

Footfall Report for: St Helier, King Street

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
St Helier, King Street	8.4%	29.4%	3.7%	9.8%	-4.8%	-5.4%
South West	3.1%	42.6%	0.2%	7.5%	-1.3%	0.4%
UK	5.4%	53.8%	-3.9%	23.1%	-1.8%	2.2%

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

Headlines

The total number of visitors to St Helier, King Street for the last 52 weeks is 7,433,962 which is 7.2% up on the previous year.

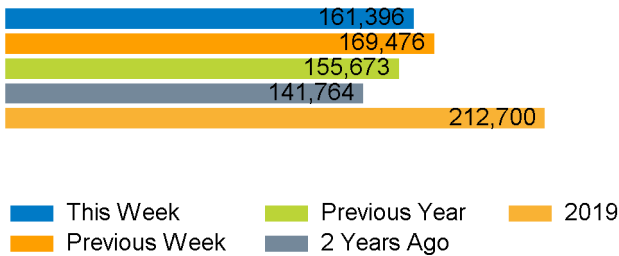
The total number of visitors for the year to date is 4,416,938 which is 8.4% up on the previous year.

The total number of visitors to St Helier, King Street in week commencing 31 July 2023 was 161,396.

The busiest day in week commencing 31 July 2023 was Friday with 27,516 visitors.

The peak hour of the week was 13:00 on Monday 31 July 2023 with footfall of 3,983.

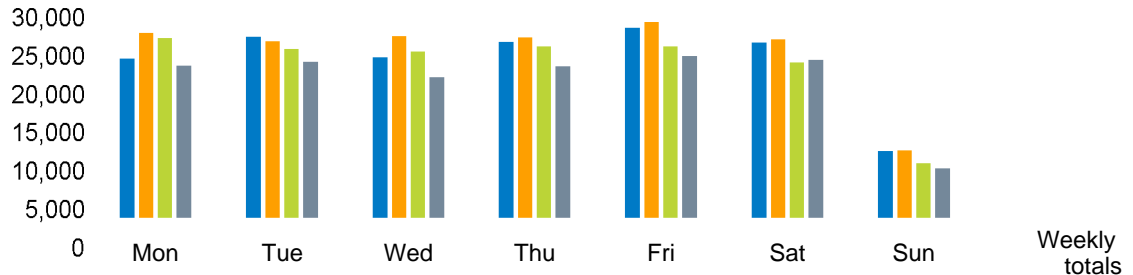
Footfall Counts by week



Weather

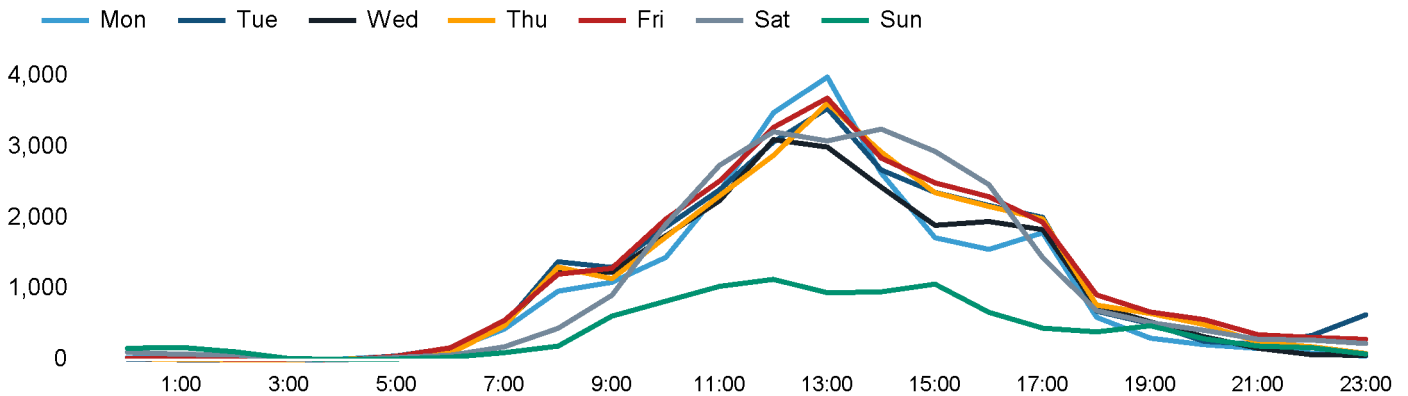
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	19°	19°	19°	18°	18°	18°	18°
Previous week	19°	19°	20°	20°	20°	20°	19°
Previous year	21°	22°	21°	20°	20°	21°	23°

