

Footfall Report for: St Helier, King Street

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
St Helier, King Street	23.1%	6.7%	2.3%	11.7%	-10.2%	-4.0%
South West	30.8%	15.6%	1.6%	14.9%	-13.2%	-10.6%
UK	41.1%	7.7%	9.4%	22.2%	-4.1%	-0.6%

Benchmark calculations (Year on Year and Month on Month) 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 for the year to date is 5,215,525 which is 23.1% up on the previous year.

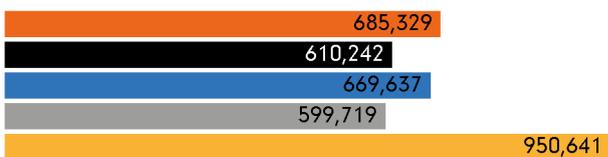
The total number of visitors to St Helier, King Street in month commencing 29 August 2022 was 685,329.

The busiest day in month commencing 29 August 2022 was Friday 2 September with 25,786 visitors.

The peak hour of the month was 13:00 on Thursday 1 September 2022 with footfall of 3,584.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



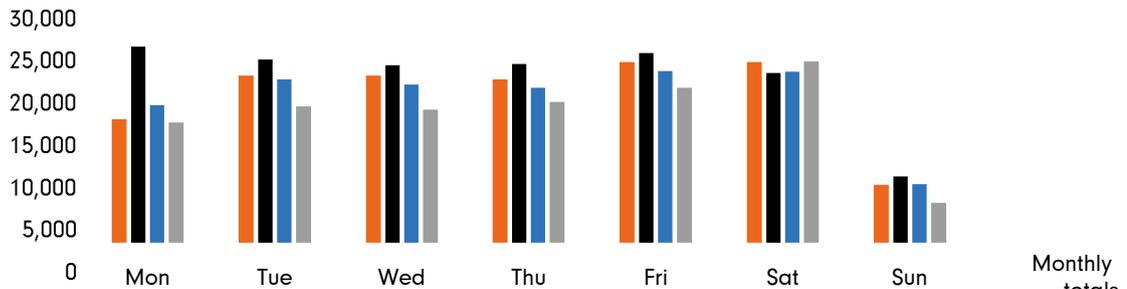
Number of days this month	17	6	12	
Number of days same month last year	19	3	12	1
Number of days same month two years ago	25	1	9	

Average temperature

	Maximum temperature	Minimum temperature
2022	19°	14°
2021	20°	14°
2020	19°	14°

Footfall by day

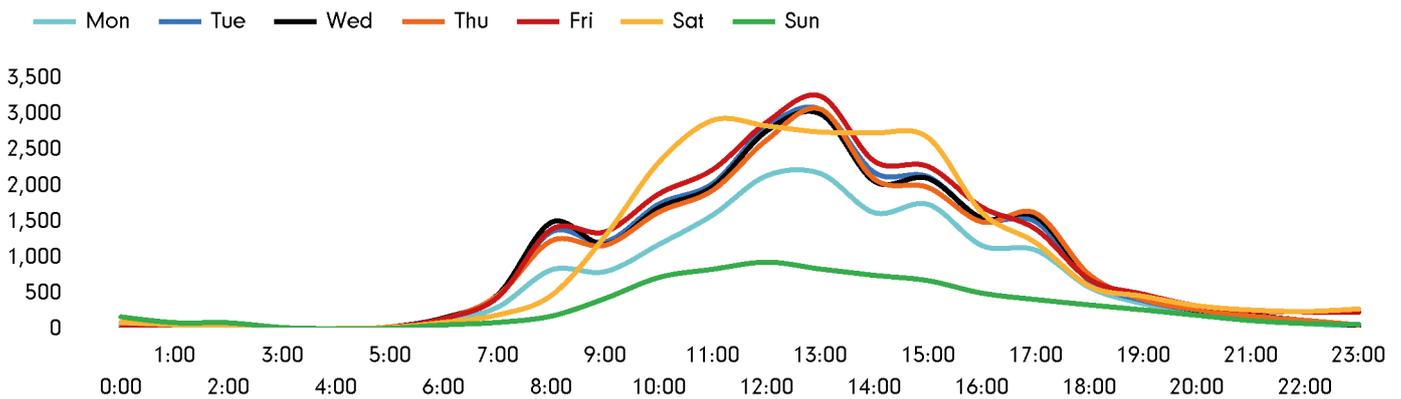
The figures shown below are calculated using weekly averages.



