

Footfall Report for: St Helier, King Street

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

| | Year to date % | | Year on year % | | Month on month % | |
|------------------------|----------------|-------|----------------|-------|------------------|------|
| | 2023 | 2022 | 2023 | 2022 | 2023 | 2022 |
| St Helier, King Street | 8.6% | 30.3% | 5.1% | 21.9% | 1.9% | 4.9% |
| South West | 3.2% | 44.6% | -0.1% | 11.5% | 0.7% | 8.5% |
| UK | 5.7% | 55.5% | 0.8% | 22.2% | -2.0% | 2.0% |

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

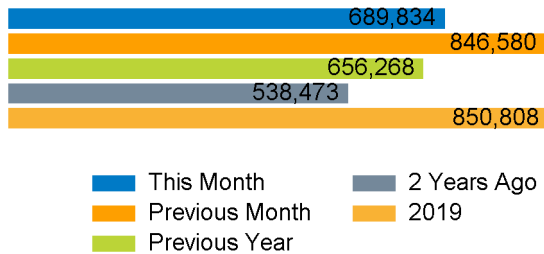
The total number of visitors for the year to date is 4,255,542 which is 8.6% up on the previous year.

The total number of visitors to St Helier, King Street in month commencing 3 July 2023 was 689,834.

The busiest day in month commencing 3 July 2023 was Saturday 15 July with 31,643 visitors.

The peak hour of the month was 13:00 on Wednesday 5 July 2023 with footfall of 3,953.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



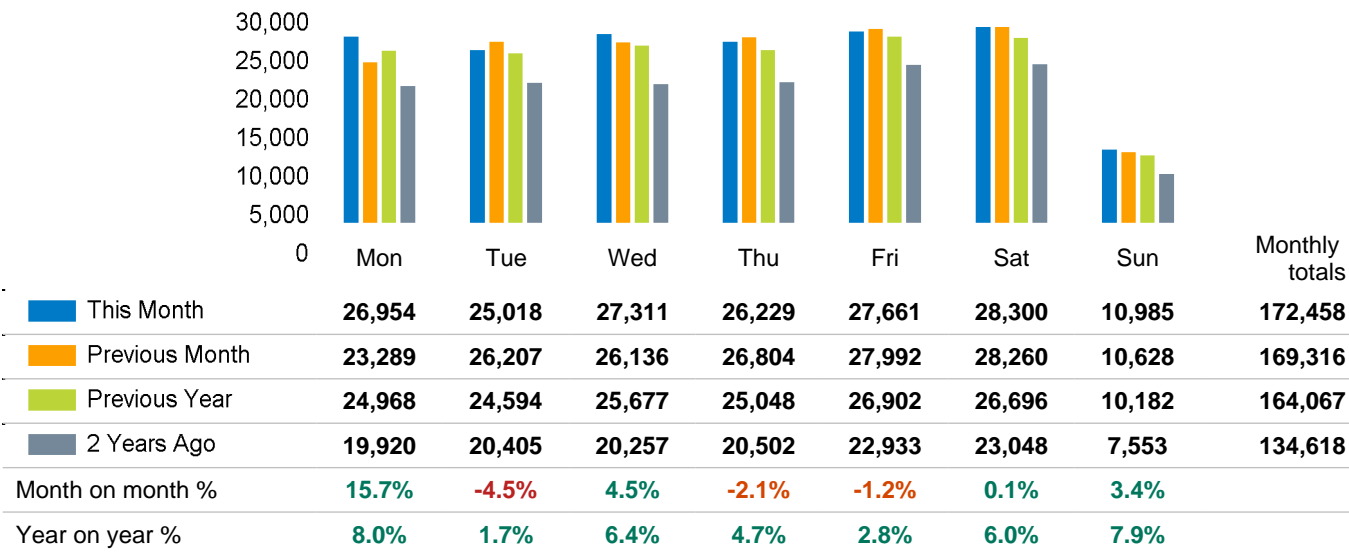
| | | | |
|---|----|----|----|
| Number of days this month | 7 | 19 | 2 |
| Number of days same month last year | 24 | 2 | 2 |
| Number of days same month two years ago | 15 | 1 | 12 |

Average temperature

| | Maximum temperature | Minimum temperature |
|------|---------------------|---------------------|
| 2023 | 21° | 14° |
| 2022 | 23° | 16° |
| 2021 | 20° | 15° |

