



July 2024. 01 Jul 2024 - 28 Jul 2024
**Footfall Report for:
 St Peter Port, Guernsey**

Weeks This Month: 4
 Weeks Last Month: 5

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
St Peter Port, Guernsey	-2.2%		-14.2%		4.4%	9.3%
South West	-3.1%	3.2%	-4.6%	-0.1%	0.8%	0.7%
UK	-0.9%	5.7%	0.8%	0.8%	1.3%	-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

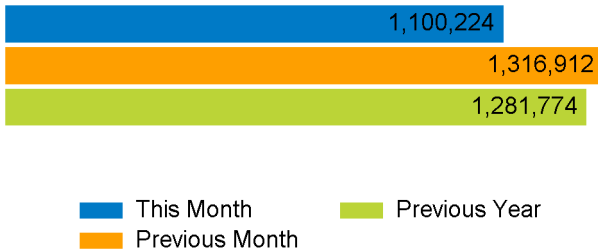
The total number of visitors for the year to date is 7,107,621 which is 2.2% down on the previous year.

The total number of visitors to St Peter Port, Guernsey in month commencing 1 July 2024 was 1,100,224.

The busiest day in month commencing 1 July 2024 was Friday 19 July with 55,854 visitors.

The peak hour of the month was 13:00 on Friday 19 July 2024 with footfall of 8,374.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



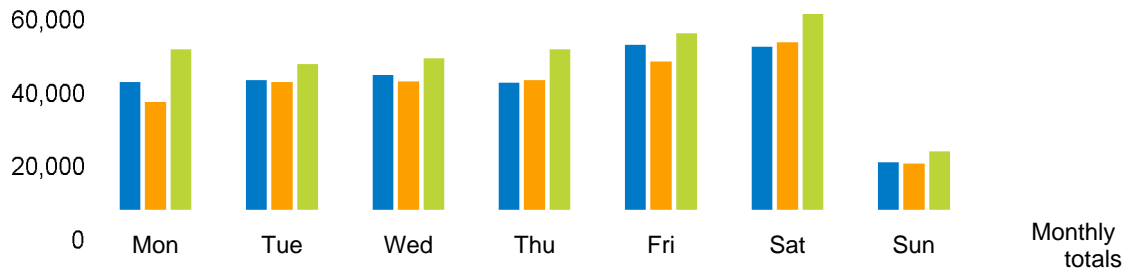
	Sun	Cloud	Rain
Number of days this month	11	14	3
Number of days same month last year	11	15	2

Average temperature

	Maximum temperature	Minimum temperature
2024	22°	14°
2023	21°	14°

Footfall Counts by day

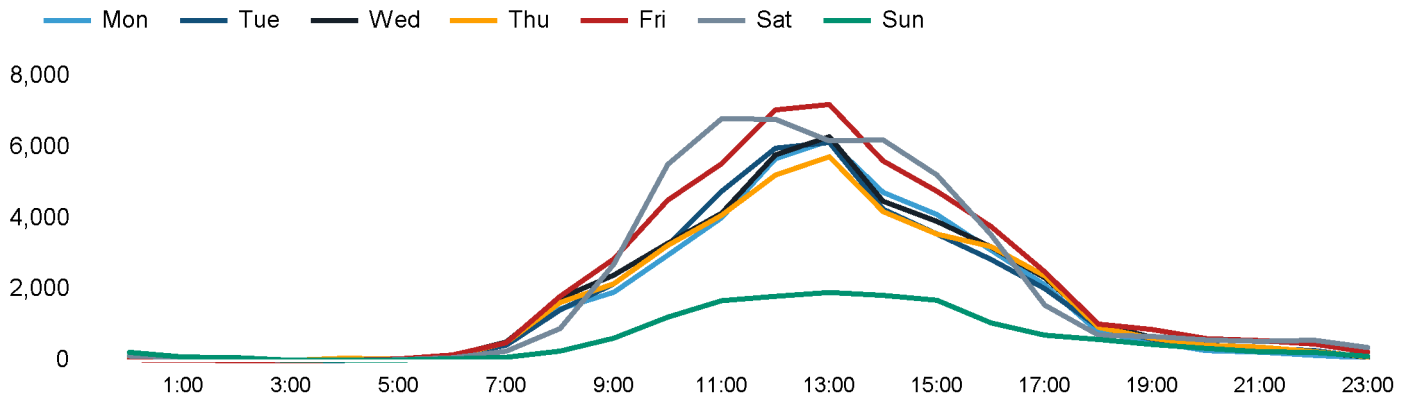
The figures shown below are calculated using weekly averages.



This Month	39,286	39,853	41,296	39,078	50,284	49,670	15,589	275,056
Previous Month	33,358	39,267	39,460	39,784	45,309	51,088	15,116	263,382
Previous Year	48,878	44,545	46,324	48,976	53,581	59,402	18,737	320,443
Month on month %	17.8%	1.5%	4.7%	-1.8%	11.0%	-2.8%	3.1%	
Year on year %	-19.6%	-10.5%	-10.9%	-20.2%	-6.2%	-16.4%	-16.8%	

