



Footfall Report for: St Peter Port, Guernsey

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2025	2024	2025	2024	2025	2024
St Peter Port, Guernsey	-1.0%	-5.9%	-1.6%	-7.9%	3.1%	4.8%
South West	-3.9%	-3.5%	-4.9%	-5.8%	6.6%	8.8%
UK	-1.0%	-3.1%	-1.9%	-3.7%	8.5%	11.4%

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

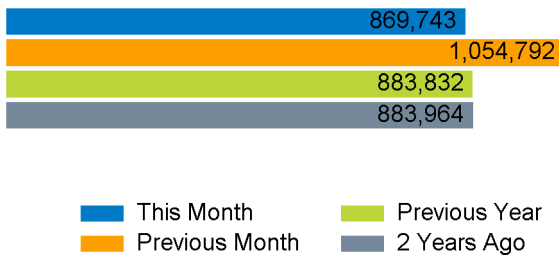
The total number of visitors for the year to date is 1,924,535 which is 1% down on the previous year.

The total number of visitors to St Peter Port, Guernsey in month commencing 3 February 2025 was 869,743.

The busiest day in month commencing 3 February 2025 was Saturday 22 February with 43,669 visitors.

The peak hour of the month was 13:00 on Friday 28 February 2025 with footfall of 6,704.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

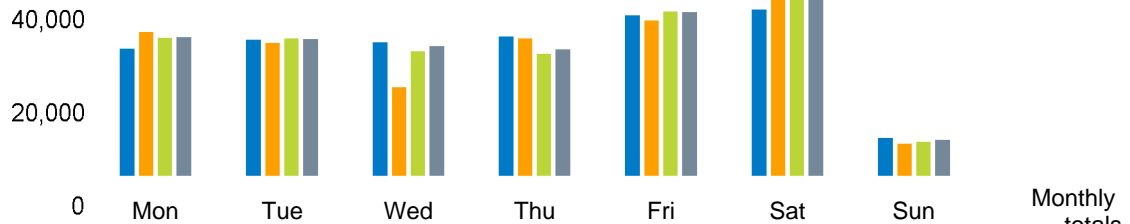
Number of days this month	12	16		
Number of days same month last year	7	18	2	1
Number of days same month two years ago	12	13	2	1

Average temperature

	Maximum temperature	Minimum temperature
2025	11°	5°
2024	12°	8°
2023	9°	6°

Footfall Counts by day

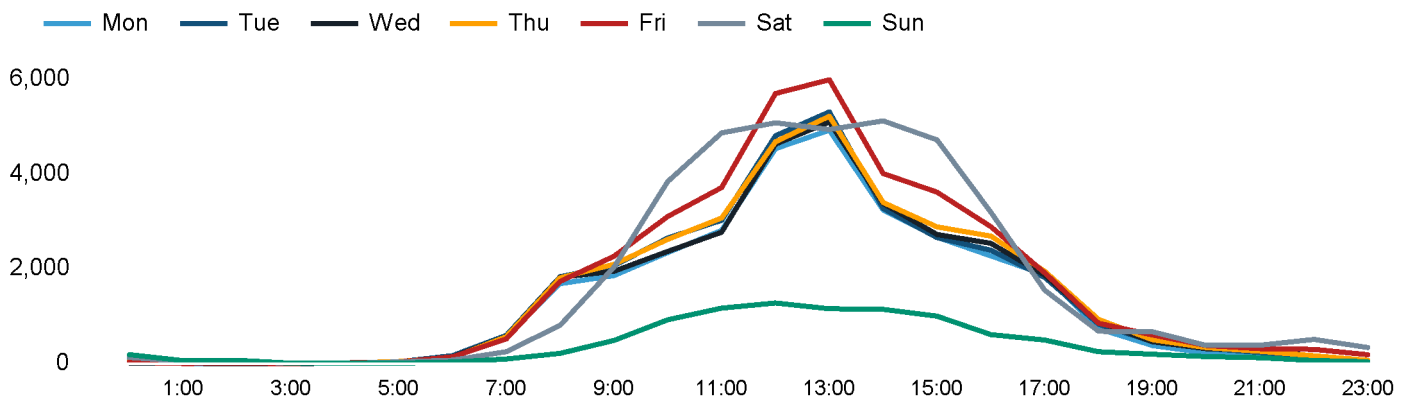
The figures shown below are calculated using weekly averages.



