

# Footfall Report for: St Helier, King Street

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
St Helier, King Street	41.1%	-44.7%	22.3%	-28.4%	8.0%	-0.9%
South West	174.0%	-68.2%	158.5%	-59.3%	29.5%	22.1%
UK	162.4%	-70.3%	143.5%	-62.6%	20.4%	14.5%

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 6,257,761 which is 26.4% up on the previous year.

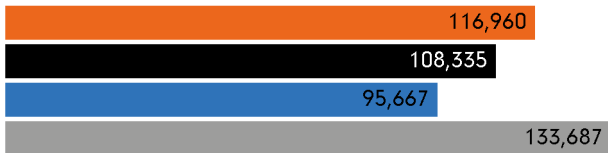
The total number of visitors for the year to date is 855,122 which is 41.1% up on the previous year.

The total number of visitors to St Helier, King Street in week commencing 21 February 2022 was 116,960.

The busiest day in week commencing 21 February 2022 was Friday with 20,093 visitors.

The peak hour of the week was 14:00 on Saturday 26 February 2022 with footfall of 3,209.

## Footfall by week

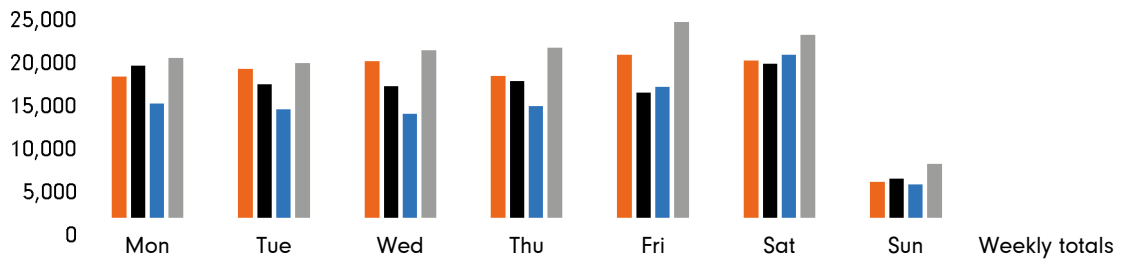


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

## Weather

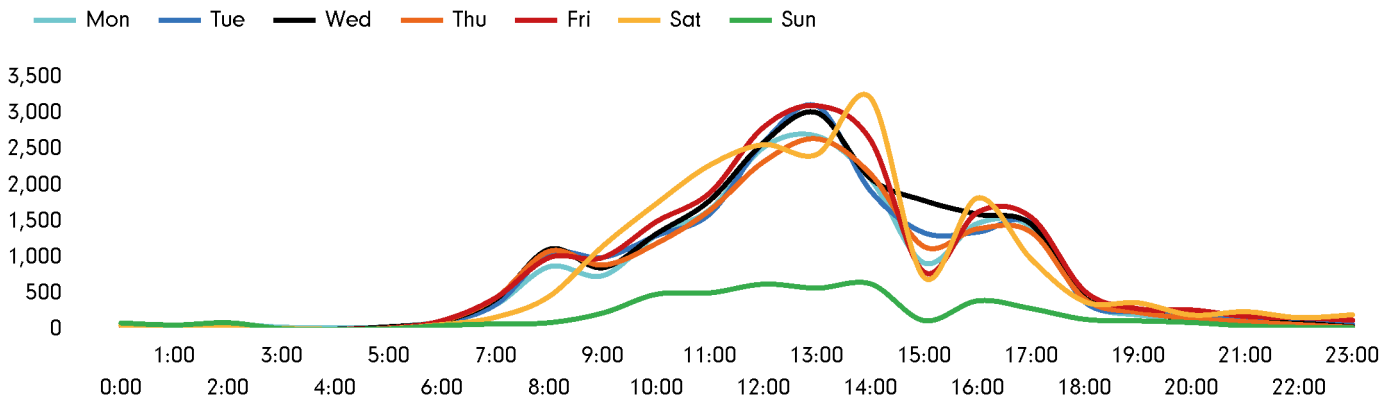
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	10°	11°	10°	9°	10°	9°	10°
Previous week	10°	10°	12°	11°	12°	10°	11°
Previous year	9°	12°	12°	9°	9°	10°	9°