This Month	16,403	21,964	21,958	21,437	23,676	23,633	7,994	137,065
Previous Month	25,664	23,961	23,302	23,406	24,805	22,318	9,104	152,560
Previous Year	18,158	21,432	20,838	20,396	22,518	22,461	8,124	133,927
2 Years Ago	15,942	17,981	17,593	18,603	20,381	23,718	5,725	119,943
Month on month %	-36.1%	-8.3%	-5.8%	-8.4%	-4.6%	5.9%	-12.2%	
Year on year %	-9.7%	2.5%	5.4%	5.1%	5.1%	5.2%	-1.6%	

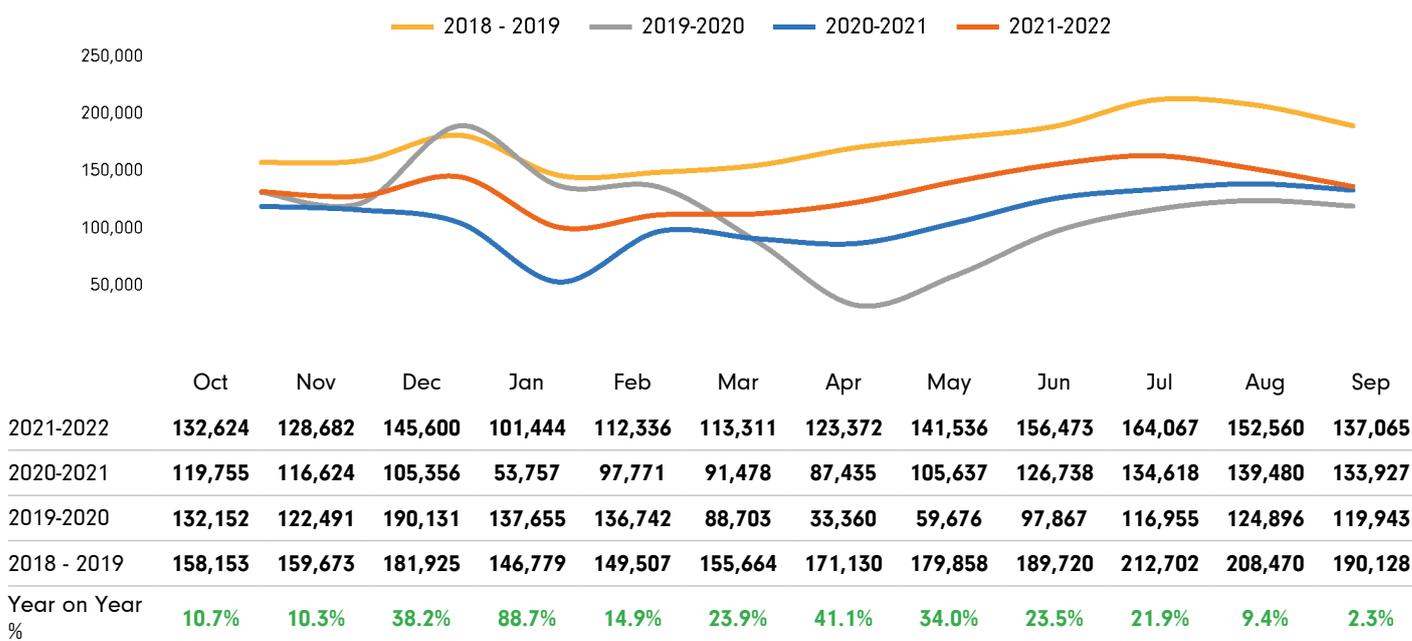
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

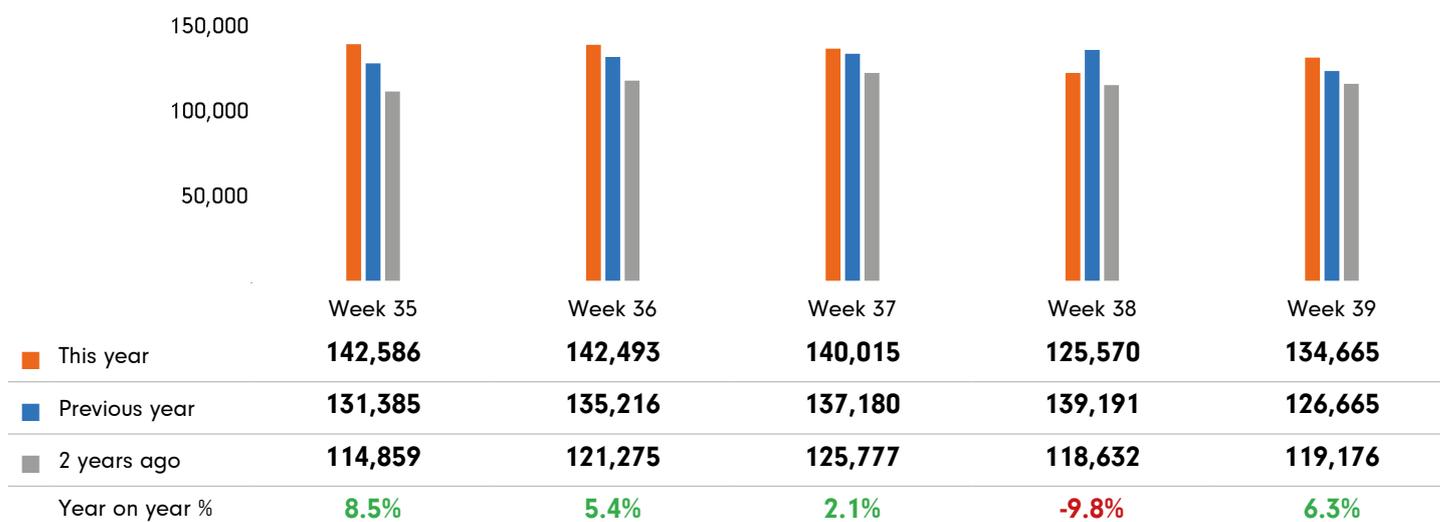
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for September compares September 2022 to September 2021

