

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 | 7.9% | -39.4% | 18.4% | -36.4% | 3.3% | -1.0% |
| South West | 22.9% | -41.9% | 18.7% | -33.3% | -3.7% | 12.9% |
| UK | 17.8% | -44.9% | 28.8% | -39.1% | -1.8% | 11.9% |

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 5,847,122 which is 2.7% up on the previous year.

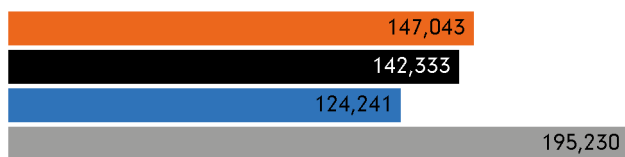
The total number of visitors for the year to date is 5,570,126 which is 7.9% up on the previous year.

The total number of visitors to St Helier, King Street in week commencing 6 December 2021 was 147,043.

The busiest day in week commencing 6 December 2021 was Saturday with 27,404 visitors.

The peak hour of the week was 14:00 on Saturday 11 December 2021 with footfall of 3,972.

Footfall by week



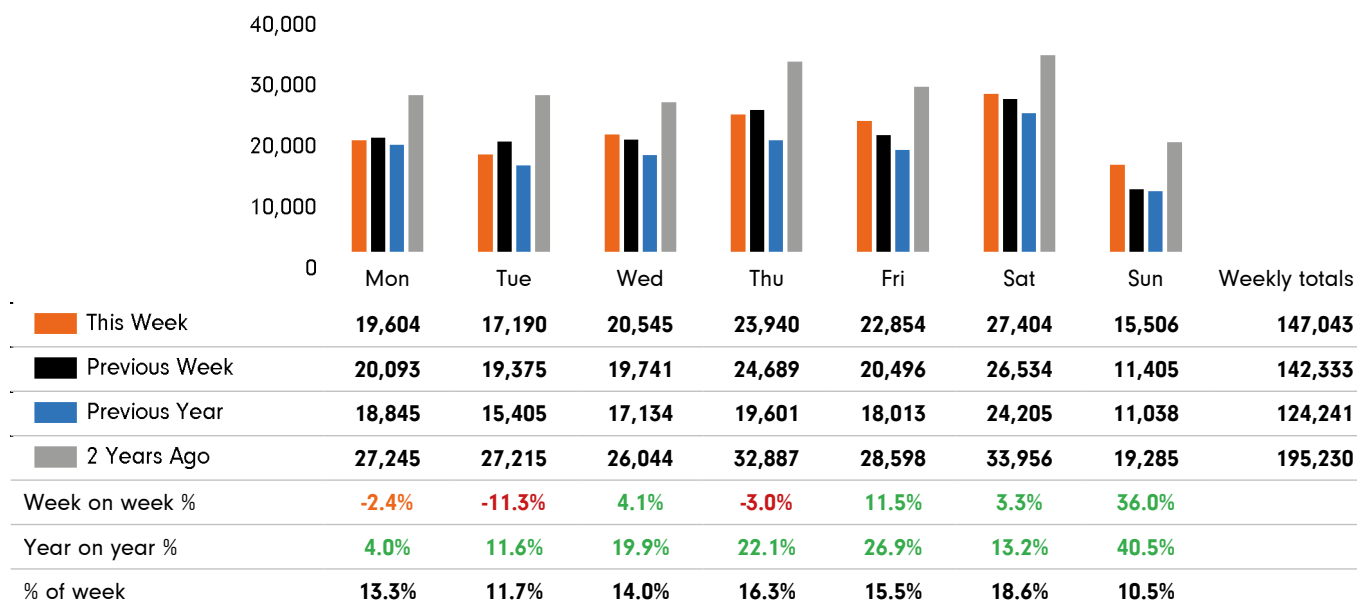
■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