	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	30,753	32,791	32,168	33,591	38,419	39,798	9,915	217,435
Previous Month	34,511	32,072	21,782	33,075	37,209	43,679	8,630	210,958
Previous Year	33,222	33,059	30,118	29,493	39,321	46,683	9,062	220,958
2 Years Ago	33,364	32,939	31,282	30,539	39,166	44,236	9,465	220,991
Month on month %	-10.9%	2.2%	47.7%	1.6%	3.3%	-8.9%	14.9%	
Year on year %	-7.4%	-0.8%	6.8%	13.9%	-2.3%	-14.7%	9.4%	

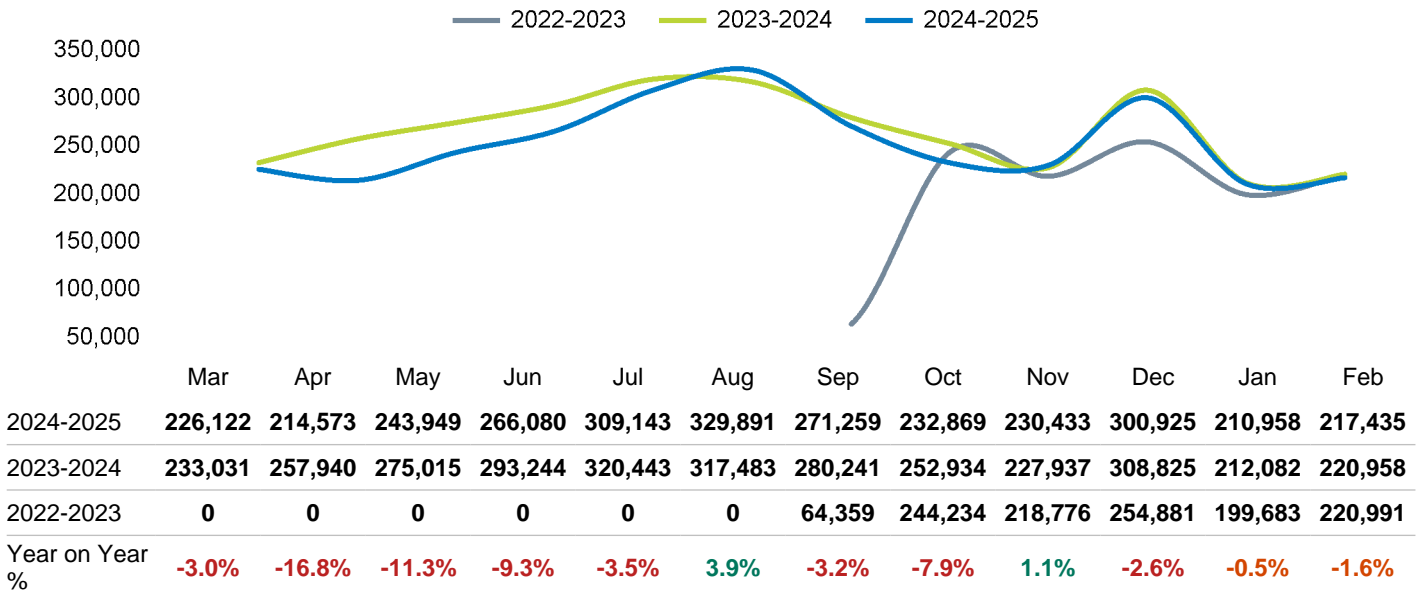
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