Footfall by week of month

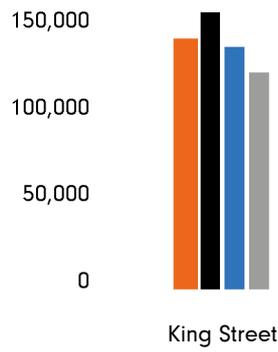
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

■ This month ■ Previous month ■ Previous year ■ 2 Years ago



This Month	137,065
Previous Month	152,560
Previous Year	133,927
2 Years Ago	119,943
Year on Year %	2.3 %

Reporting dates

This month - 29 August 2022 - 02 October 2022

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2022 to September, 2022 Vs January, 2021 to September, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 9 2022 Vs 8 2022

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

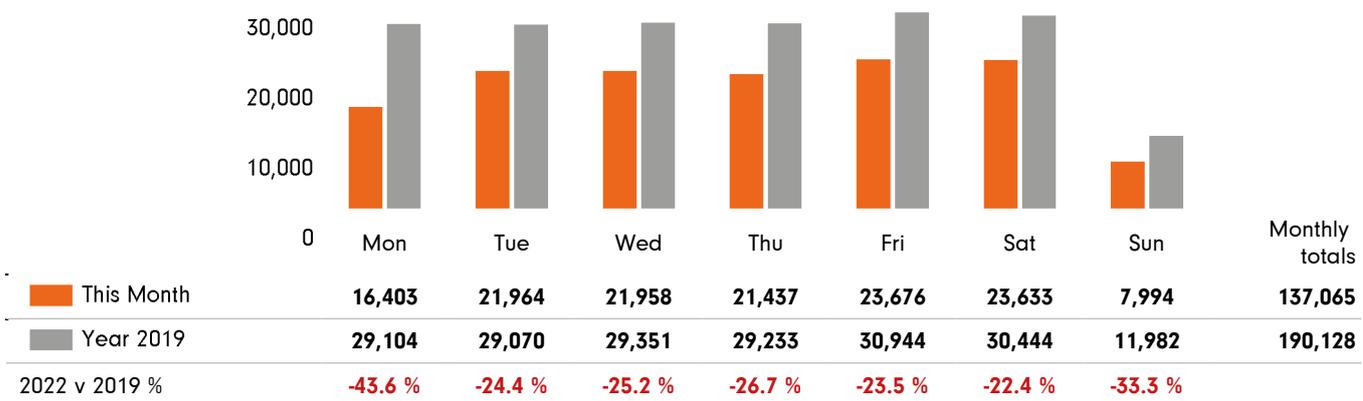
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
St Helier, King Street	-25.0 %	-27.9 %
South West	-16.8 %	-13.4 %
UK	-18.4 %	-14.5 %

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

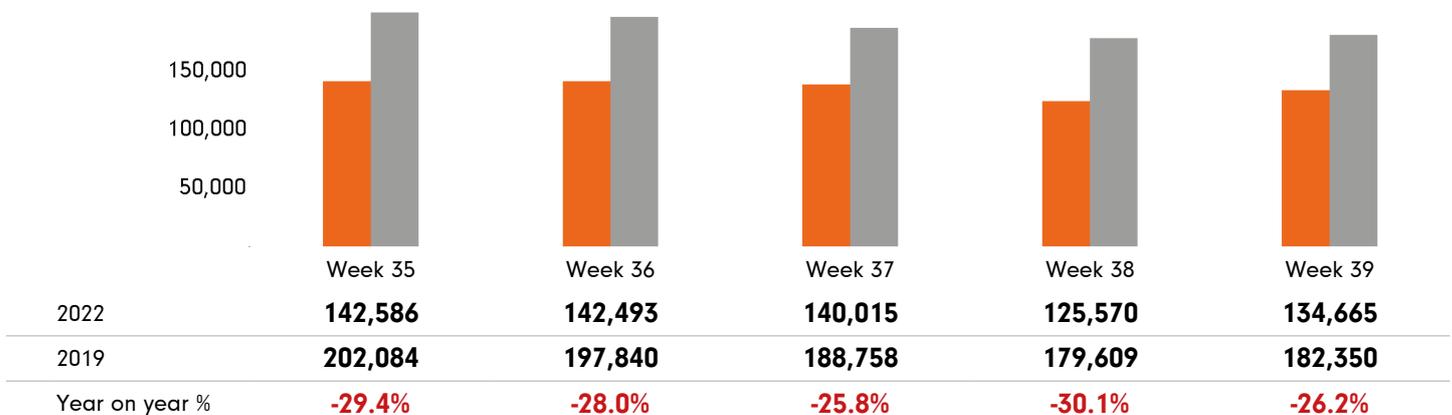
Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