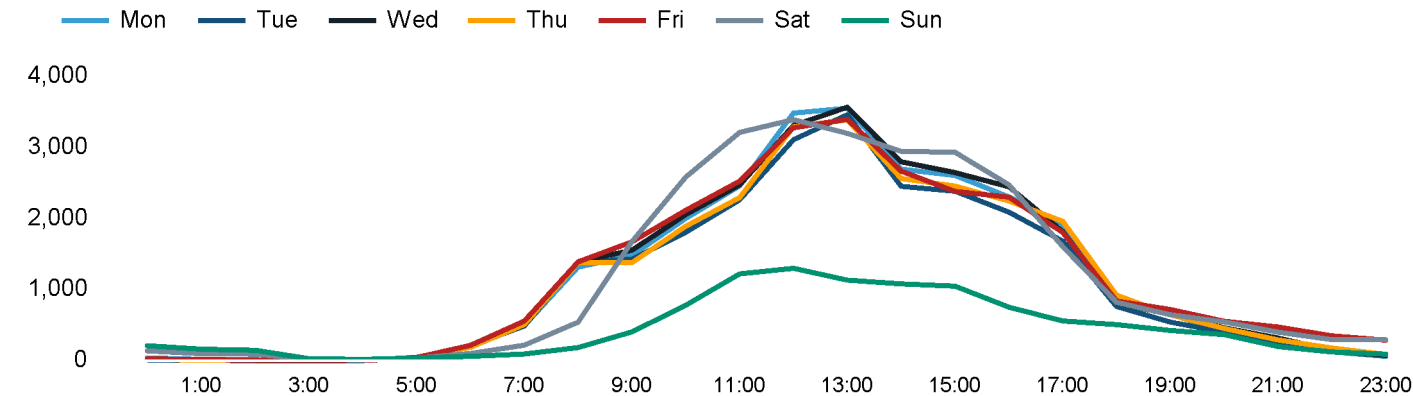
Footfall Counts by day

The figures shown below are calculated using weekly averages.



