

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 %	
	2022	2021	2022	2021	2022	2021
St Helier, King Street	27.0%	5.9%	9.4%	11.7%	-7.0%	3.6%
South West	36.5%	15.8%	2.2%	18.0%	2.6%	12.1%
UK	48.1%	5.0%	13.6%	23.5%	1.0%	8.3%

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 4,530,196 which is 27% up on the previous year.

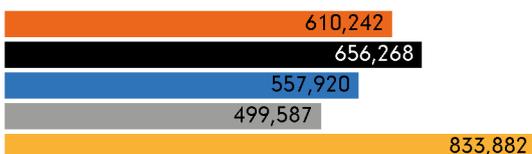
The total number of visitors to St Helier, King Street in month commencing 1 August 2022 was 610,242.

The busiest day in month commencing 1 August 2022 was Monday 15 August with 26,707 visitors.

The peak hour of the month was 13:00 on Monday 15 August 2022 with footfall of 3,792.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



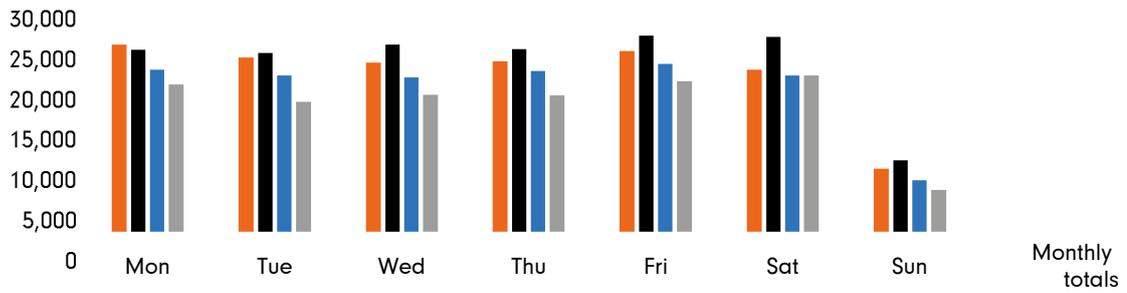
Number of days this month	16	3	9
Number of days same month last year	16	4	8
Number of days same month two years ago	18	9	1

Average temperature

	Maximum temperature	Minimum temperature
2022	23°	16°
2021	19°	14°
2020	22°	16°

Footfall by day

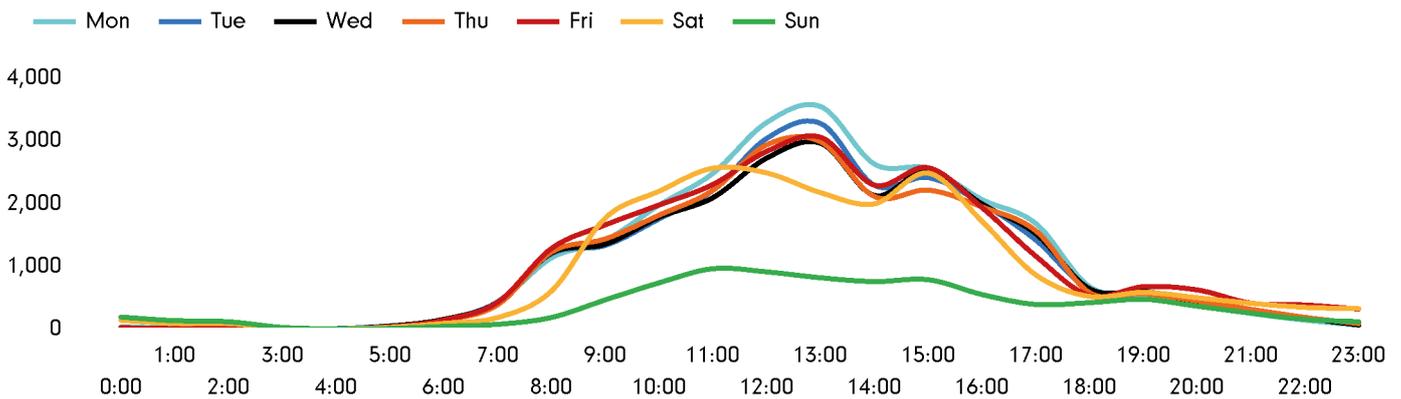
The figures shown below are calculated using weekly averages.



