



Footfall Report for: St Peter Port, Guernsey

Weeks This Month: 5
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	-0.5%	-3.8%	-0.5%	-3.8%	-29.9%	-31.8%
South West	-3.1%	-0.8%	-3.1%	-0.9%	-29.0%	-26.7%
UK	-0.3%	-2.4%	-0.3%	-2.3%	-22.4%	-20.3%

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

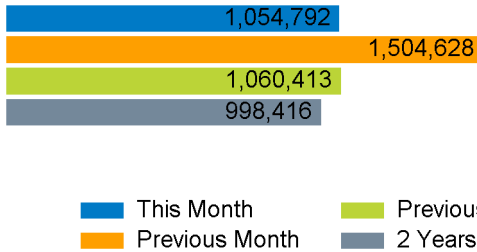
The total number of visitors for the year to date is 1,054,792 which is 0.5% down on the previous year.

The total number of visitors to St Peter Port, Guernsey in month commencing 30 December 2024 was 1,054,792.

The busiest day in month commencing 30 December 2024 was Monday 30 December with 47,584 visitors.

The peak hour of the month was 13:00 on Monday 30 December 2024 with footfall of 7,701.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



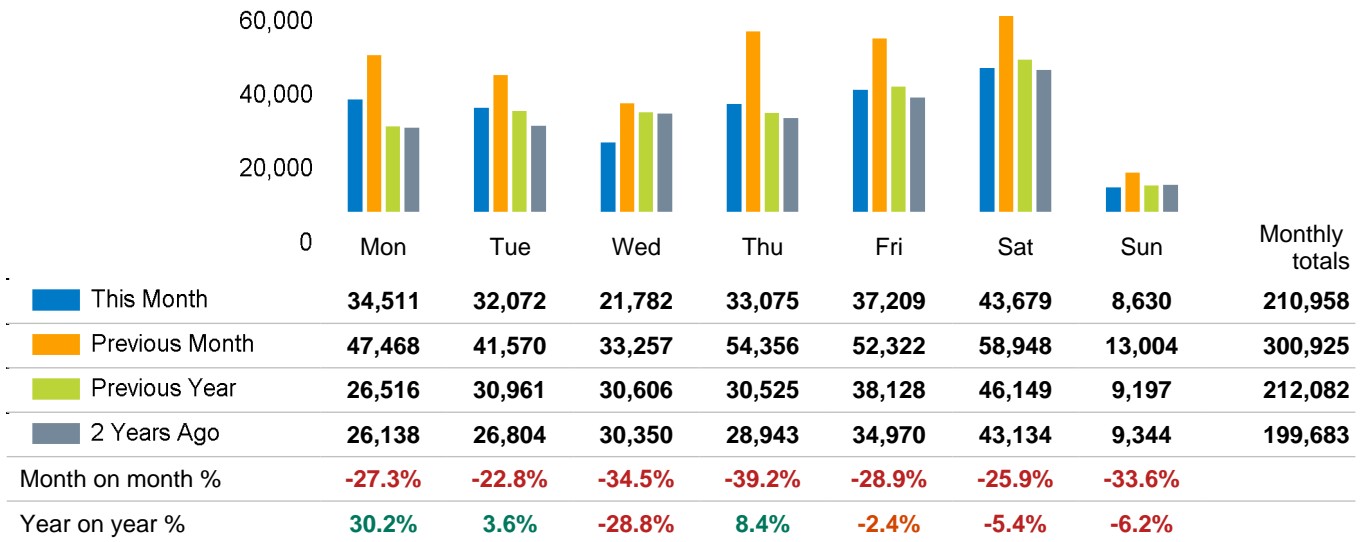
	Sun	Cloud	Rain	Menu
Number of days this month	9	21	5	
Number of days same month last year	10	19	5	1
Number of days same month two years ago	9	21	5	

