



Footfall Report for: St Peter Port, Guernsey

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2025	2024	2025	2024	2025	2024
St Peter Port, Guernsey	-2.2%	-4.8%	-4.1%	-3.2%	1.0%	2.4%
South West	-3.9%	-0.4%	-3.8%	4.4%	7.4%	4.6%
UK	0.7%	-0.8%	3.5%	2.8%	7.2%	1.1%

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

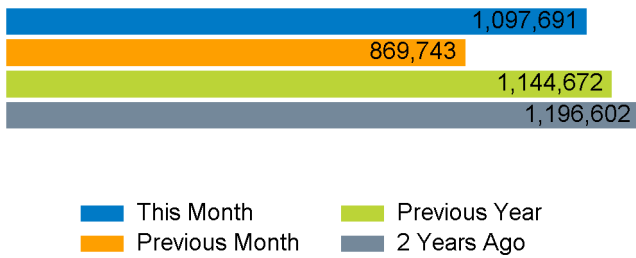
The total number of visitors for the year to date is 3,022,226 which is 2.2% down on the previous year.

The total number of visitors to St Peter Port, Guernsey in month commencing 3 March 2025 was 1,097,691.

The busiest day in month commencing 3 March 2025 was Saturday 29 March with 55,871 visitors.

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

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

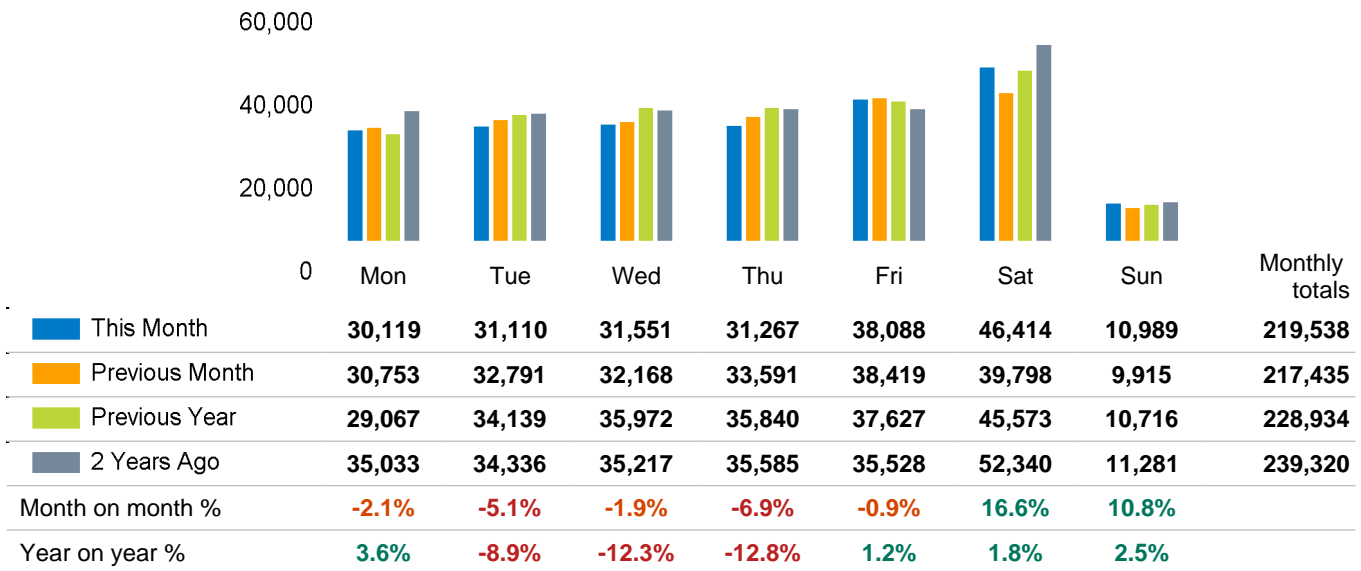
Number of days this month	17	17		1
Number of days same month last year	10	23	2	
Number of days same month two years ago	8	15	12	

