

Footfall Report for: St Helier, King Street

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
St Helier, King Street	13.6%	33.7%	13.4%	26.6%	-0.9%	-6.8%
South West	2.2%	152.5%	-1.6%	91.6%	1.3%	-12.2%
UK	8.9%	146.0%	3.4%	91.5%	0.5%	-12.4%

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 7,285,747 which is 14.4% up on the previous year.

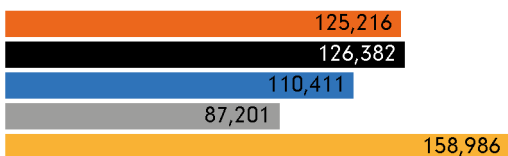
The total number of visitors for the year to date is 1,614,777 which is 13.6% up on the previous year.

The total number of visitors to St Helier, King Street in week commencing 27 March 2023 was 125,216.

The busiest day in week commencing 27 March 2023 was Saturday with 20,789 visitors.

The peak hour of the week was 13:00 on Wednesday 29 March 2023 with footfall of 2,946.

Footfall by week

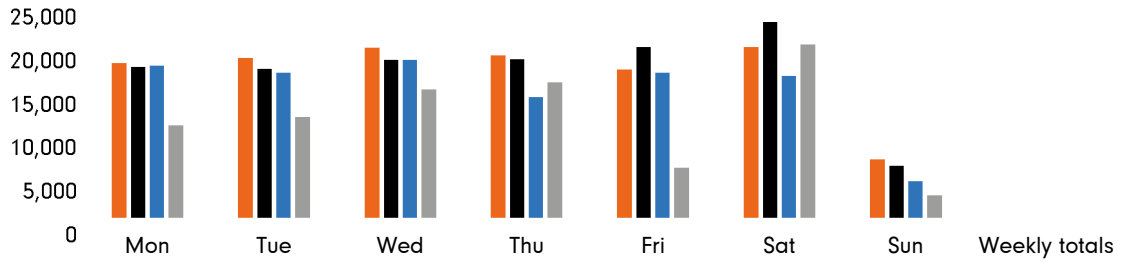


■ This Week ■ Previous Year ■ 2019
■ Previous Week ■ 2 Years Ago

Weather

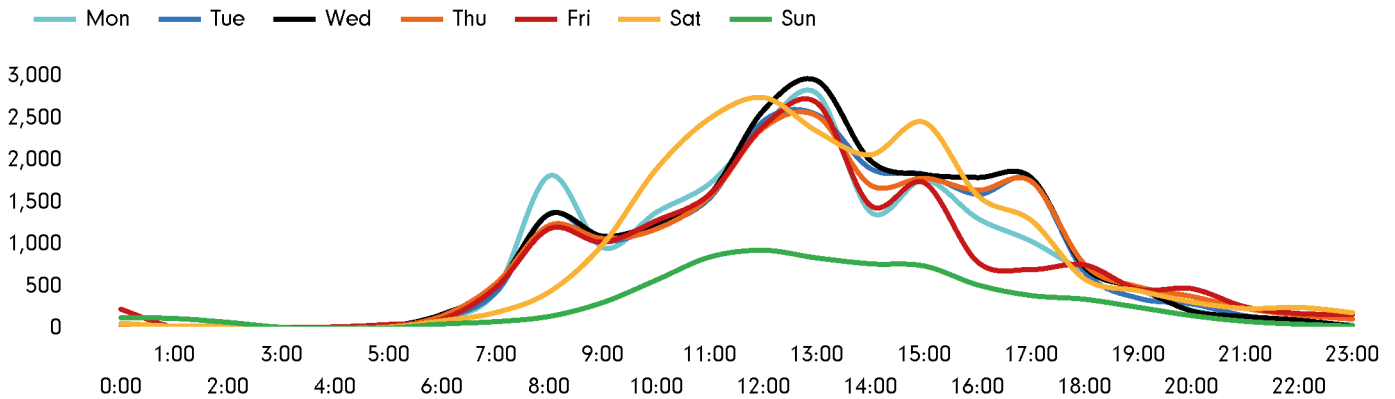
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	12°	13°	11°	15°	15°	12°	12°
Previous week	11°	11°	13°	12°	14°	12°	13°
Previous year	16°	13°	11°	8°	8°	8°	8°