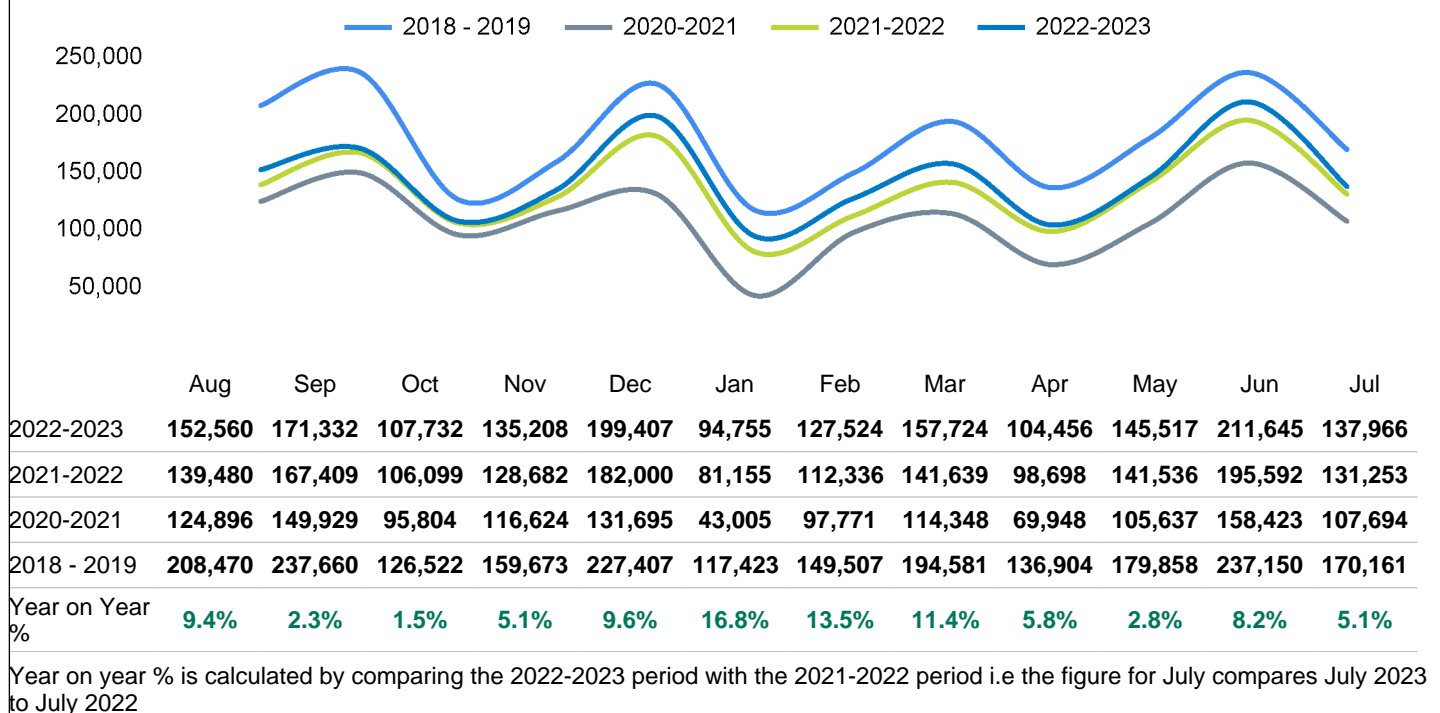
Footfall Counts by hour

The figures shown below are calculated using a weekly average



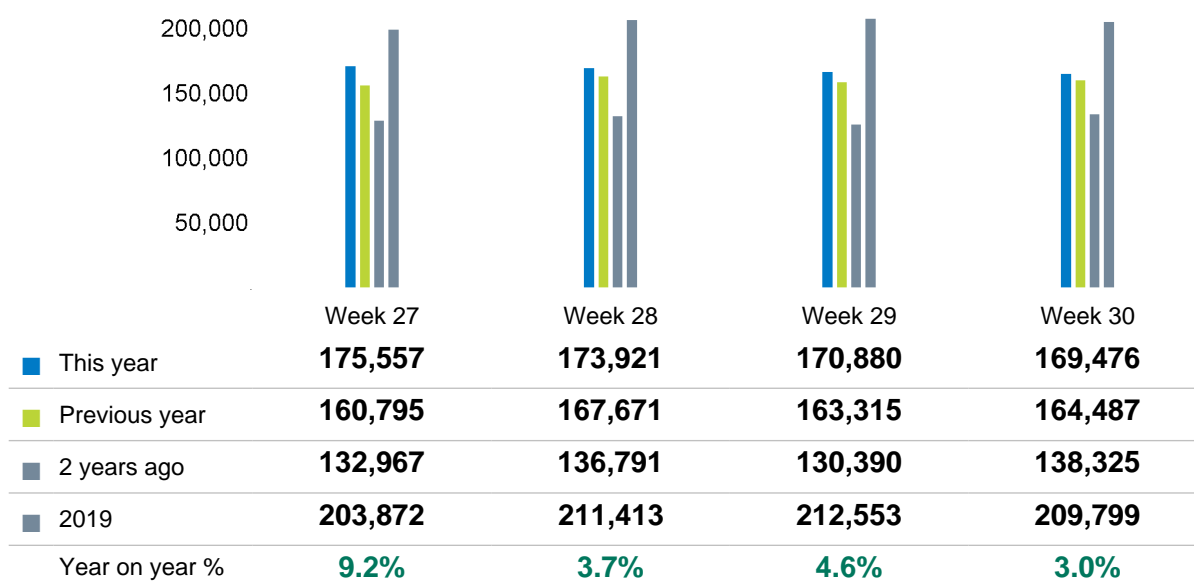
Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.



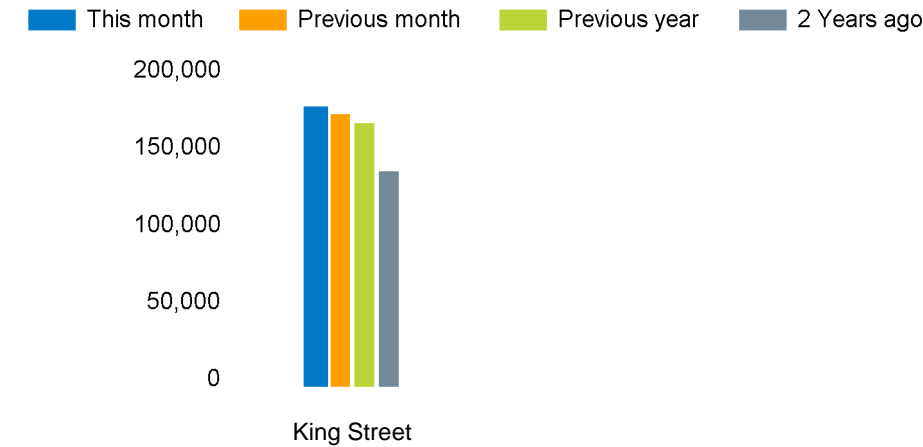
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



| | |
|----------------|---------|
| This Month | 172,458 |
| Previous Month | 169,316 |
| Previous Year | 164,067 |
| 2 Years Ago | 134,618 |
| Year on Year % | 5.1 % |

