

# Footfall Report for: St Helier, Jersey - New

Weeks This Month: 4  
Weeks Last Month: 5

## Monthly Footfall Counts

|                         | Year to date<br>% YoY |       | This month<br>% YoY |       | This month<br>% MoM |      |
|-------------------------|-----------------------|-------|---------------------|-------|---------------------|------|
|                         | 2025                  | 2024  | 2025                | 2024  | 2025                | 2024 |
| St Helier, Jersey - New | -5.8%                 |       | -11.0%              |       | 3.7%                | 7.2% |
| South West              | -3.3%                 | -2.1% | -1.5%               | -6.7% | 6.1%                | 4.6% |
| UK                      | 1.4%                  | -1.1% | 3.5%                | -2.3% | 4.6%                | 4.0% |

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

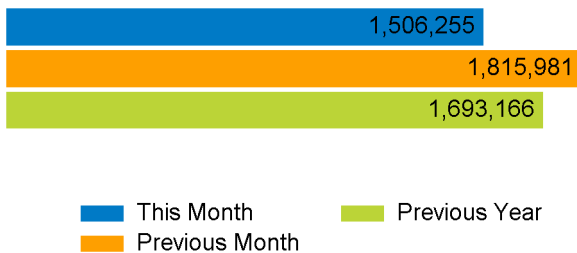
The total number of visitors for the year to date is 6,401,146 which is 5.8% down on the previous year.

The total number of visitors to St Helier, Jersey - New in month commencing 7 April 2025 was 1,506,255.

The busiest day in month commencing 7 April 2025 was Saturday 3 May with 68,684 visitors.

The peak hour of the month was 13:00 on Friday 2 May 2025 with footfall of 8,846.

## Footfall Counts by month



Figures shown below are calculated using monthly totals.

## Weather



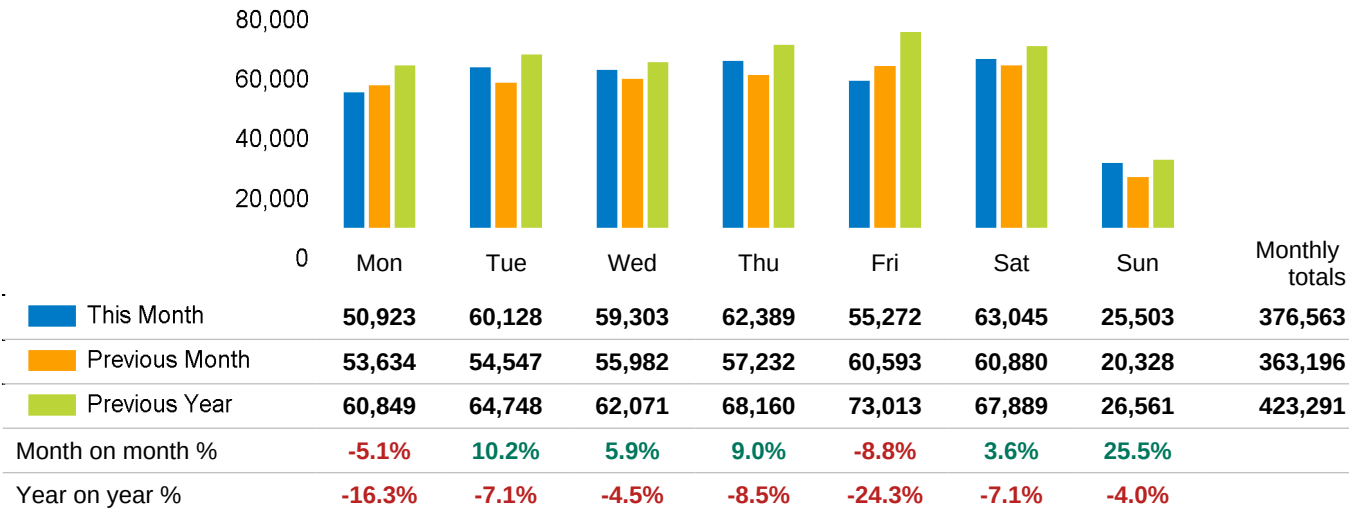
|                                         |    |    |   |   |
|-----------------------------------------|----|----|---|---|
| Number of days this month               | 14 | 13 | 1 |   |
| Number of days same month last year     | 11 | 15 | 2 |   |
| Number of days same month two years ago | 8  | 11 | 7 | 2 |