Average temperature

	Maximum temperature	Minimum temperature
2025	11°	4°
2024	10°	4°
2023	10°	7°

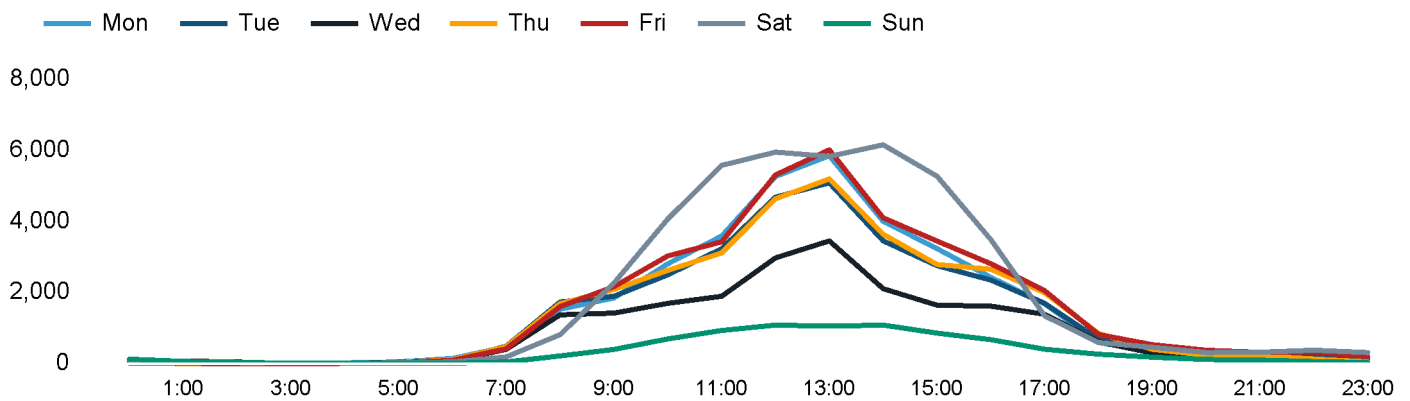
Footfall Counts by day

The figures shown below are calculated using weekly averages.



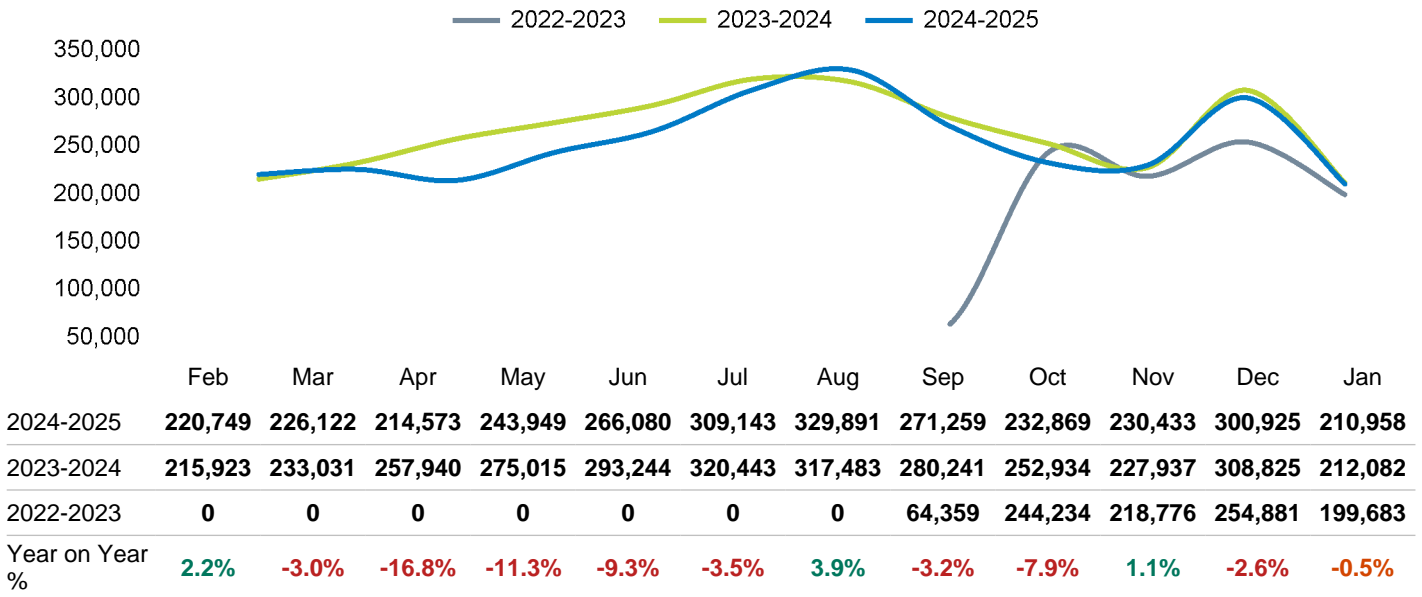
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

