

Footfall Report for: St Helier, King Street

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
St Helier, King Street	8.1%	27.0%	4.9%	9.4%	-7.2%	-7.0%
South West	3.2%	36.5%	2.9%	2.2%	5.5%	2.6%
UK	5.1%	48.1%	1.4%	13.6%	1.6%	1.0%

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

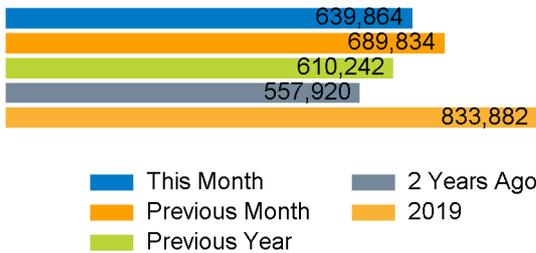
The total number of visitors for the year to date is 4,895,406 which is 8.1% up on the previous year.

The total number of visitors to St Helier, King Street in month commencing 31 July 2023 was 639,864.

The busiest day in month commencing 31 July 2023 was Friday 4 August with 27,516 visitors.

The peak hour of the month was 13:00 on Monday 31 July 2023 with footfall of 3,983.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



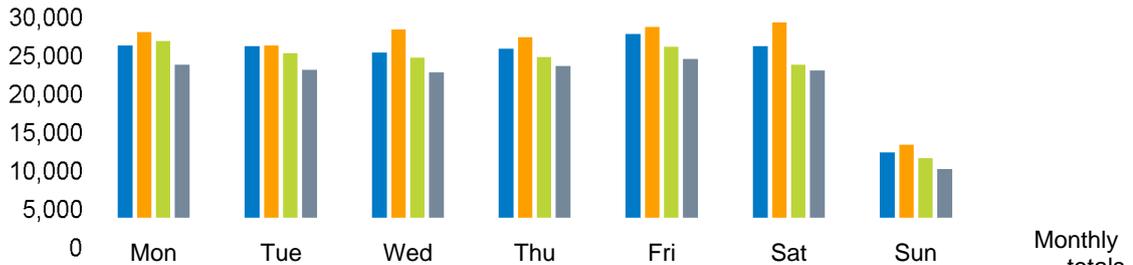
Number of days this month	10	16	2
Number of days same month last year	16	3	9
Number of days same month two years ago	16	4	8

Average temperature

	Maximum temperature	Minimum temperature
2023	21°	14°
2022	23°	16°
2021	19°	14°

Footfall Counts by day

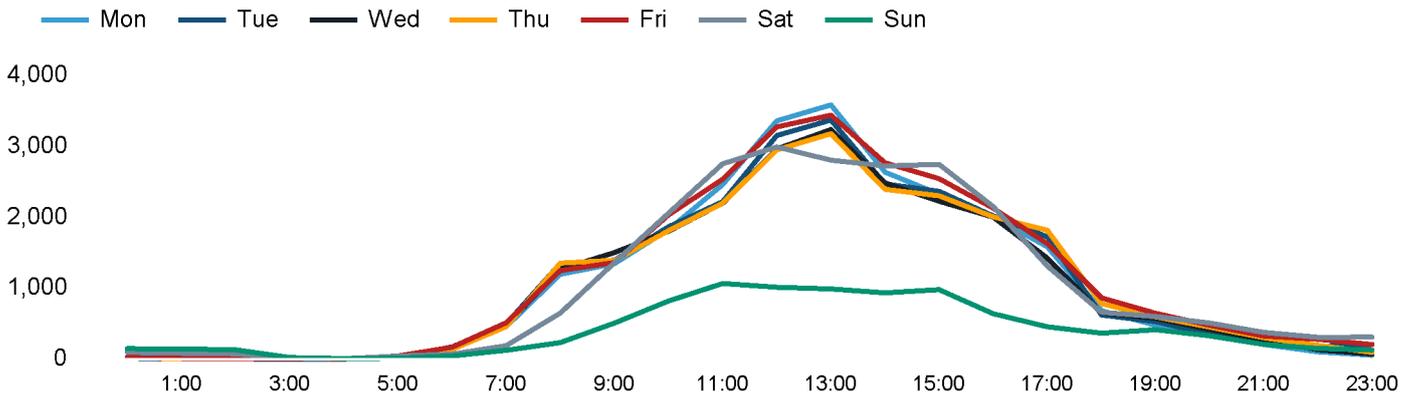
The figures shown below are calculated using weekly averages.



