



Footfall Report for: St Peter Port, Guernsey

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2024	2023	2024	2023	2024	2023
St Peter Port, Guernsey	-5.5%	-3.7%	1.1%	-13.5%	-1.0%	-9.9%
South West	-3.5%	2.4%	-4.3%	-1.1%	-1.6%	-2.9%
UK	-0.9%	3.5%	-0.5%	-0.8%	0.2%	-0.3%

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

Headlines

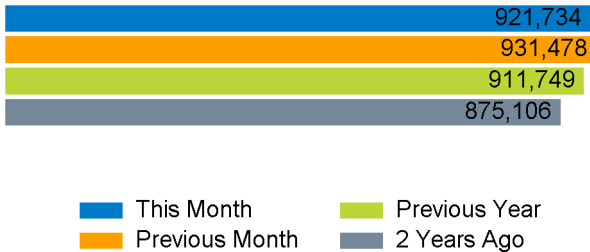
The total number of visitors for the year to date is 11,786,535 which is 5.5% down on the previous year.

The total number of visitors to St Peter Port, Guernsey in month commencing 28 October 2024 was 921,734.

The busiest day in month commencing 28 October 2024 was Thursday 31 October with 57,201 visitors.

The peak hour of the month was 17:00 on Thursday 31 October 2024 with footfall of 10,661.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

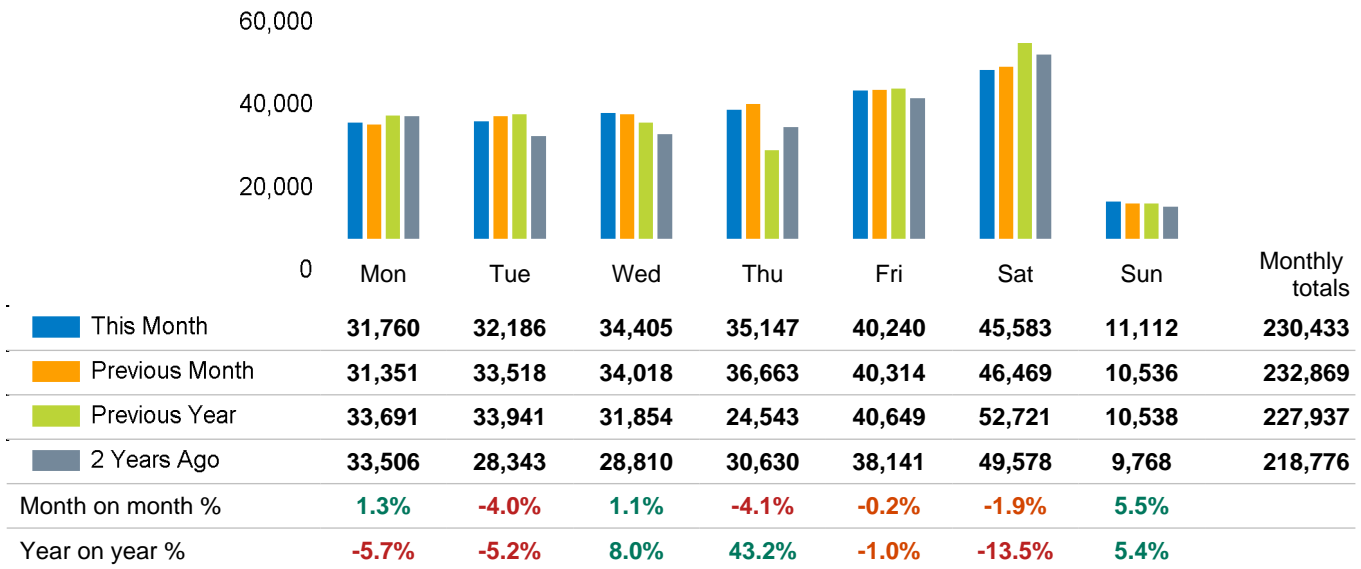
Number of days this month	1	22	2	1	2
Number of days same month last year	6	17	5		
Number of days same month two years ago	12	7	9		

