

May 2021. 03 May 2021 - 30 May 2021

Footfall Report for: St Helier, King Street

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
St Helier, King Street	-4.0%	-41.6%	77.0%	-66.8%	20.8%	78.9%
South West	-10.2%	-42.6%	213.2%	-76.5%	6.9%	44.1%
UK	-20.9%	-41.5%	191.1%	-77.8%	6.3%	30.9%

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 1,835,797 which is 4% down on the previous year.

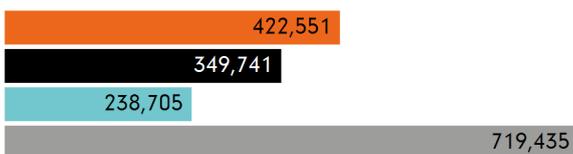
The total number of visitors to St Helier, King Street in month commencing 3 May 2021 was 422,551.

The busiest day in month commencing 3 May 2021 was Friday 28 May with 22,245 visitors.

The peak hour of the month was 13:00 on Friday 28 May 2021 with footfall of 2,781.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



Number of days this month 7 2 19

Number of days same month last year 22 4 2

Number of days same month last year 15 4 9

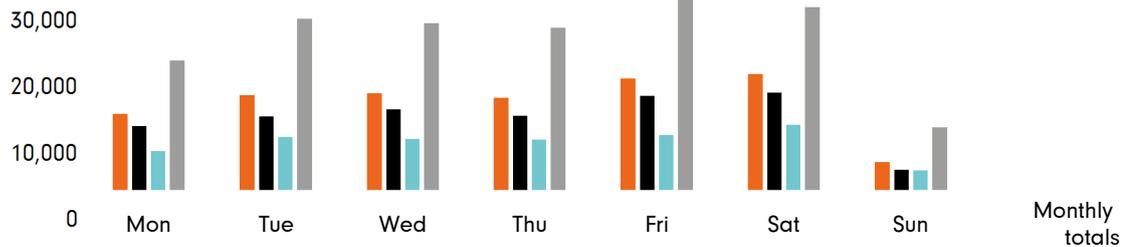
Average temperature

	Maximum temperature	Minimum temperature
2021	14°	9°
2020	17°	10°
2019	15°	10°

SPRINGBOARD.

Footfall by day

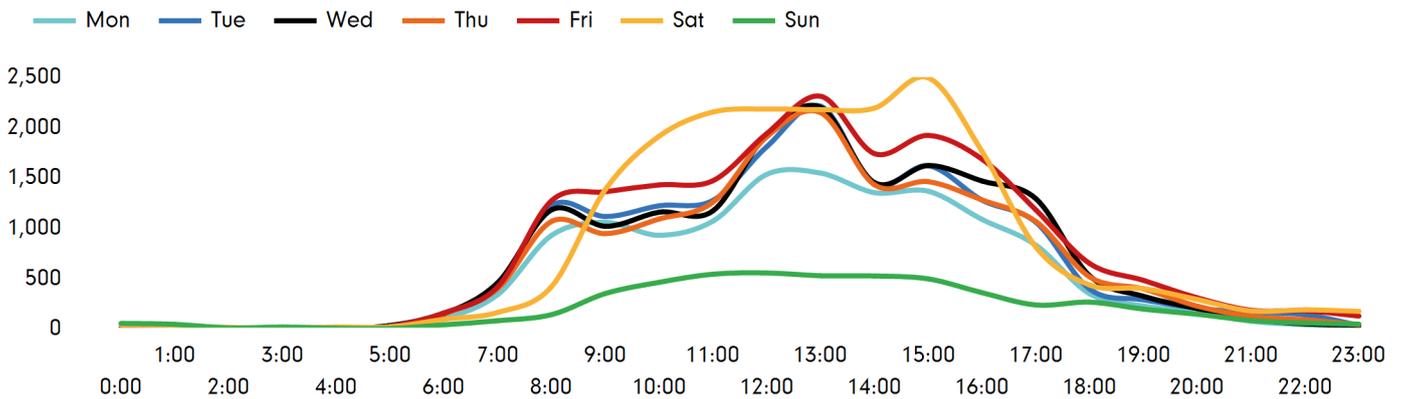
The figures shown below are calculated using weekly averages.