## Average temperature

|      | Maximum temperature | Minimum temperature |
|------|---------------------|---------------------|
| 2025 | 18°                 | 8°                  |
| 2024 | 14°                 | 7°                  |
| 2023 | 13°                 | 8°                  |

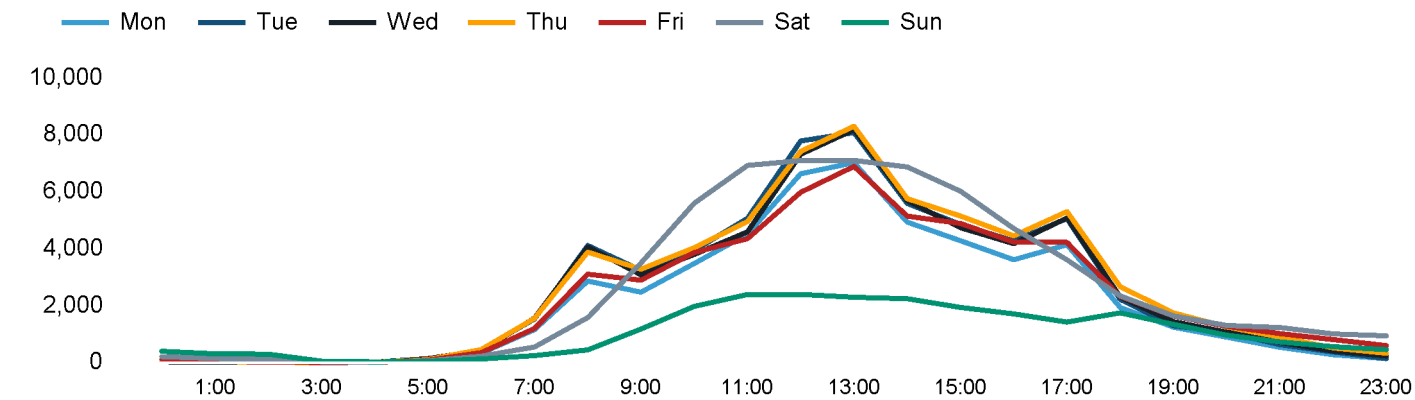
Footfall Counts by day

The figures shown below are calculated using weekly averages.



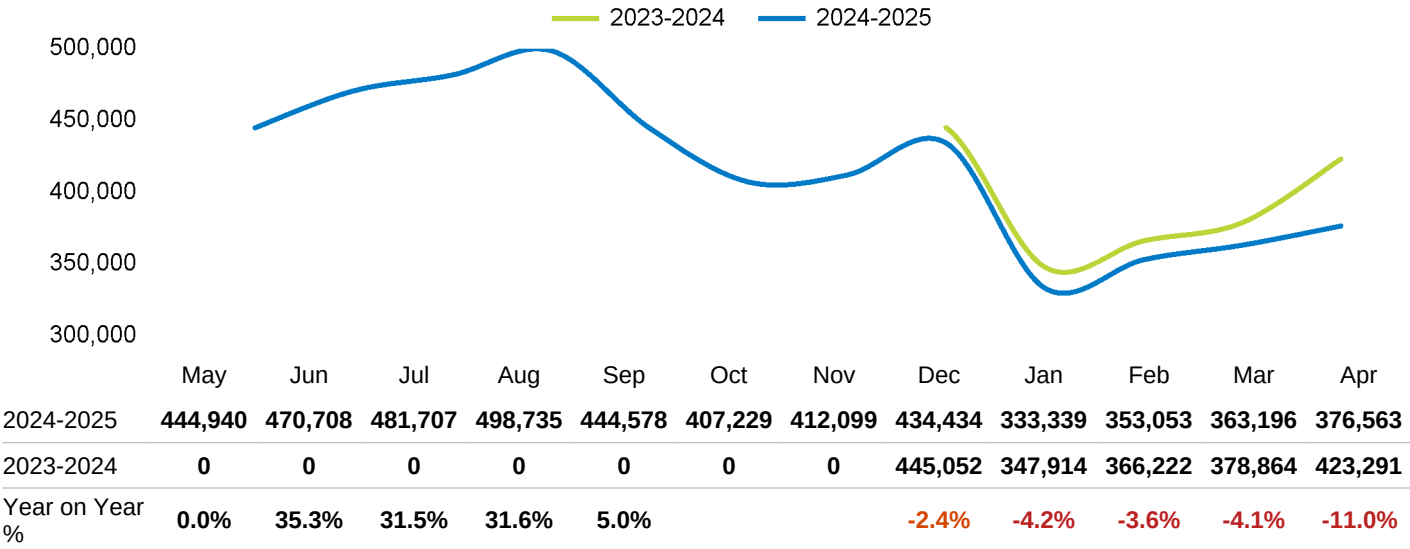
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Football Counts - rolling 12 months