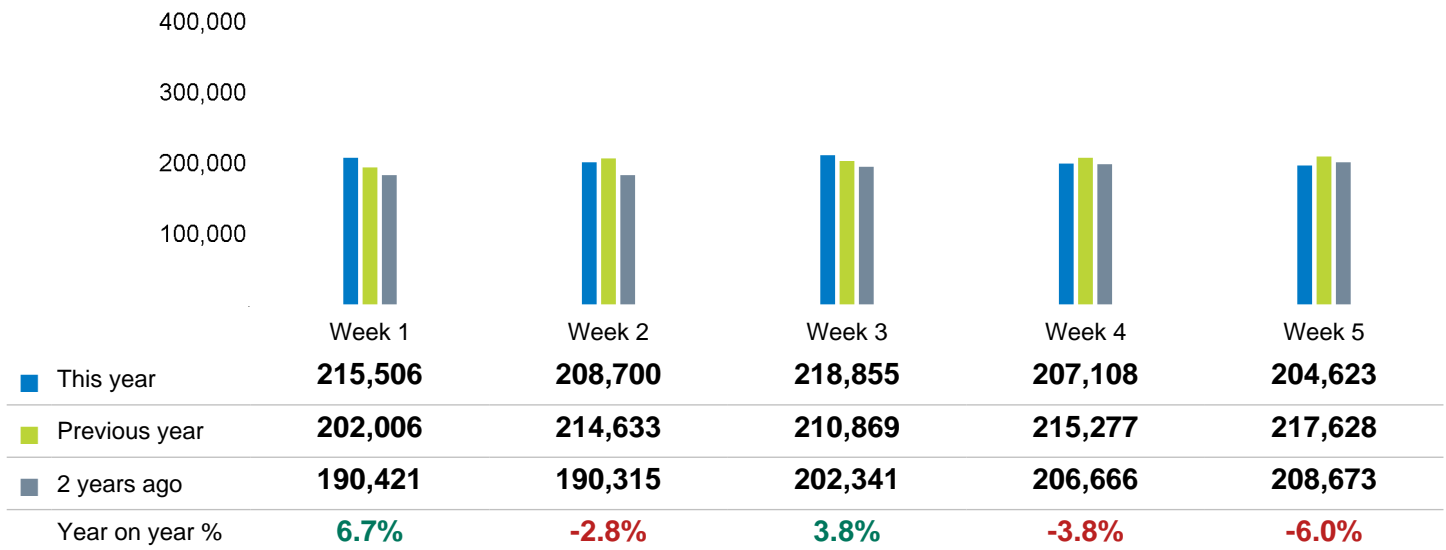
The figures shown below are calculated using weekly averages.



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

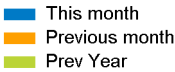






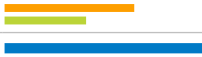




Footfall Counts by week of month

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	16,229	7.7%	22,578	16,974	-28.1%	-4.4%	
Commercial Arcade at High Street, Westbound	13,617	6.5%	18,720	14,637	-27.3%	-7.0%	
High Street at Commercial Arcade, Northbound	28,061	13.3%	40,022	28,883	-29.9%	-2.8%	
High Street at Commercial Arcade, Southbound	29,674	14.1%	41,537	30,189	-28.6%	-1.7%	
Market Square from Market Steps	27,811	13.2%	42,504	24,136	-34.6%	15.2%	
Market Square from the Arcade	16,098	7.6%	22,372	17,512	-28.0%	-8.1%	
Market Square from the Church	10,663	5.1%	15,210	9,753	-29.9%	9.3%	
The Pollet at High Street, Northbound	23,191	11.0%	34,672	23,464	-33.1%	-1.2%	
The Pollet at High Street, Southbound	24,688	11.7%	35,775	24,913	-31.0%	-0.9%	
The Pollet at Smith Street, Eastbound	11,075	5.2%	14,594	11,377	-24.1%	-2.7%	
The Pollet at Smith Street, Westbound	9,847	4.7%	12,939	10,241	-23.9%	-3.8%	



Reporting dates

This month - 30 December 2024 - 02 February 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 January, 2025 Vs January, 2024 to January, 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2025 Vs December 2024