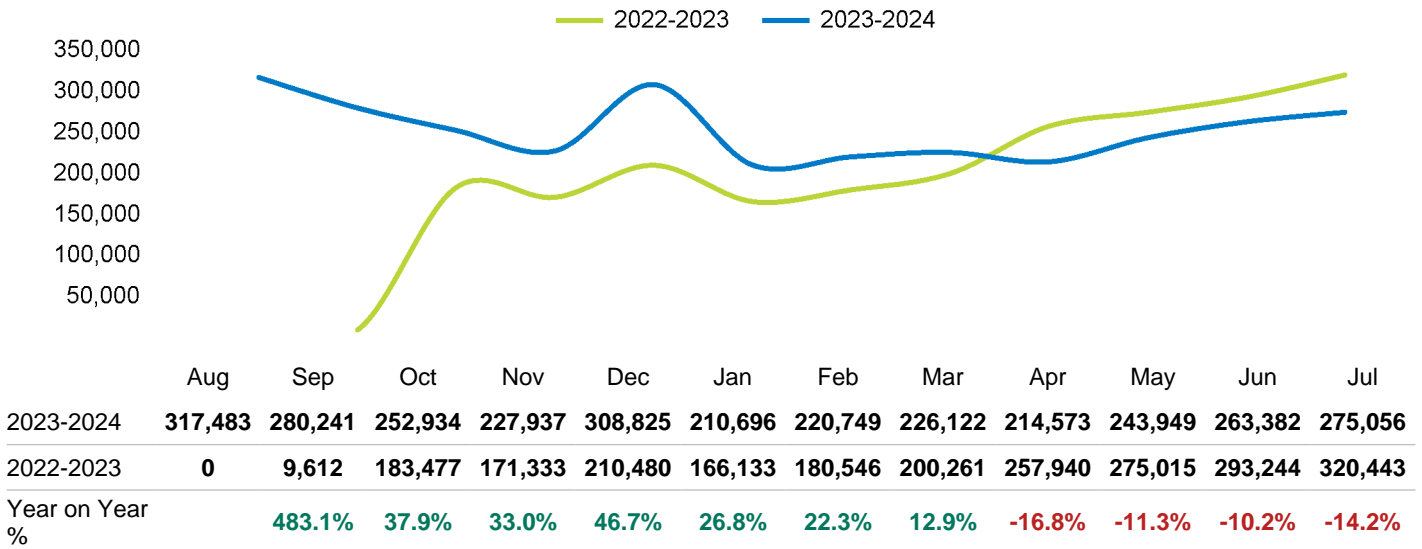
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

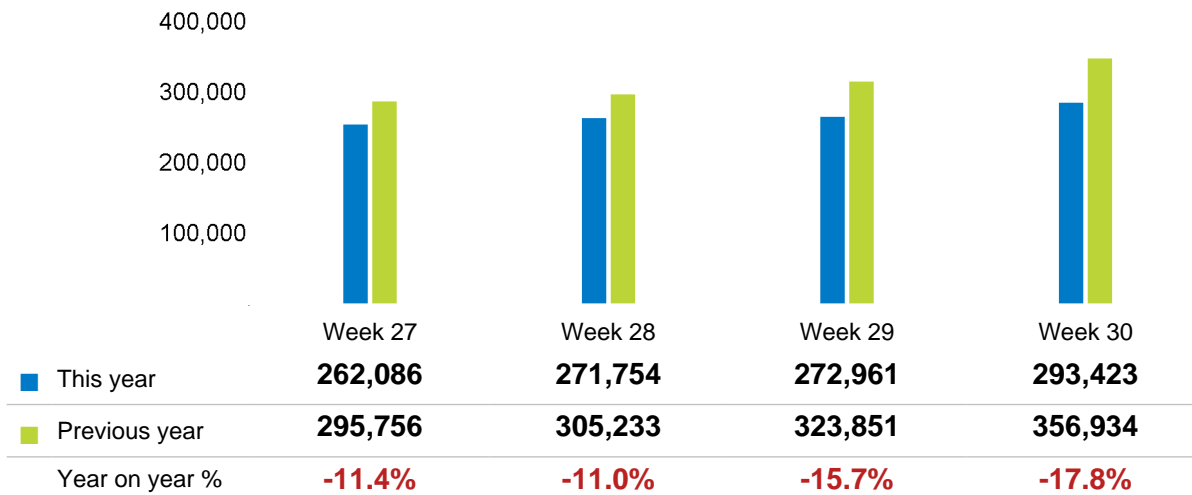
The figures shown below are calculated using weekly averages.



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

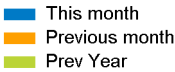










Footfall Counts by week of month

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	22,589	8.2%	21,291	25,898	6.1%	-12.8%	
Commercial Arcade at High Street, Westbound	19,126	7.0%	17,724	22,427	7.9%	-14.7%	
High Street at Commercial Arcade, Northbound	38,732	14.1%	32,793	42,409	18.1%	-8.7%	
High Street at Commercial Arcade, Southbound	40,840	14.8%	35,907	44,760	13.7%	-8.8%	
Market Square from Market Steps	32,740	11.9%	32,741	35,966	0.0%	-9.0%	
Market Square from the Arcade	21,816	7.9%	19,848	23,980	9.9%	-9.0%	
Market Square from the Church	17,656	6.4%	16,782	18,372	5.2%	-3.9%	
The Pollet at High Street, Northbound	33,271	12.1%	31,694	36,701	5.0%	-9.3%	
The Pollet at High Street, Southbound	34,087	12.4%	32,500	37,198	4.9%	-8.4%	
The Pollet at Smith Street, Westbound	14,195	5.2%	12,888	15,706	10.1%	-9.6%	



Reporting dates

This month - 01 July 2024 - 28 July 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 July, 2024 Vs January, 2023 to July, 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 7 2024 Vs 6 2024