Average temperature

	Maximum temperature	Minimum temperature
2024	14°	10°
2023	14°	9°
2022	14°	11°

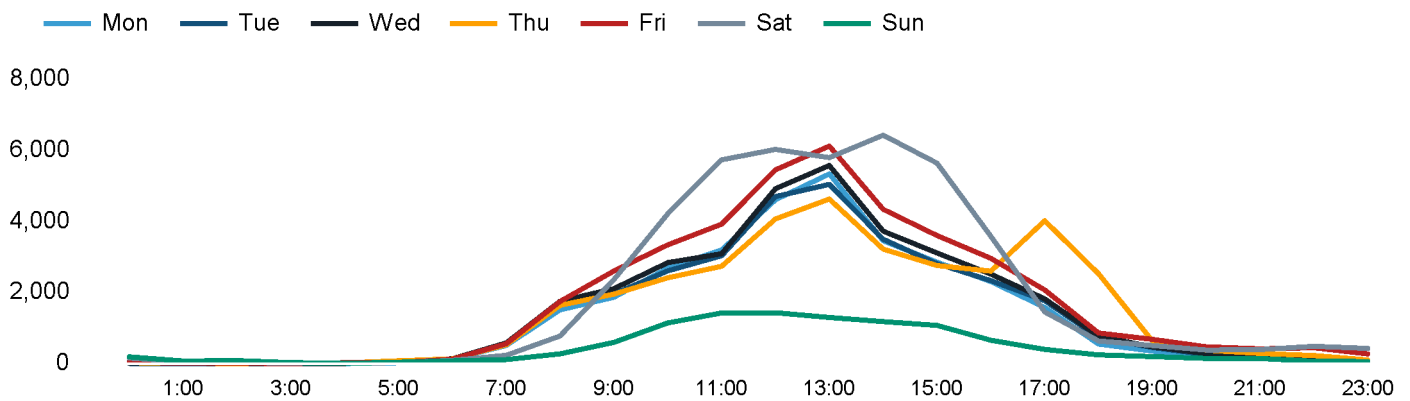
Footfall Counts by day

The figures shown below are calculated using weekly averages.



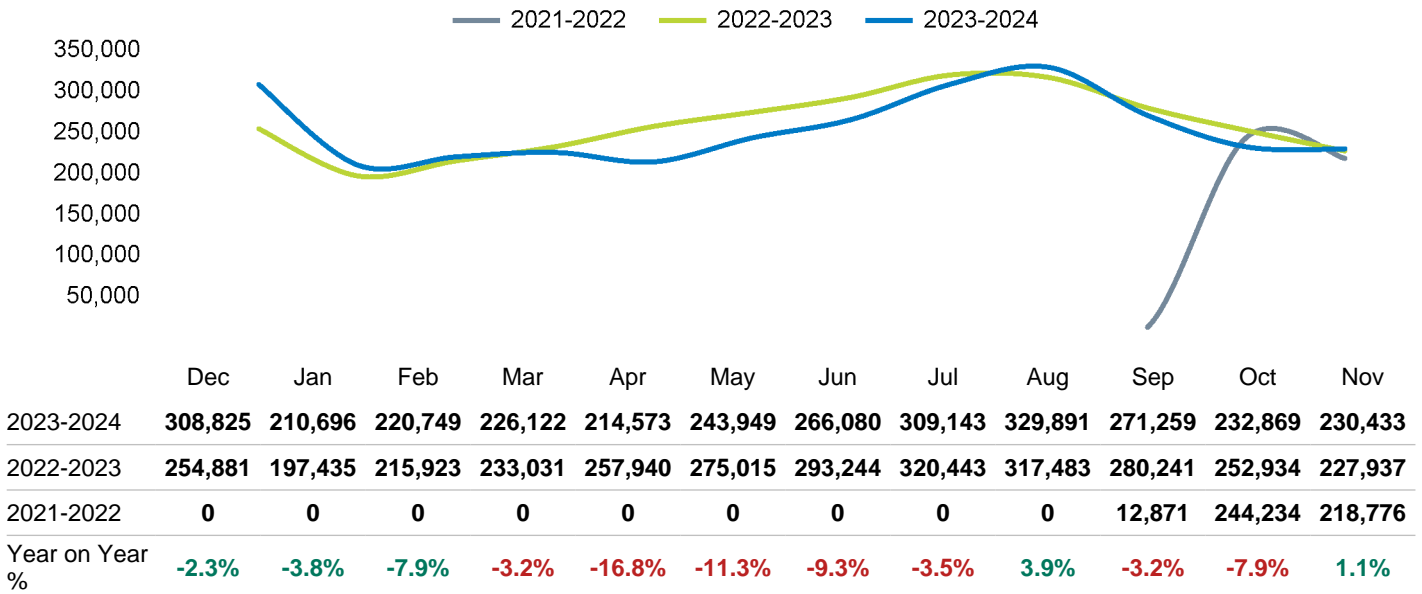
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

