

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 %	
	2023	2022	2023	2022	2023	2022
St Helier, King Street	13.6%	33.7%	11.4%	23.9%	-1.1%	0.9%
South West	2.2%	152.5%	-4.7%	127.7%	-5.7%	8.6%
UK	8.9%	146.0%	-0.3%	126.7%	-5.2%	11.0%

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

Headlines

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

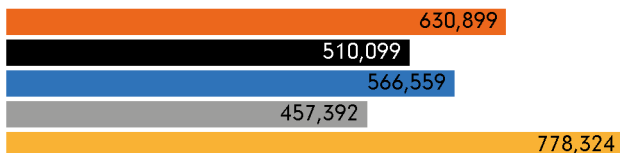
The total number of visitors to St Helier, King Street in month commencing 27 February 2023 was 630,899.

The busiest day in month commencing 27 February 2023 was Saturday 18 March with 25,774 visitors.

The peak hour of the month was 13:00 on Saturday 18 March 2023 with footfall of 3,450.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



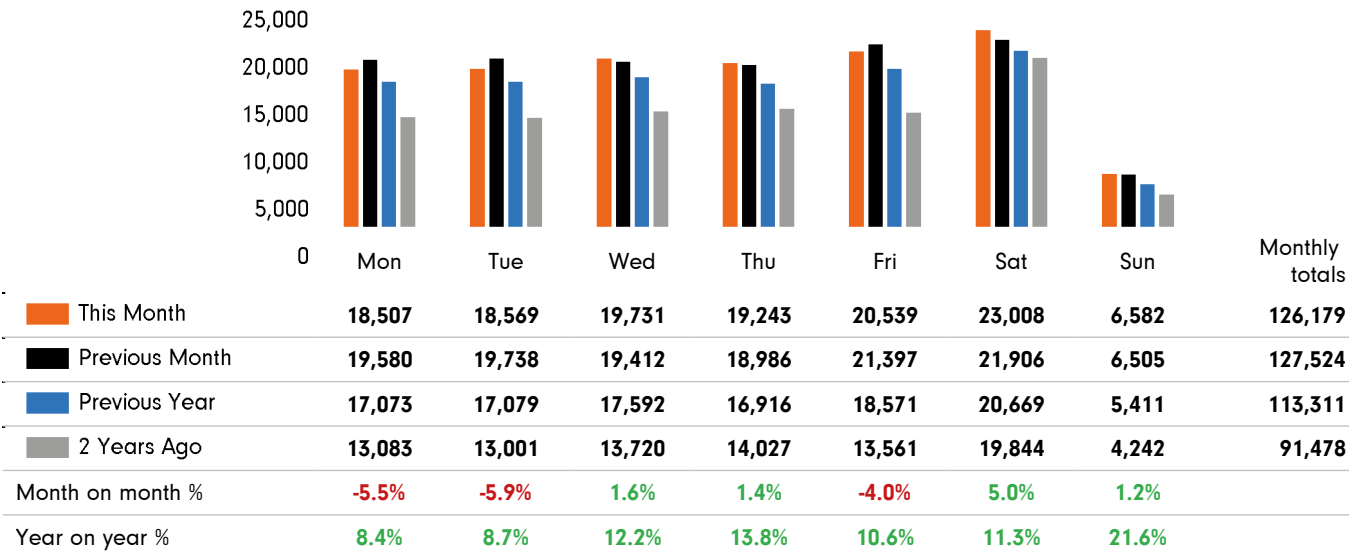
Number of days this month	7	18	10
Number of days same month last year	17	2	16
Number of days same month two years ago	18	6	11

