



Footfall Report for: St Peter Port, Guernsey

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2025	2024	2025	2024	2025	2024
St Peter Port, Guernsey	-2.1%	-4.9%	2.7%	-4.0%	9.2%	-1.7%
South West	-3.9%	-0.4%	-1.9%	6.6%	7.1%	2.9%
UK	0.2%	-0.8%	5.8%	3.7%	3.5%	0.0%

Benchmark calculations (Year on Year and Week on Week) 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 to St Peter Port, Guernsey for the last 52 weeks is 13,231,023 which is 4.6% down on the previous year.

The total number of visitors for the year to date is 2,796,255 which is 2.1% down on the previous year.

The total number of visitors to St Peter Port, Guernsey in week commencing 24 March 2025 was 235,919.

The busiest day in week commencing 24 March 2025 was Saturday with 55,871 visitors.

The peak hour of the week was 14:00 on Saturday 29 March 2025 with footfall of 7,227.

Footfall Counts by week

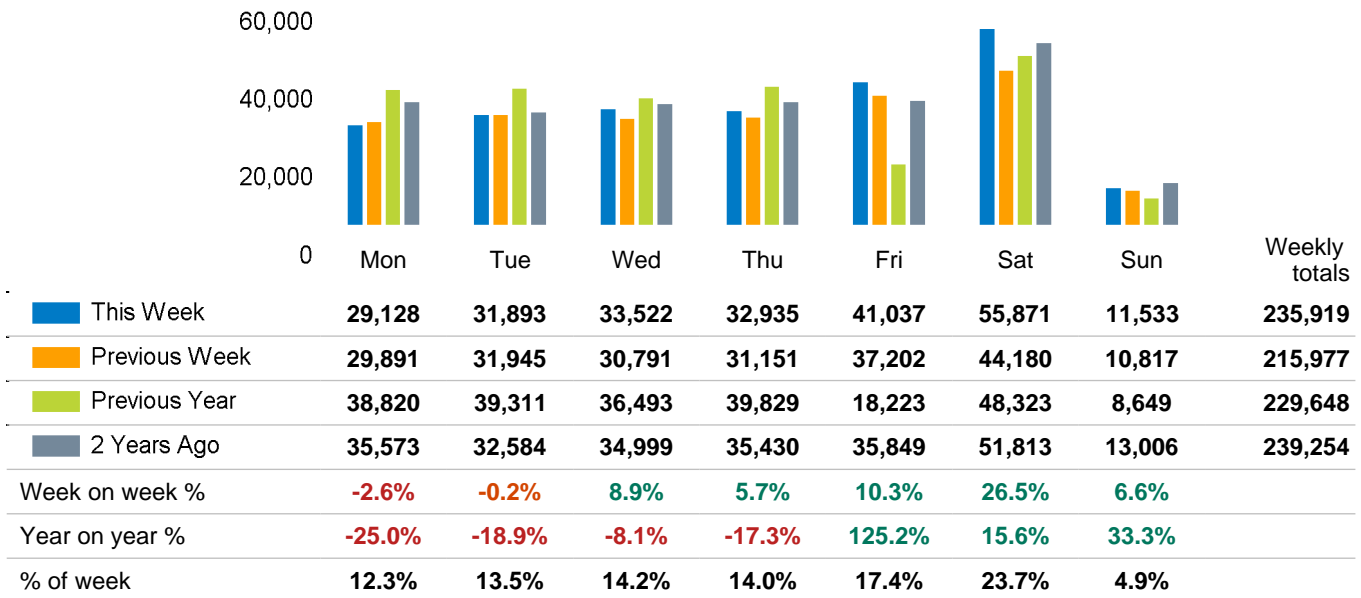


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

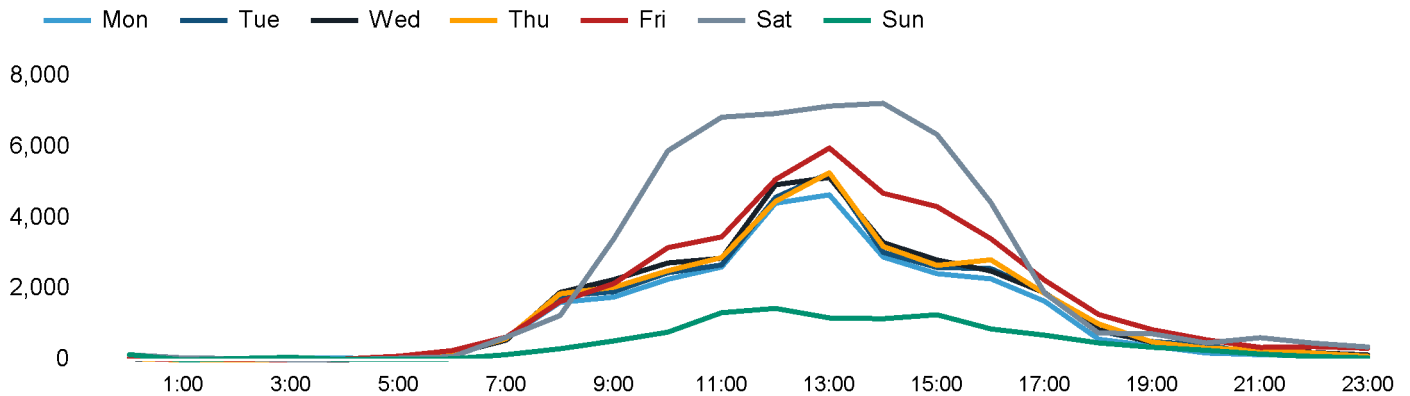
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	15°	15°	19°	18°	15°	14°	12°
Previous week	13°	14°	17°	19°	18°	18°	17°
Previous year	13°	13°	14°	13°	14°	16°	15°

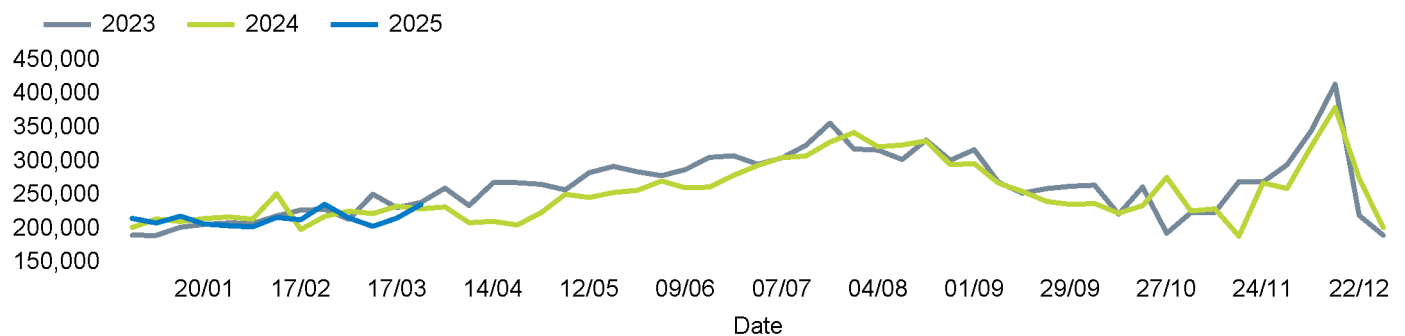
Footfall Counts by day