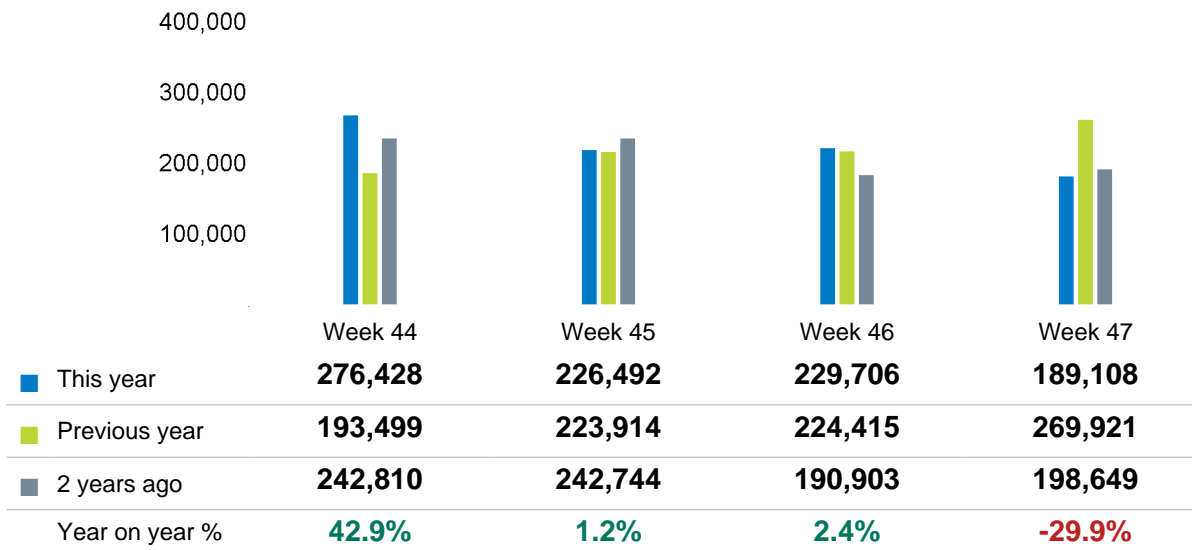
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for November compares November 2024 to November 2023

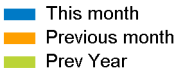











Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

	This month	% share of total month	Previous month	Previous year	Month on month %	Year on year %	
Commercial Arcade at High Street, Eastbound	17,839	7.7%	17,463	18,158	2.2%	-1.8%	
Commercial Arcade at High Street, Westbound	14,591	6.3%	14,834	15,768	-1.6%	-7.5%	
High Street at Commercial Arcade, Northbound	31,131	13.5%	31,264	30,634	-0.4%	1.6%	
High Street at Commercial Arcade, Southbound	32,570	14.1%	33,218	32,178	-2.0%	1.2%	
Market Square from Market Steps	28,543	12.4%	28,376	25,665	0.6%	11.2%	
Market Square from the Arcade	18,214	7.9%	18,297	18,797	-0.5%	-3.1%	
Market Square from the Church	12,500	5.4%	13,488	11,642	-7.3%	7.4%	
The Pollet at High Street, Northbound	25,562	11.1%	25,832	25,134	-1.0%	1.7%	
The Pollet at High Street, Southbound	26,679	11.6%	27,070	26,370	-1.4%	1.2%	
The Pollet at Smith Street, Eastbound	12,195	5.3%	12,394	12,490	-1.6%	-2.4%	
The Pollet at Smith Street, Westbound	10,606	4.6%	10,628	11,098	-0.2%	-4.4%	



Reporting dates

This month - 28 October 2024 - 24 November 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2024 to November, 2024 Vs January, 2023 to November, 2023

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. November, 2024 Vs November, 2023

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2024 Vs 10 2024