Average temperature

	Maximum temperature	Minimum temperature
2025	15°	7°
2024	14°	6°
2023	12°	8°

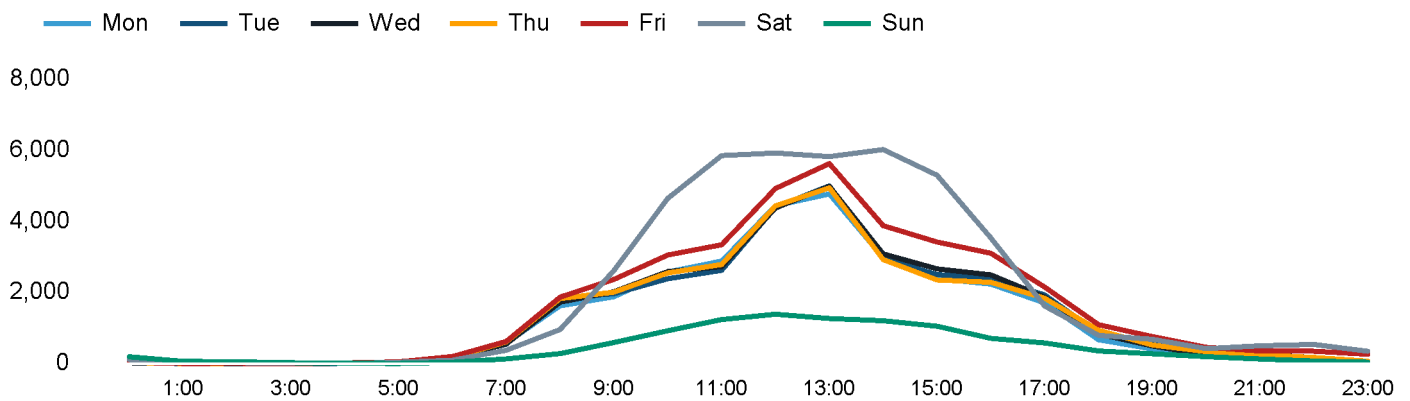
Footfall Counts by day

The figures shown below are calculated using weekly averages.



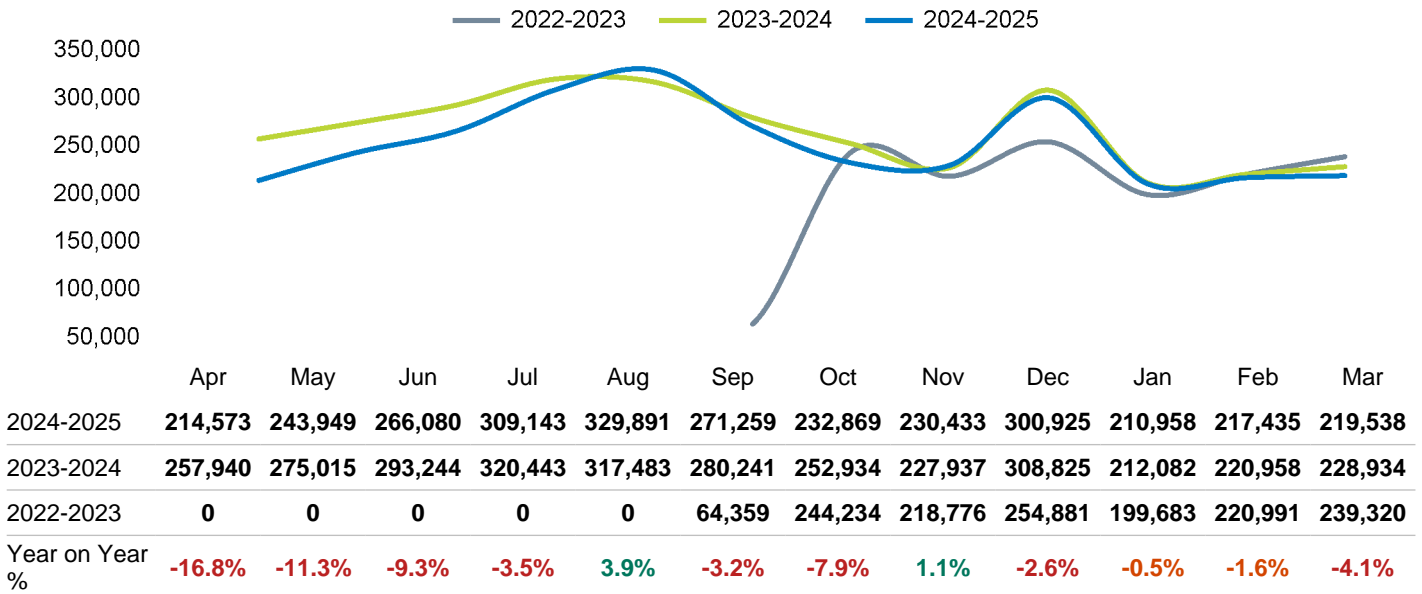
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

