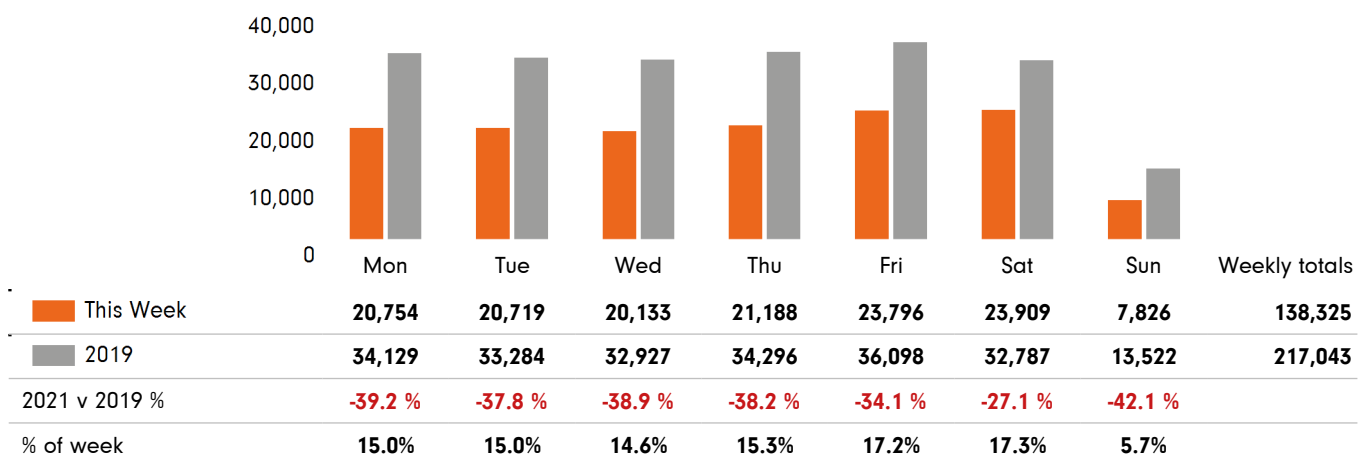
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your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

Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
St Helier, King Street	-41.8 %	-36.3 %
South West	-41.1 %	-21.9 %
UK	-43.6 %	-28.9 %

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

Footfall by day



Footfall by location