This Month	13,187	16,204	16,490	15,751	18,964	19,664	5,378	105,638
Previous Month	11,137	12,763	13,918	12,838	16,089	16,567	4,124	87,436
Previous Year	7,104	9,396	9,142	9,017	9,677	11,365	3,976	59,677
2 Years Ago	21,807	28,684	27,955	27,124	32,748	30,554	10,987	179,859
Month on month %	18.4%	27.0%	18.5%	22.7%	17.9%	18.7%	30.4%	
Year on year %	85.6%	72.5%	80.4%	74.7%	96.0%	73.0%	35.3%	

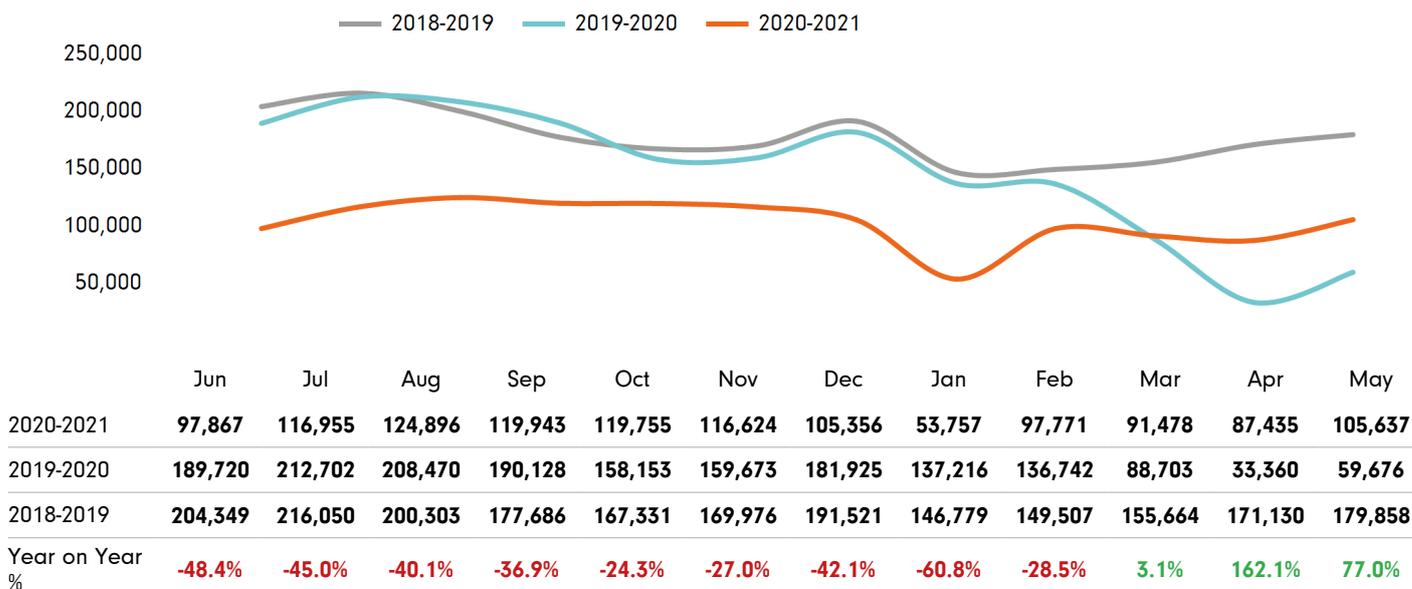
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