This Month	24,982	24,889	24,004	24,562	26,604	24,968	9,957	159,966
Previous Month	26,954	25,018	27,311	26,229	27,661	28,300	10,985	172,458
Previous Year	25,664	23,961	23,302	23,406	24,805	22,318	9,104	152,560
2 Years Ago	22,315	21,583	21,257	22,115	23,126	21,514	7,570	139,480
Month on month %	-7.3%	-0.5%	-12.1%	-6.4%	-3.8%	-11.8%	-9.4%	
Year on year %	-2.6%	3.9%	3.0%	4.9%	7.2%	11.9%	9.4%	

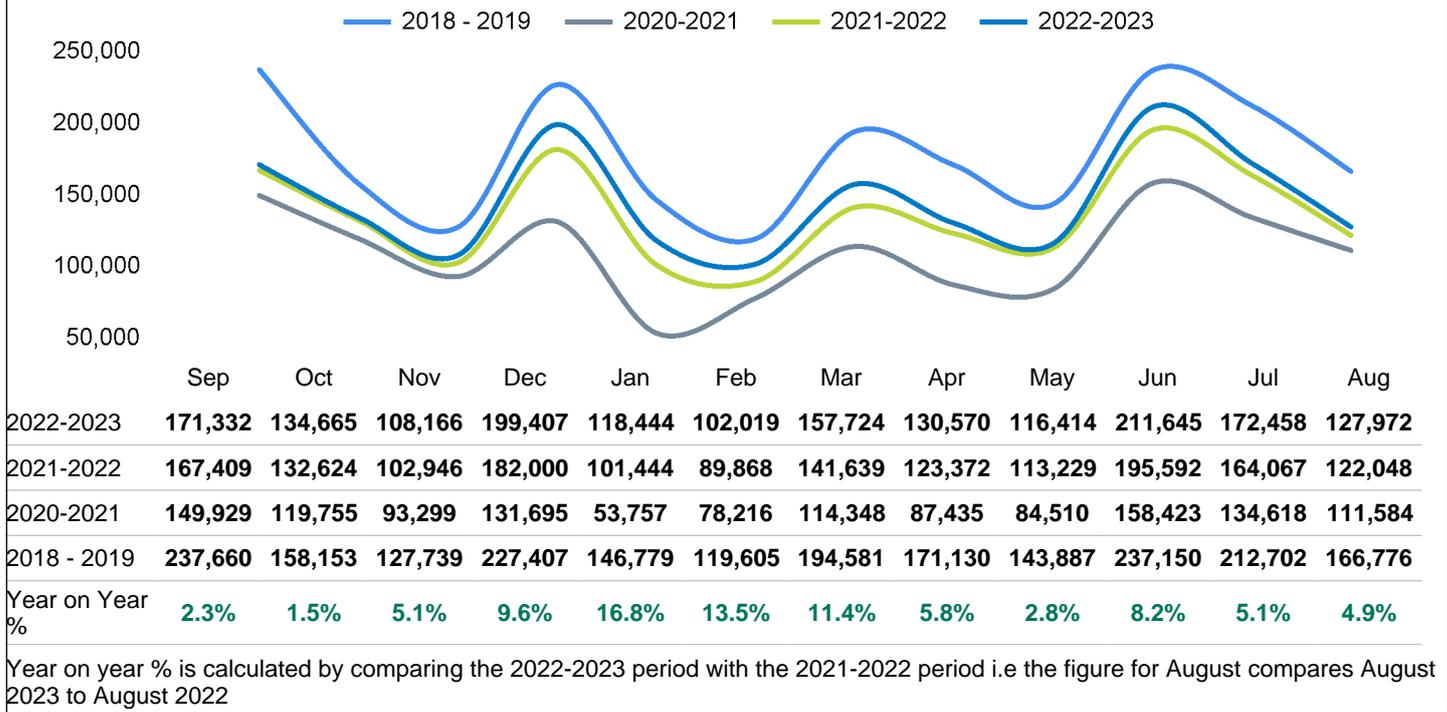
Footfall Counts by hour

The figures shown below are calculated using a weekly average



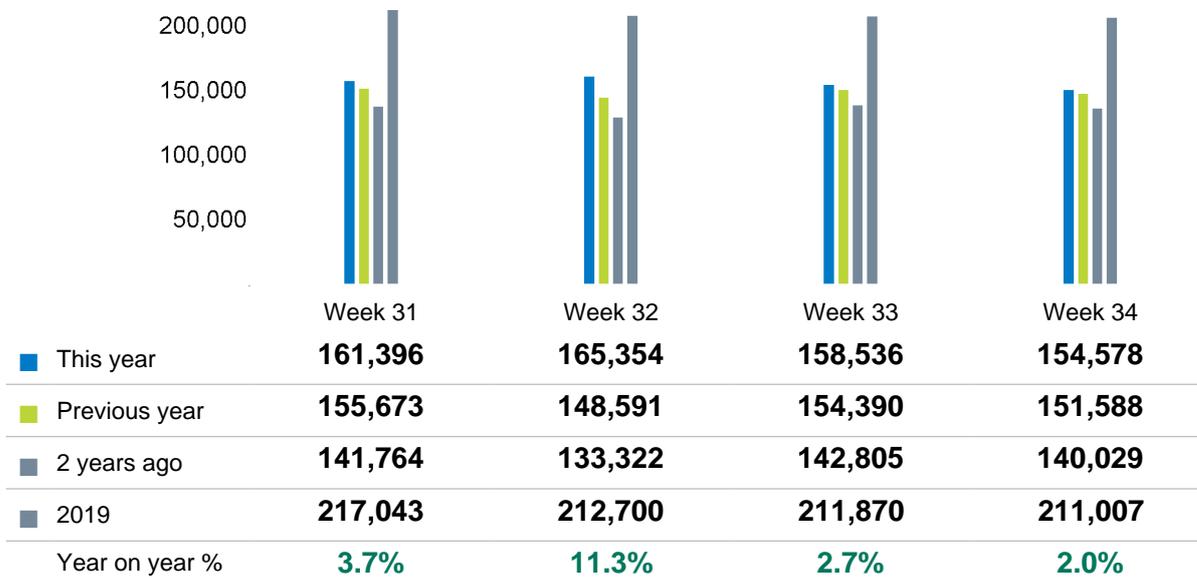
Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.



Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

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

200,000
150,000
100,000
50,000
0

King Street

This Month	159,966
Previous Month	172,458
Previous Year	152,560
2 Years Ago	139,480
Year on Year %	4.9 %

Reporting dates

This month - 31 July 2023 - 27 August 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 August, 2023 Vs January, 2022 to August, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2023 Vs 7 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

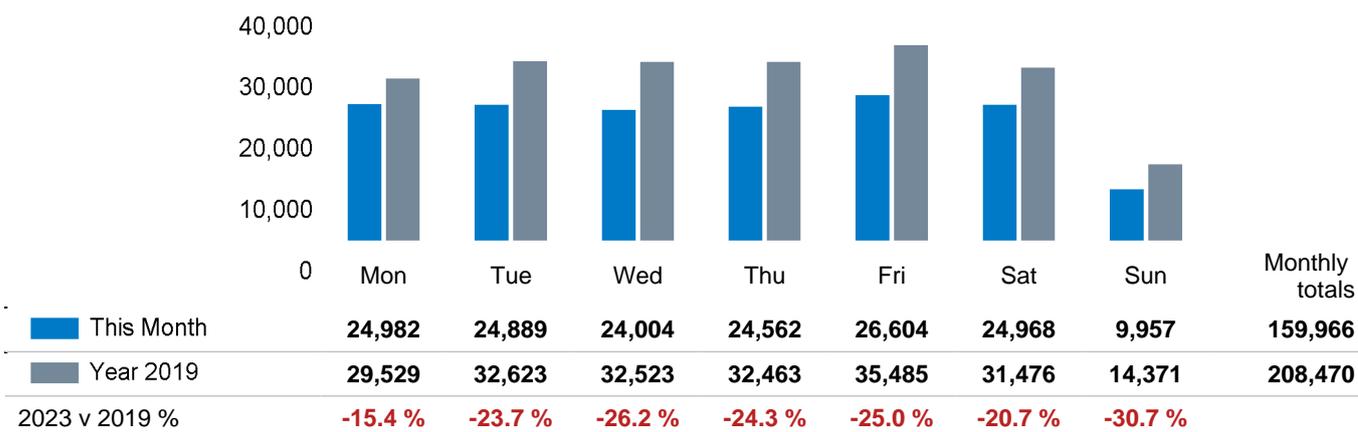
Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
St Helier, King Street	-18.4 %	-23.3 %
South West	-11.9 %	-10.4 %
UK	-14.3 %	-12.9 %

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

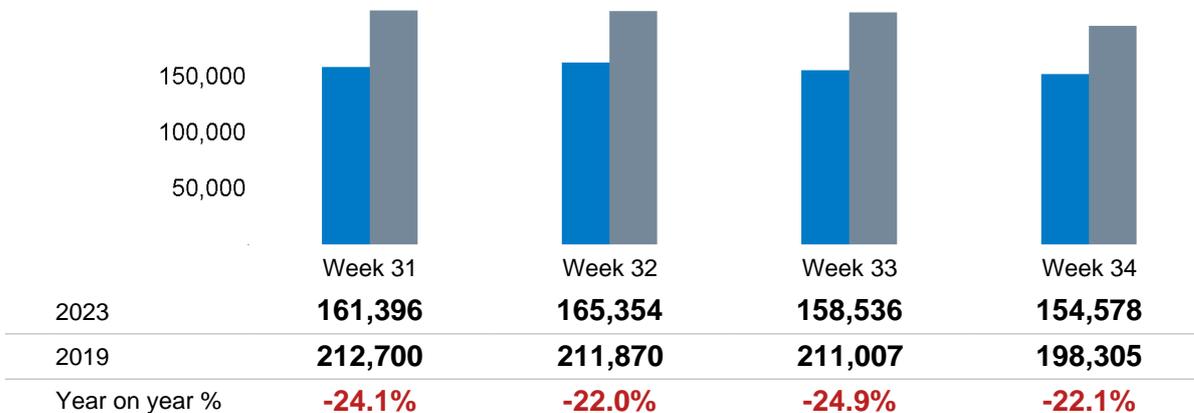
Footfall Counts by day

The figures shown below are calculated using weekly averages.



Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