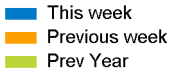











Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Commercial Arcade at High Street, Eastbound	17,932	7.6%	16,739	18,653	7.1%	-3.9%	
Commercial Arcade at High Street, Westbound	14,846	6.3%	13,975	15,695	6.2%	-5.4%	
High Street at Commercial Arcade, Northbound	31,897	13.5%	29,395	30,983	8.5%	3.0%	
High Street at Commercial Arcade, Southbound	33,799	14.3%	30,903	32,587	9.4%	3.7%	
Market Square from Market Steps	28,908	12.3%	28,393	26,817	1.8%	7.8%	
Market Square from the Arcade	16,950	7.2%	13,913	18,147	21.8%	-6.6%	
Market Square from the Church	12,718	5.4%	11,387	12,962	11.7%	-1.9%	
The Pollet at High Street, Northbound	26,980	11.4%	24,185	25,348	11.6%	6.4%	
The Pollet at High Street, Southbound	28,329	12.0%	25,578	26,313	10.8%	7.7%	
The Pollet at Smith Street, Eastbound	12,469	5.3%	11,447	11,888	8.9%	4.9%	
The Pollet at Smith Street, Westbound	11,091	4.7%	10,062	10,255	10.2%	8.2%	



Reporting dates

This week - 24 March 2025 - 30 March 2025

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2025 to Week 13, 2025 Vs Week 1, 2024 to Week 13, 2024

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 13, 2025 Vs Week 13, 2024

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2025 Vs Week 12 2025