Average temperature

	Maximum temperature	Minimum temperature
2023	11°	6°
2022	11°	6°
2021	11°	6°

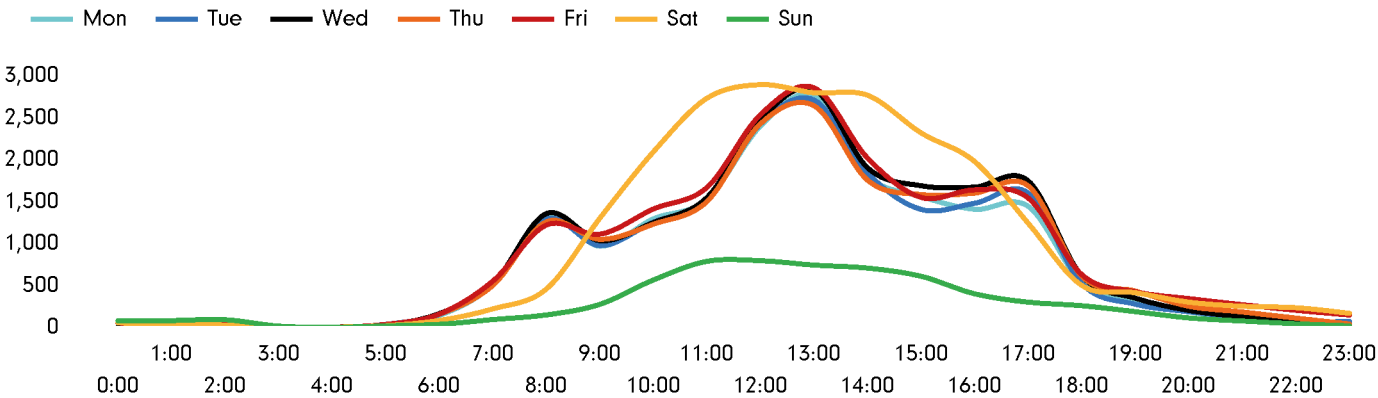
Footfall by day

The figures shown below are calculated using weekly averages.



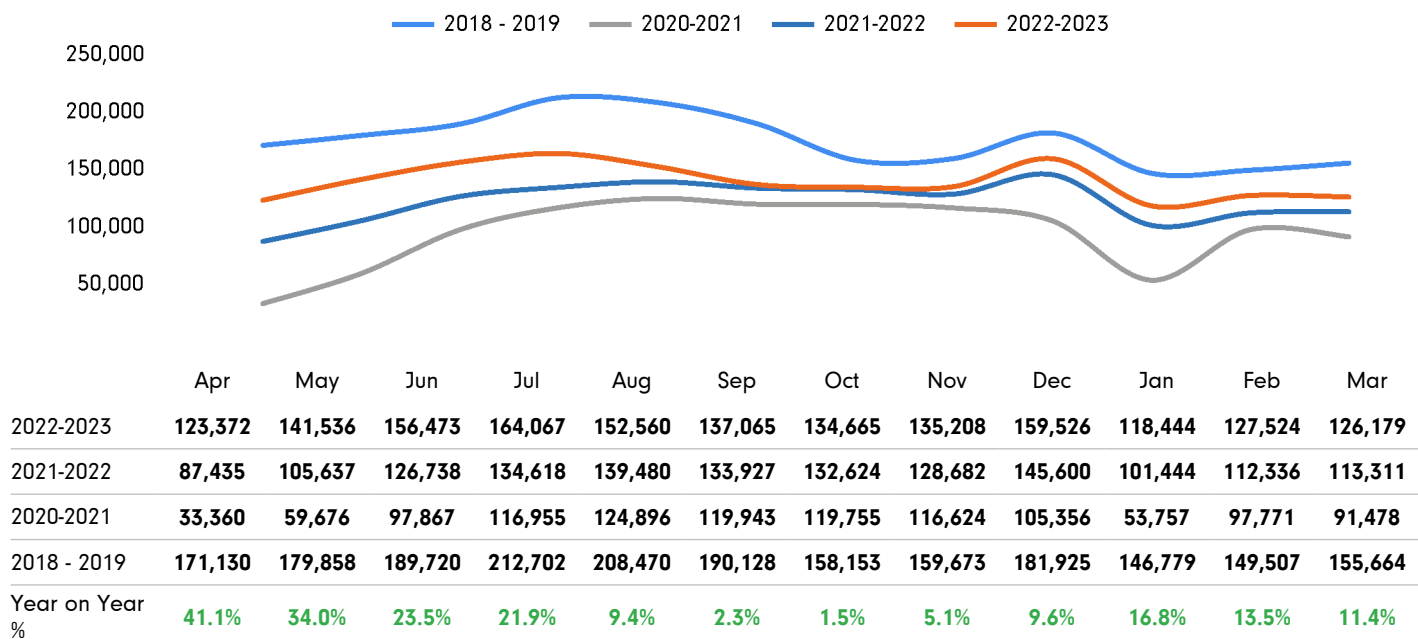
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