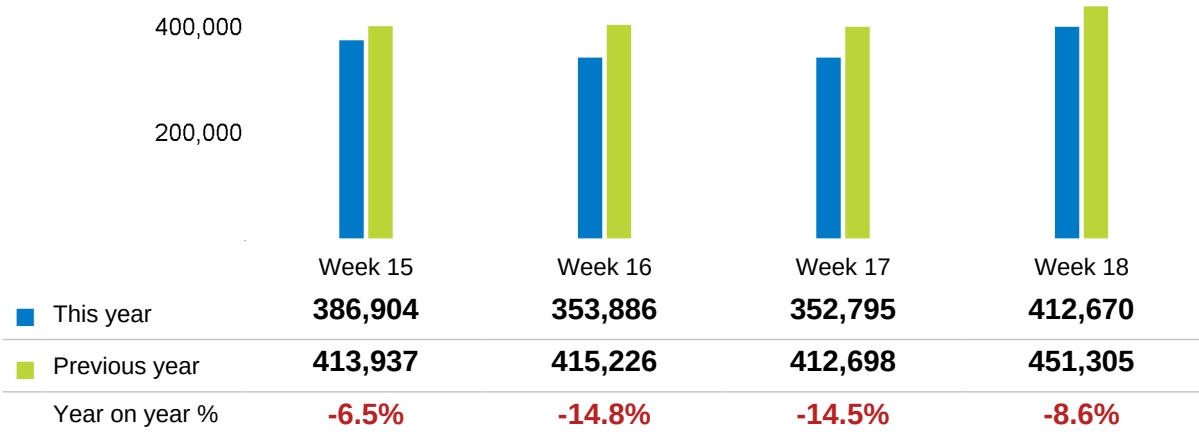
The figures shown below are calculated using weekly averages.