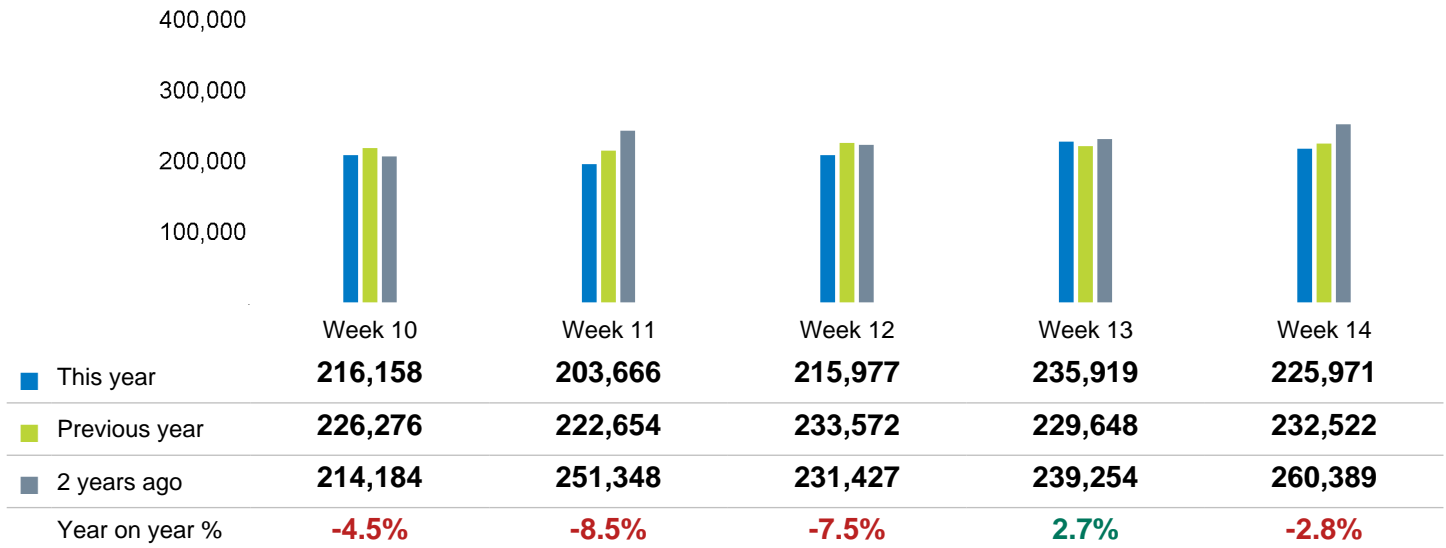
The figures shown below are calculated using weekly averages.



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

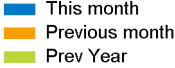











Footfall Counts by week of month

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	17,052	7.8%	16,974	18,417	0.5%	-7.4%	
Commercial Arcade at High Street, Westbound	14,139	6.4%	14,286	15,463	-1.0%	-8.6%	
High Street at Commercial Arcade, Northbound	29,824	13.6%	29,143	31,215	2.3%	-4.5%	
High Street at Commercial Arcade, Southbound	31,236	14.2%	30,795	32,793	1.4%	-4.7%	
Market Square from Market Steps	27,897	12.7%	27,981	26,015	-0.3%	7.2%	
Market Square from the Arcade	15,220	6.9%	16,122	18,078	-5.6%	-15.8%	
Market Square from the Church	11,821	5.4%	11,319	12,292	4.4%	-3.8%	
The Pollet at High Street, Northbound	24,648	11.2%	24,360	25,370	1.2%	-2.8%	
The Pollet at High Street, Southbound	25,746	11.7%	25,267	26,440	1.9%	-2.6%	
The Pollet at Smith Street, Eastbound	11,689	5.3%	11,222	12,150	4.2%	-3.8%	
The Pollet at Smith Street, Westbound	10,261	4.7%	9,963	10,697	3.0%	-4.1%	



Reporting dates

This month - 03 March 2025 - 06 April 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 March, 2025 Vs January, 2024 to March, 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2025 Vs 2 2025