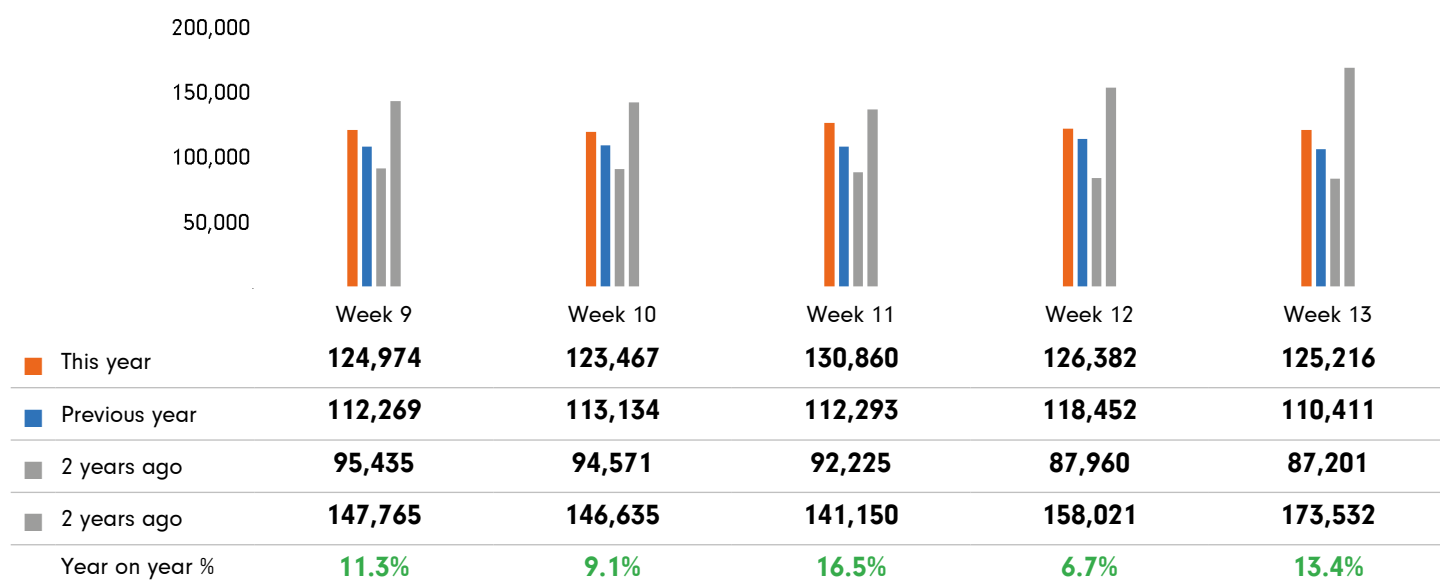
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for March compares March 2023 to March 2022

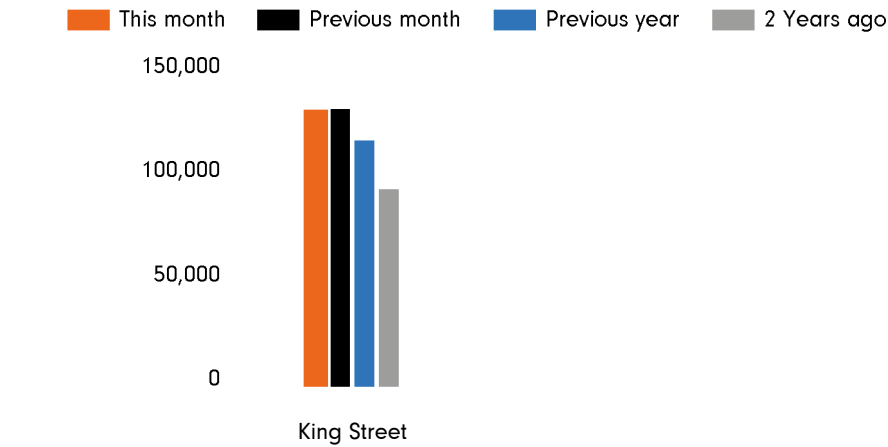
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	126,179
Previous Month	127,524
Previous Year	113,311
2 Years Ago	91,478
Year on Year %	11.4 %