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

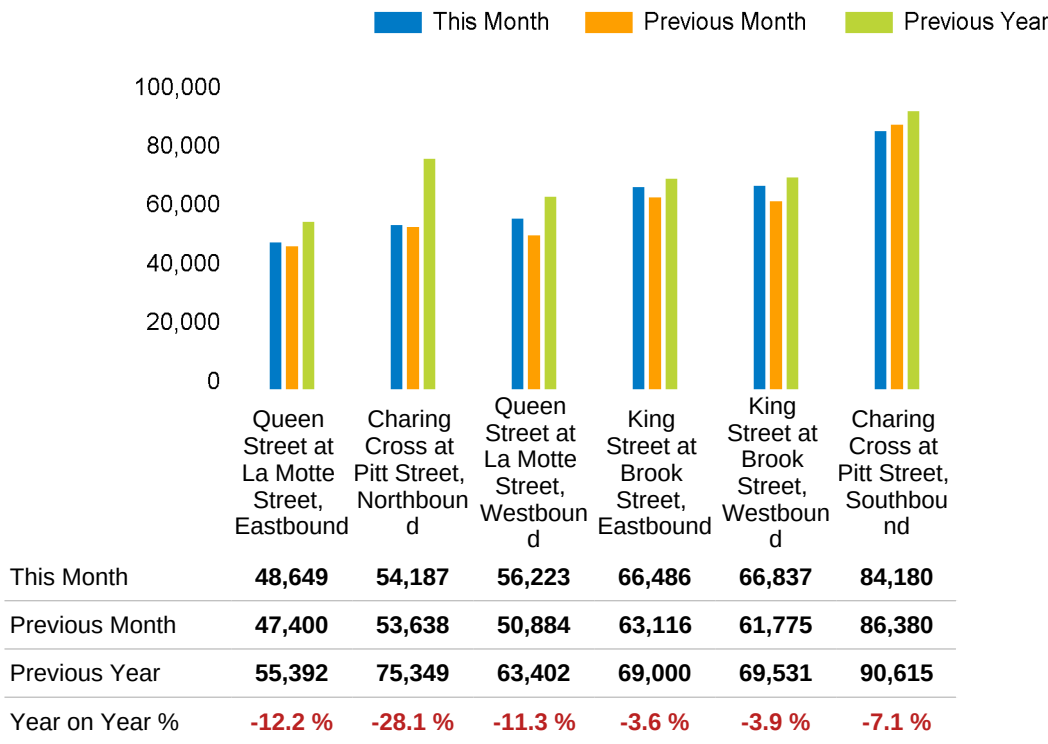
Football Counts by week of month

The figures shown below are calculated using weekly totals.

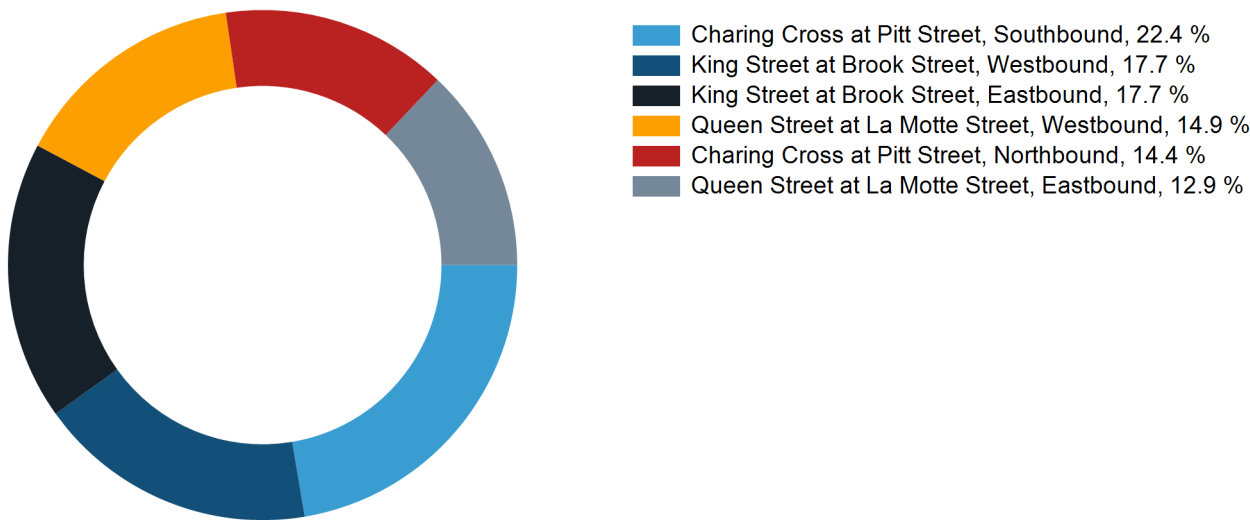


Footfall Counts by location

The figures shown below are calculated using weekly averages.



Footfall Counts by location



Reporting dates

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This month - 07 April 2025 - 04 May 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 April , 2025 Vs January, 2024 to April , 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 4 2025 Vs 3 2025