This Month	25,664	23,961	23,302	23,406	24,805	22,318	9,104	152,560
Previous Month	24,968	24,594	25,677	25,048	26,902	26,696	10,182	164,067
Previous Year	22,315	21,583	21,257	22,115	23,126	21,514	7,570	139,480
2 Years Ago	20,380	18,049	18,999	18,876	20,784	21,542	6,266	124,896
Month on month %	2.8%	-2.6%	-9.2%	-6.6%	-7.8%	-16.4%	-10.6%	
Year on year %	15.0%	11.0%	9.6%	5.8%	7.3%	3.7%	20.3%	

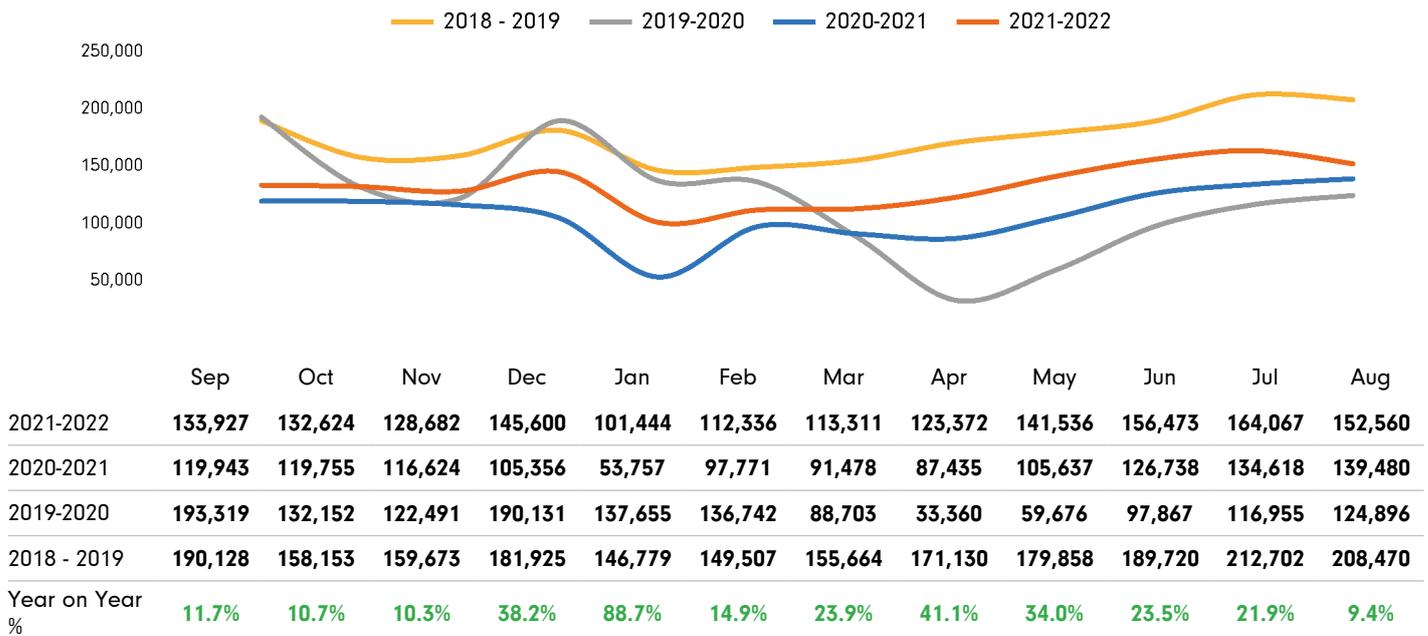
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

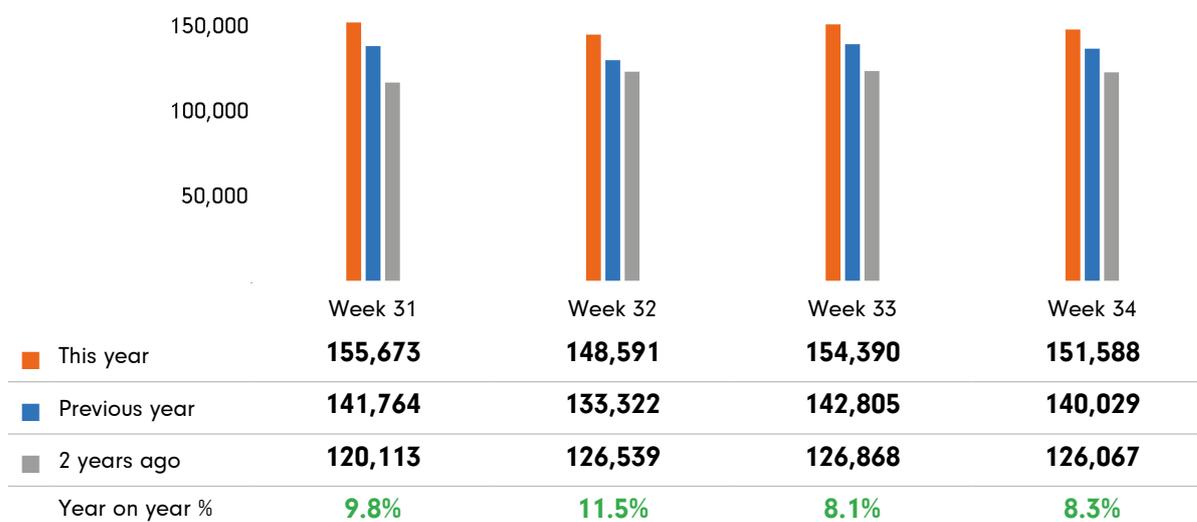
The figures shown below are calculated using weekly averages.