## Footfall by day

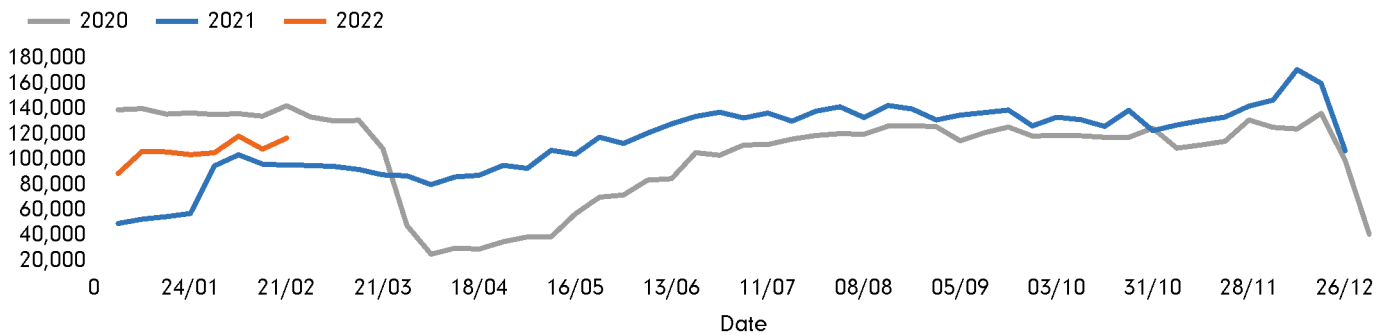


Week on week %	-7.0%	11.0%	18.4%	3.3%	29.2%	2.0%	-7.2%	
Year on year %	22.4%	35.8%	48.1%	25.6%	24.0%	-3.6%	5.6%	
% of week	14.9%	15.7%	16.5%	15.0%	17.2%	16.6%	4.2%	

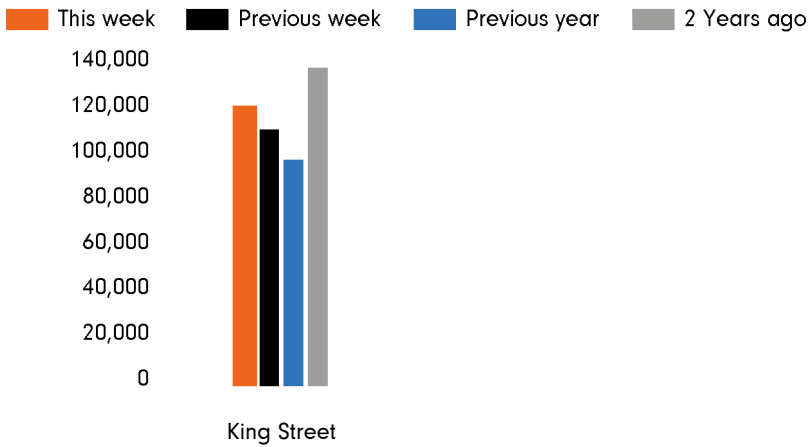
## Footfall by hour



## Footfall by week



## Footfall by location



This Week	<b>116,960</b>
Previous Week	<b>108,335</b>
Previous Year	<b>95,667</b>
2 Years Ago	<b>133,687</b>
Week on week %	<b>8.0 %</b>
Year on Year %	<b>22.3 %</b>

### 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, 2022 to Week 8, 2022 Vs Week 1, 2021 to Week 8, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 8, 2022 Vs Week 8, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 8 2022 Vs Week 7 2022

**2021 versus 2019 comparison follows on subsequent pages**

# 2019 Comparison for: St Helier, King Street

## 2019 comparison for St Helier, King Street

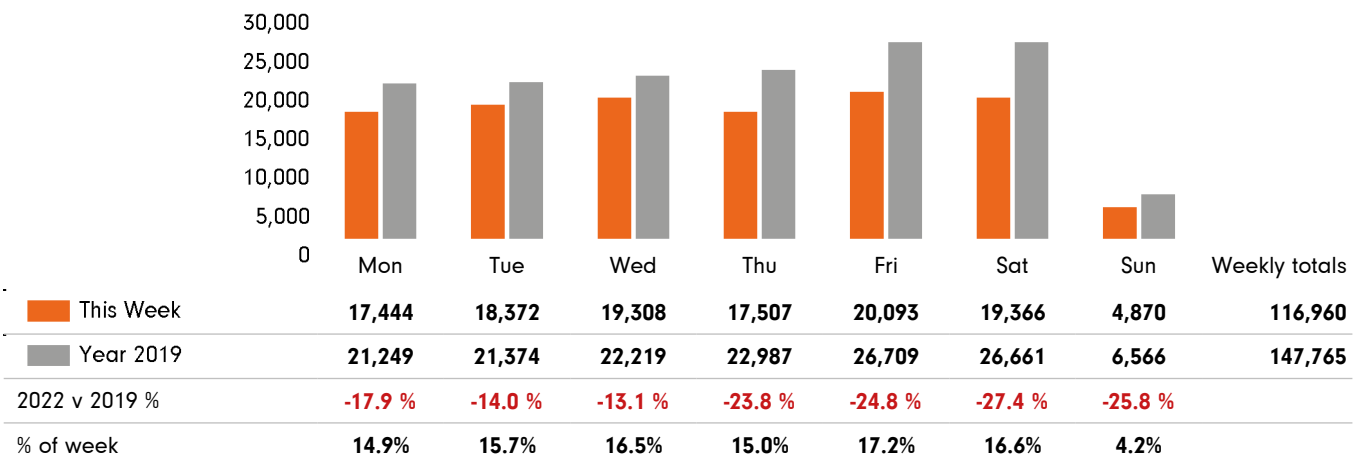
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2022 against the similar time period in 2019

### Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
St Helier, King Street	<b>-27.8 %</b>	<b>-20.8 %</b>
South West	<b>-20.3 %</b>	<b>-8.2 %</b>
UK	<b>-25.7 %</b>	<b>-18.8 %</b>

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

### Footfall by day



### Footfall by location