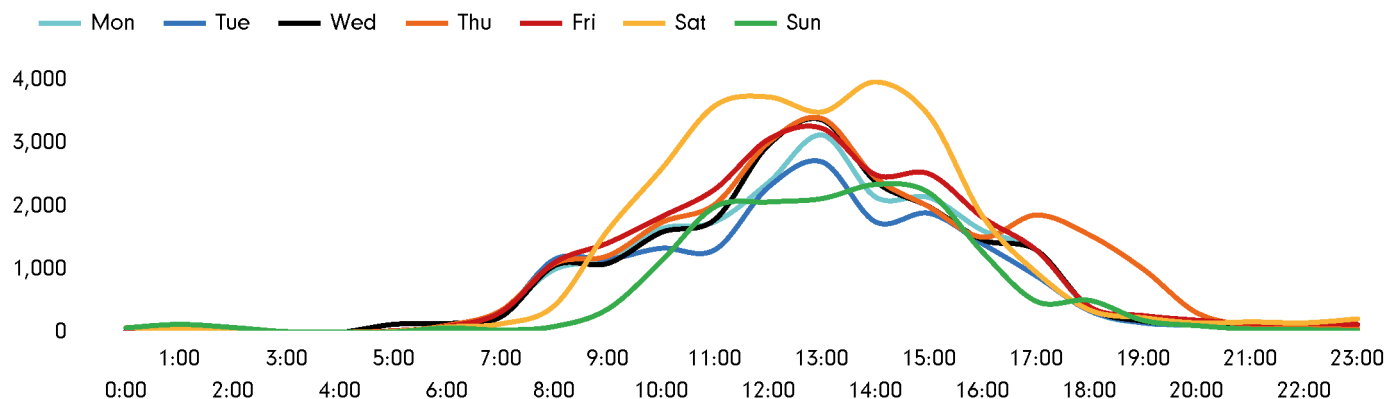
| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week | 11° | 11° | 9° | 10° | 9° | 11° | 12° |
| Previous week | 8° | 12° | 12° | 8° | 13° | 12° | 9° |
| Previous year | 7° | 8° | 10° | 10° | 12° | 10° | 12° |

SPRINGBOARD.