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

Footfall by week of month

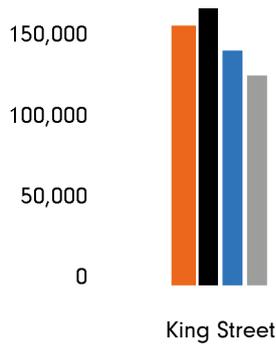
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	152,560
Previous Month	164,067
Previous Year	139,480
2 Years Ago	124,896
Year on Year %	9.4 %

Reporting dates

This month - 01 August 2022 - 28 August 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 August, 2022 Vs January, 2021 to August, 2021

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2022 Vs 7 2022

August 2022. 01 Aug 2022 - 28 Aug 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

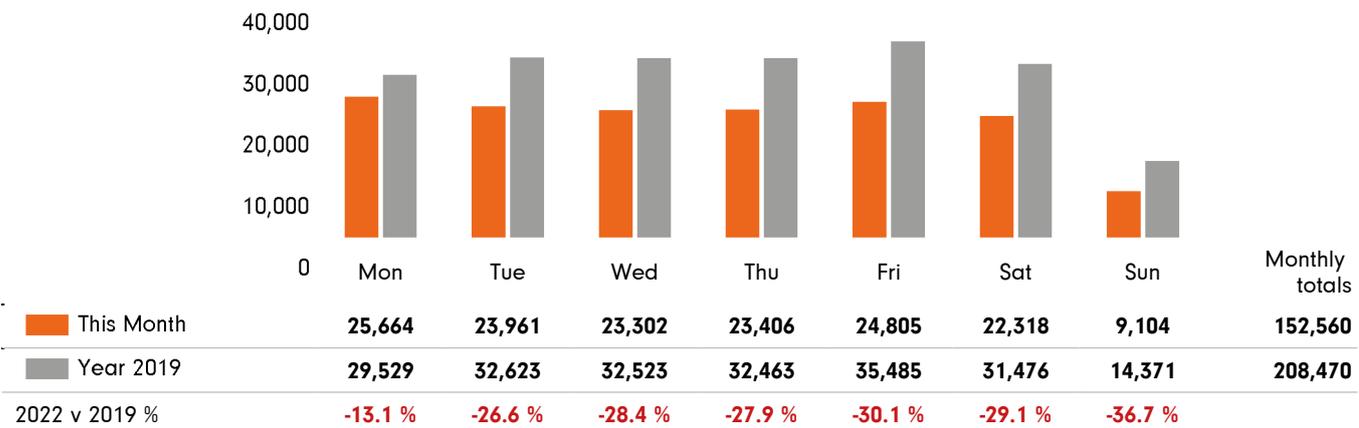
Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
St Helier, King Street	-24.5 %	-26.8 %
South West	-16.5 %	-14.7 %
UK	-18.8 %	-14.9 %

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

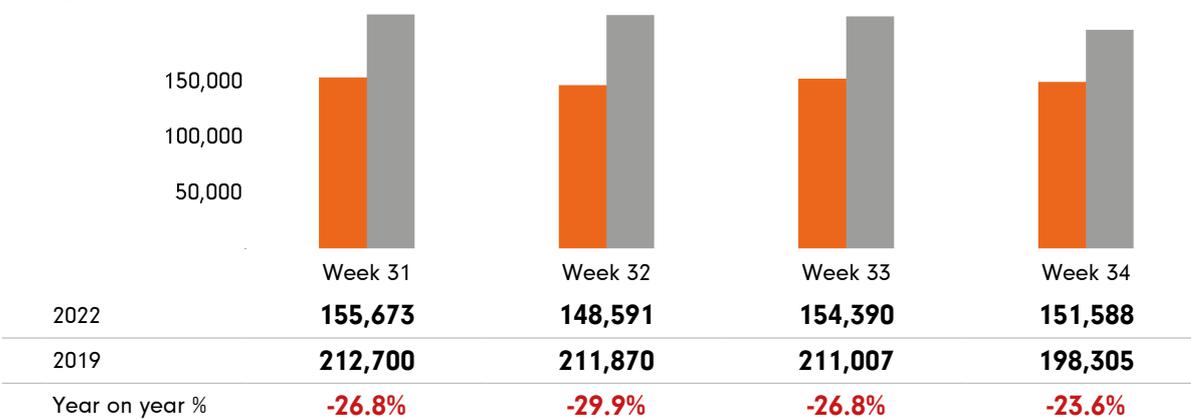
Footfall by day

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.