Reporting dates

This month - 03 July 2023 - 30 July 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 July , 2023 Vs January, 2022 to July , 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.7 2023 Vs 6 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

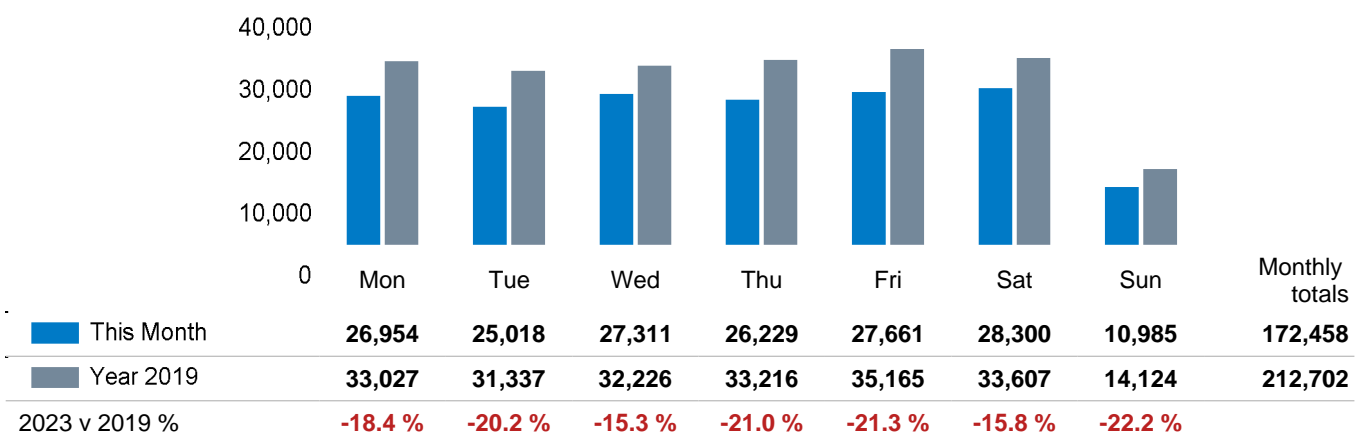
Headlines

| | Year to date % | Year on year % |
|------------------------|----------------|----------------|
| | 2023 Vs 2019 | 2023 Vs 2019 |
| St Helier, King Street | -17.6 % | -18.9 % |
| South West | -12.2 % | -15.9 % |
| UK | -14.5 % | -15.6 % |

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

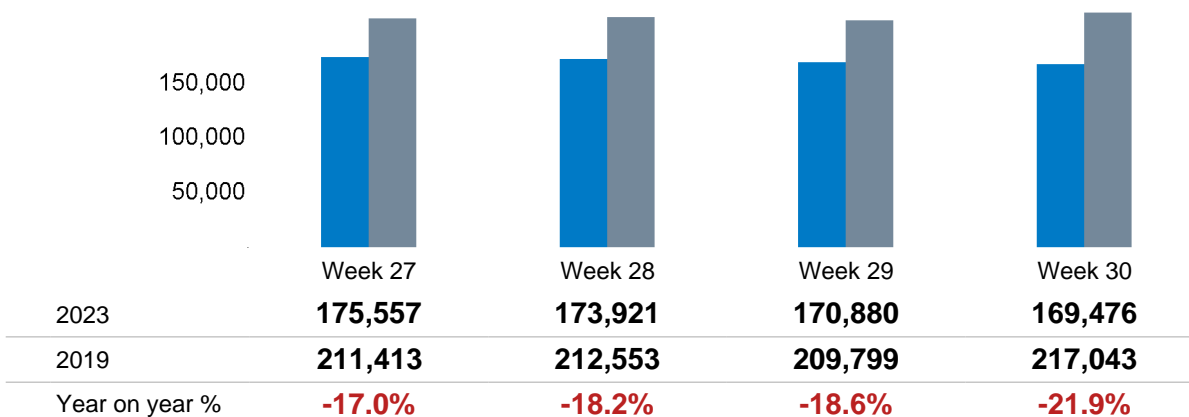
Footfall Counts by day

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.