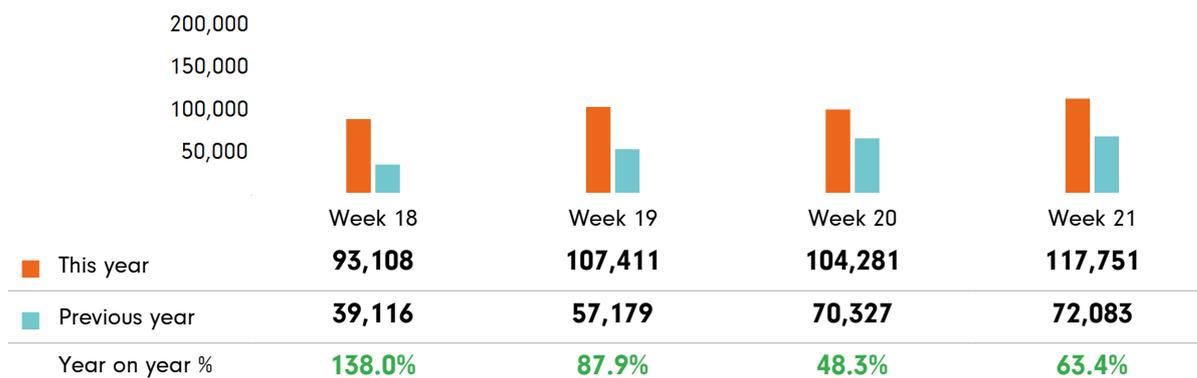
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for May compares May 2021 to May 2020

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	105,637
Previous Month	87,435
Previous Year	59,676
2 Years Ago	179,858
Year on Year %	77.0 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2021 to May, 2021 Vs January, 2020 to May, 2020

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. May, 2021 Vs May, 2020

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2021 Vs 4 2021

2021 versus 2019 comparison follows on subsequent pages

May 2021. 03 May 2021 - 30 May 2021 2019 Comparison for: St Helier, King Street

2019 comparison for St Helier, King Street

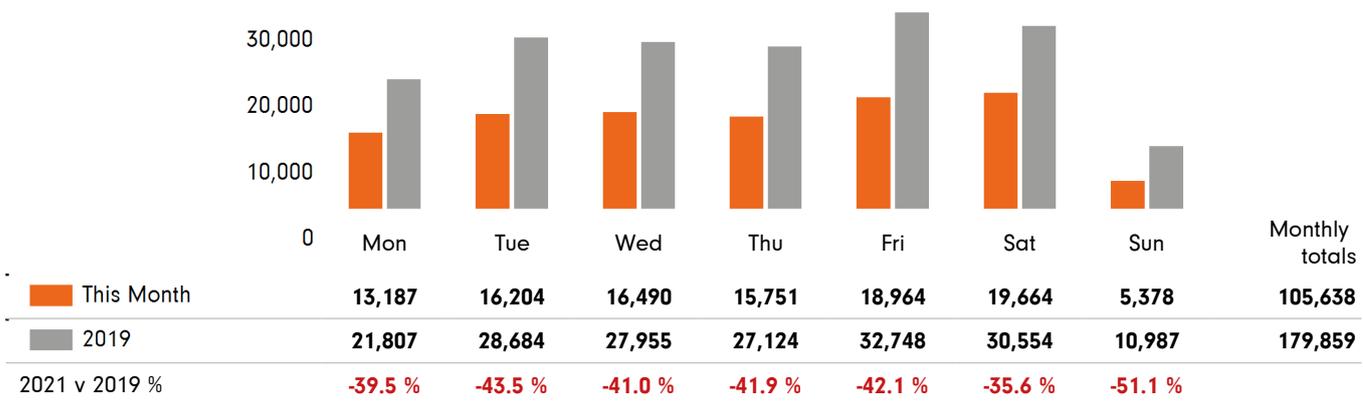
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your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

Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
St Helier, King Street	-45.5 %	-41.3 %
South West	-52.5 %	-31.6 %
UK	-53.0 %	-35.7 %

Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by location

The figures shown below are calculated using weekly averages.