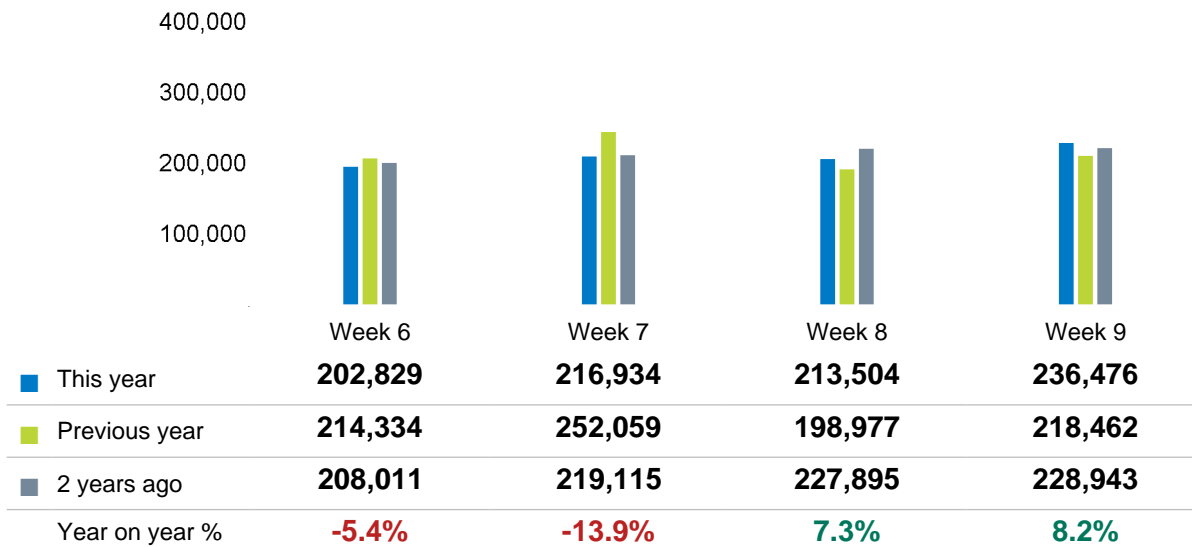
The figures shown below are calculated using weekly averages.



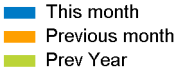











Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for February compares February 2025 to February 2024

Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

	This month	% share of total month	Previous month	Previous year	Month on month %	Year on year %	
Commercial Arcade at High Street, Eastbound	16,974	7.8%	16,229	18,049	4.6%	-6.0%	
Commercial Arcade at High Street, Westbound	14,286	6.6%	13,617	15,563	4.9%	-8.2%	
High Street at Commercial Arcade, Northbound	29,143	13.4%	28,061	29,622	3.9%	-1.6%	
High Street at Commercial Arcade, Southbound	30,795	14.2%	29,674	31,097	3.8%	-1.0%	
Market Square from Market Steps	27,981	12.9%	27,811	25,597	0.6%	9.3%	
Market Square from the Arcade	16,122	7.4%	16,098	18,002	0.1%	-10.4%	
Market Square from the Church	11,319	5.2%	10,663	10,661	6.2%	6.2%	
The Pollet at High Street, Northbound	24,360	11.2%	23,191	24,021	5.0%	1.4%	
The Pollet at High Street, Southbound	25,267	11.6%	24,688	25,189	2.3%	0.3%	
The Pollet at Smith Street, Eastbound	11,222	5.2%	11,075	12,395	1.3%	-9.5%	
The Pollet at Smith Street, Westbound	9,963	4.6%	9,847	10,757	1.2%	-7.4%	



Reporting dates

This month - 03 February 2025 - 02 March 2025

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2025 to February, 2025 Vs January, 2024 to February, 2024

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. February, 2025 Vs February, 2024

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2025 Vs 1 2025