Footfall by day

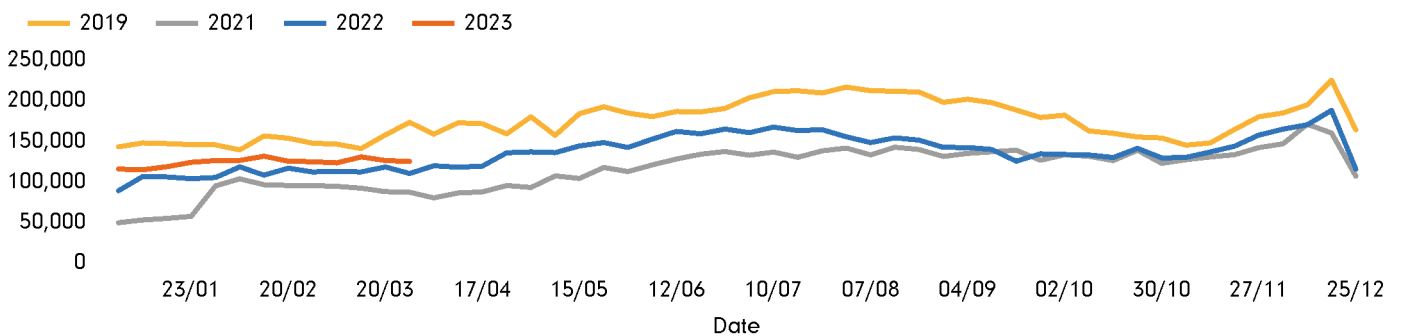


Week on week %	2.3%	7.1%	7.6%	2.5%	-12.6%	-12.4%	11.2%	
Year on year %	1.6%	9.8%	7.6%	32.9%	2.3%	19.9%	51.5%	
% of week	15.0%	15.6%	16.5%	15.8%	14.5%	16.6%	6.0%	

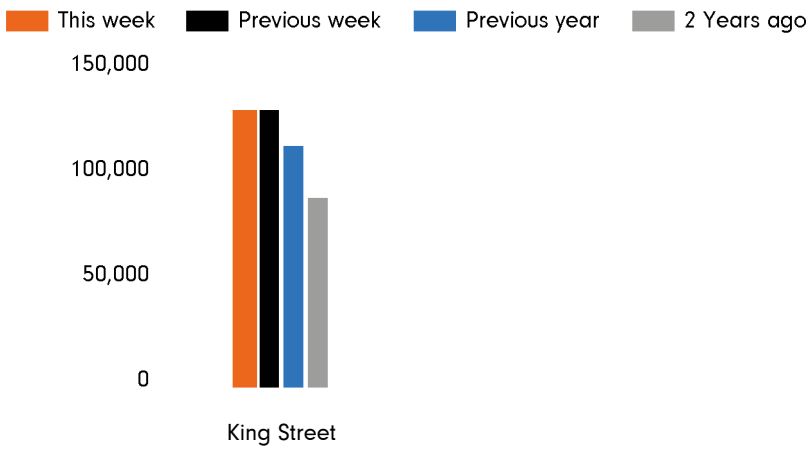
Footfall by hour



Footfall by week



Footfall by location



This Week	125,216
Previous Week	126,382
Previous Year	110,411
2 Years Ago	87,201
Week on week %	-0.9 %
Year on Year %	13.4 %

Reporting dates

This week - 27 March 2023 - 02 April 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 13, 2023 Vs Week 1, 2022 to Week 13, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 13, 2023 Vs Week 13, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2023 Vs Week 12 2023

2019 Comparison for: St Helier, King Street

2019 comparison for St Helier, King Street

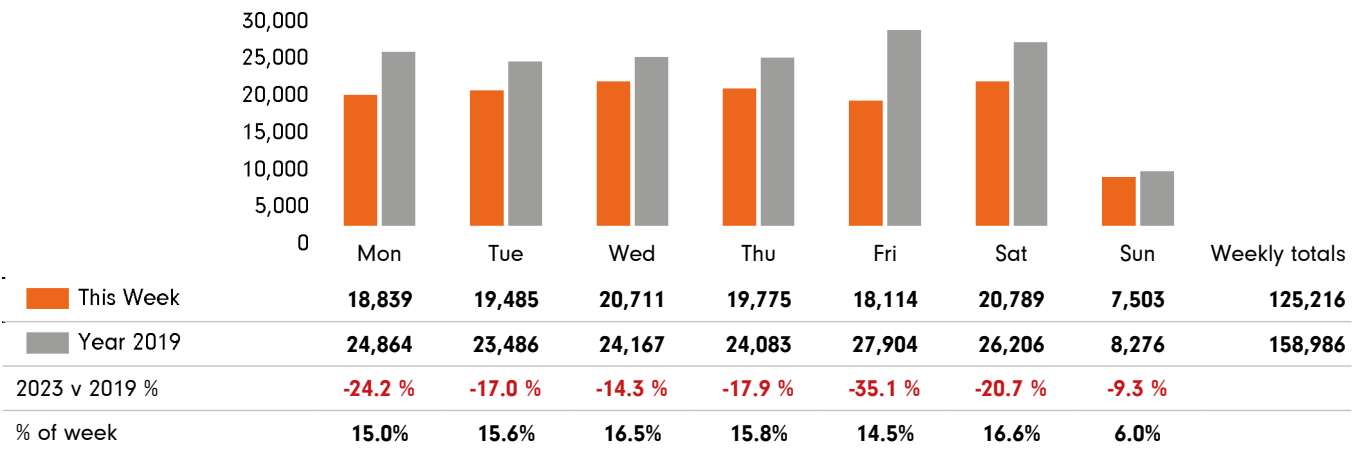
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
St Helier, King Street	-17.8 %	-21.2 %
South West	-16.5 %	-16.7 %
UK	-16.3 %	-16.9 %

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

Footfall by day



Footfall by location