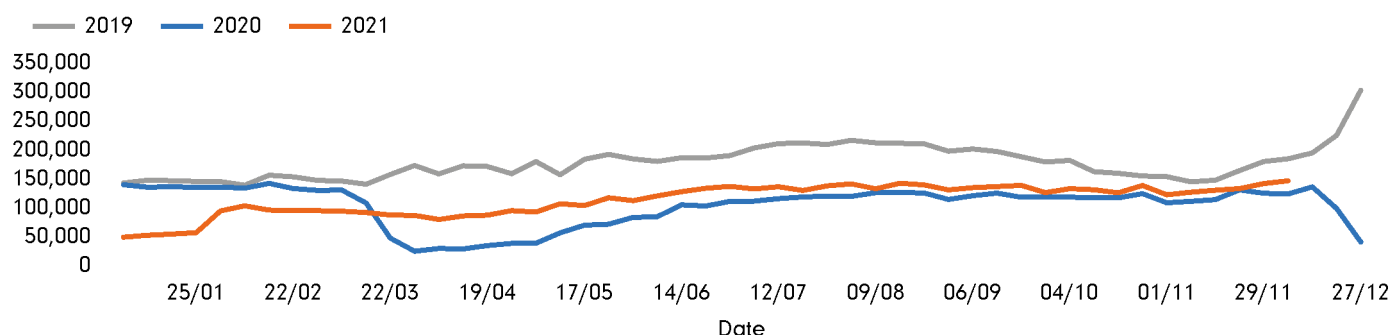
Footfall by day



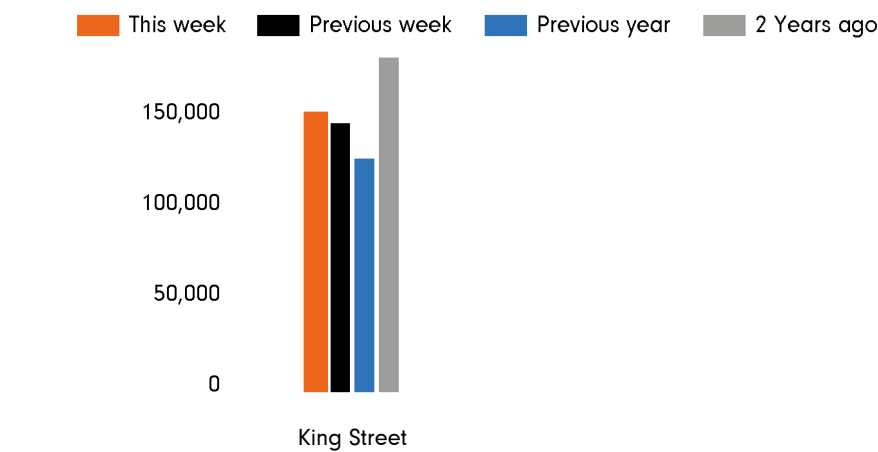
Footfall by hour



Footfall by week



Footfall by location



| | |
|----------------|---------|
| This Week | 147,043 |
| Previous Week | 142,333 |
| Previous Year | 124,241 |
| 2 Years Ago | 195,230 |
| Week on week % | 3.3 % |
| Year on Year % | 18.4 % |

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 49 , 2021 Vs Week 1, 2020 to Week 49 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week 49, 2021 Vs Week 49, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 49 2021 Vs Week 48 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: St Helier, King Street

2019 comparison for St Helier, King Street

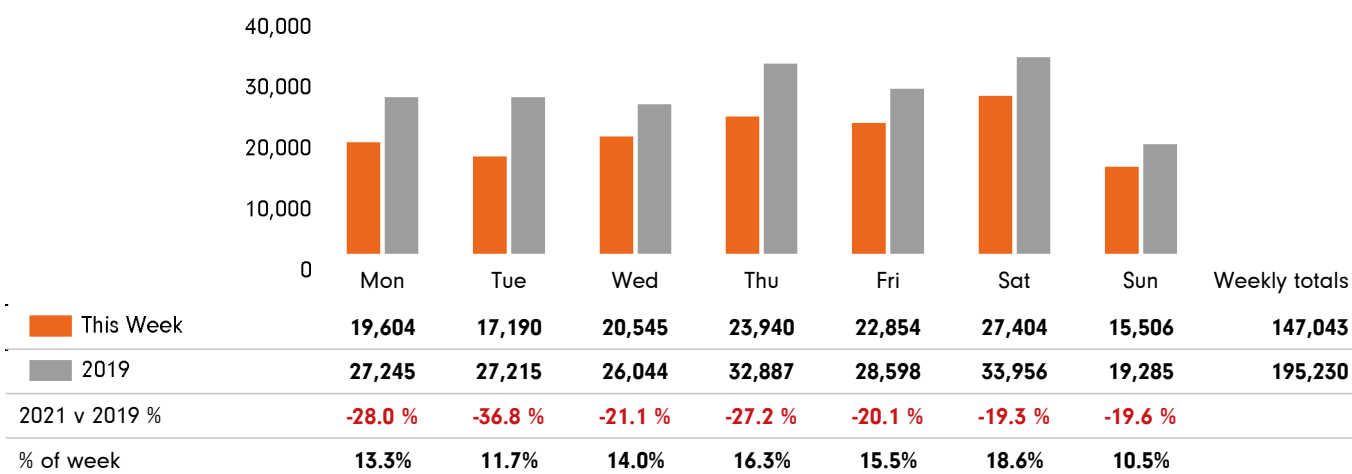
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your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

Headlines

| | Year to date % | Year on year % |
|------------------------|----------------|----------------|
| | 2021 Vs 2019 | 2021 Vs 2019 |
| St Helier, King Street | -35.3 % | -24.7 % |
| South West | -29.0 % | -20.7 % |
| UK | -32.2 % | -20.5 % |

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

Footfall by day



Footfall by location