Footfall Counts by day

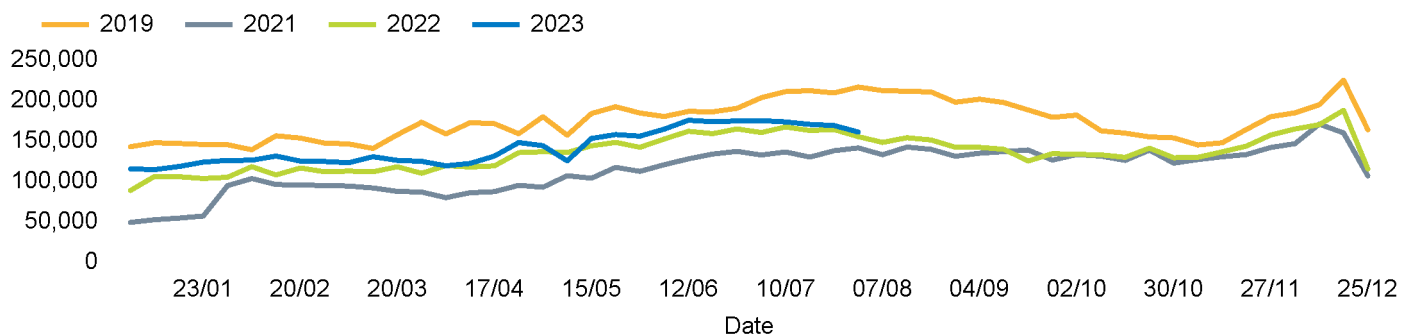


Week on week %	-13.6%	2.3%	-11.4%	-2.6%	-3.0%	-1.8%	-0.2%	
Year on year %	-11.0%	6.7%	-3.3%	2.5%	10.5%	12.1%	20.8%	
% of week	14.4%	16.2%	14.5%	15.8%	17.0%	15.7%	6.3%	

Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location

■ This week ■ Previous week ■ Previous year ■ 2 Years ago

200,000
150,000
100,000
50,000
0

King Street

This Week	161,396
Previous Week	169,476
Previous Year	155,673
2 Years Ago	141,764
Week on week %	-4.8 %
Year on Year %	3.7 %

Reporting dates

This week - 31 July 2023 - 06 August 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2023 to Week 31, 2023 Vs Week 1, 2022 to Week 31, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 31, 2023 Vs Week 31, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 31 2023 Vs Week 30 2023

2019 Comparison for: St Helier, King Street

2019 comparison for St Helier, King Street

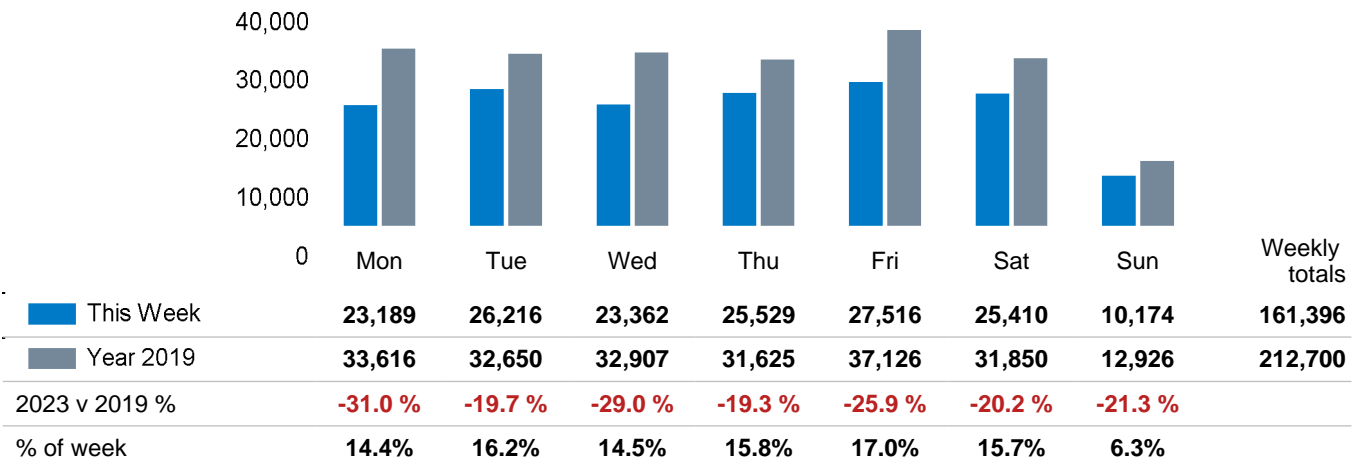
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
St Helier, King Street	-17.9 %	-24.1 %
South West	-12.1 %	-9.6 %
UK	-14.4 %	-13.8 %

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

Footfall Counts by day



Footfall Counts by location