Reporting dates

This month - 27 February 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. January, 2023 to March , 2023 Vs January, 2022 to March , 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.3 2023 Vs 2 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

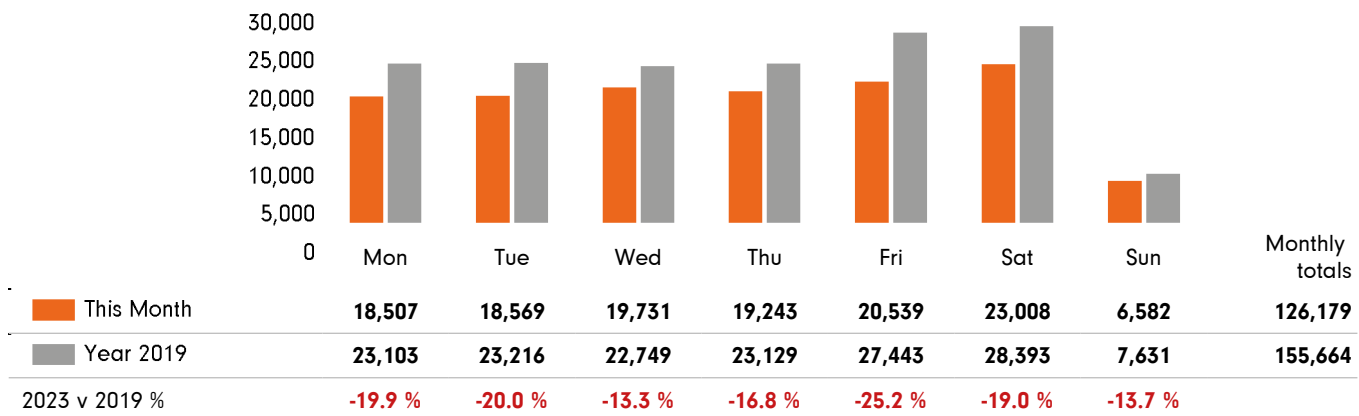
Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
St Helier, King Street	-17.8 %	-18.9 %
South West	-16.5 %	-19.5 %
UK	-16.3 %	-18.8 %

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

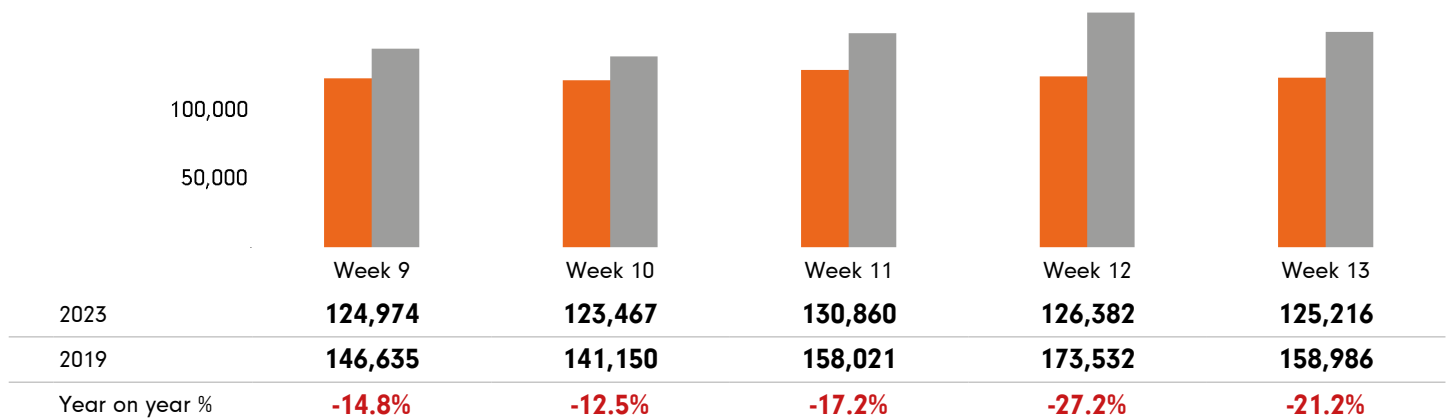
Footfall by day

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.

