

July 2025. 07 Jul 2025 - 03 Aug 2025

# 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 | -7.4%                 | 0.0%  | -7.5%               | 0.0%  | 3.9%                | 2.3% |
| South West              | -3.4%                 | -3.1% | -2.3%               | -4.6% | 9.6%                | 0.8% |
| UK                      | 0.6%                  | -0.9% | 0.0%                | 0.8%  | 4.1%                | 1.3% |

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

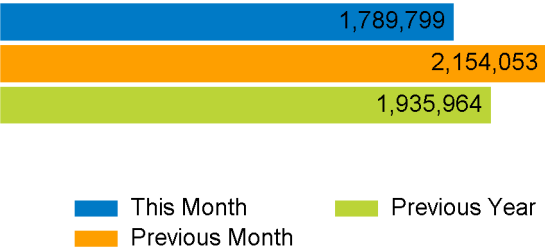
The total number of visitors for the year to date is 11,937,553 which is 7.4% down on the previous year.

The total number of visitors to St Helier, Jersey - New in month commencing 7 July 2025 was 1,789,799.

The busiest day in month commencing 7 July 2025 was Friday 25 July with 75,386 visitors.

The peak hour of the month was 13:00 on Tuesday 8 July 2025 with footfall of 10,007.

## Footfall Counts by month



Figures shown below are calculated using monthly totals.

## Weather

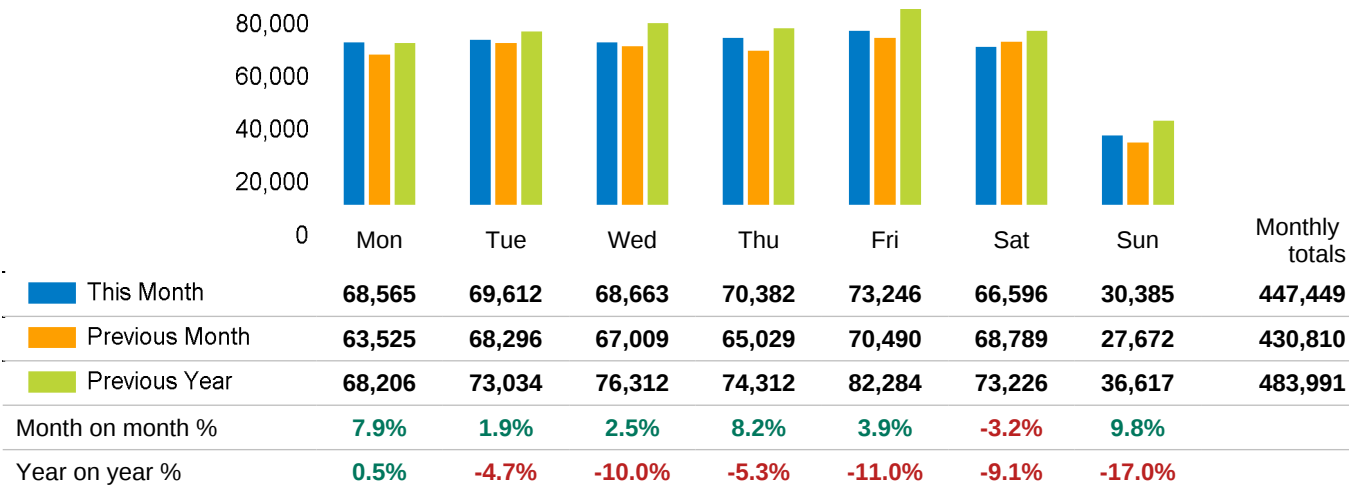
|                             |  |  |  |
|-----------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Number of days<br>July 2025 | 10                                                                                    | 18                                                                                    |                                                                                       |
| Number of days<br>July 2024 | 11                                                                                    | 16                                                                                    | 1                                                                                     |
| Number of days<br>July 2023 | 5                                                                                     | 21                                                                                    | 2                                                                                     |

## Average temperature

|      | Maximum<br>temperature | Minimum<br>temperature |
|------|------------------------|------------------------|
| 2025 | 22°                    | 15°                    |
| 2024 | 22°                    | 14°                    |
| 2023 | 20°                    | 14°                    |

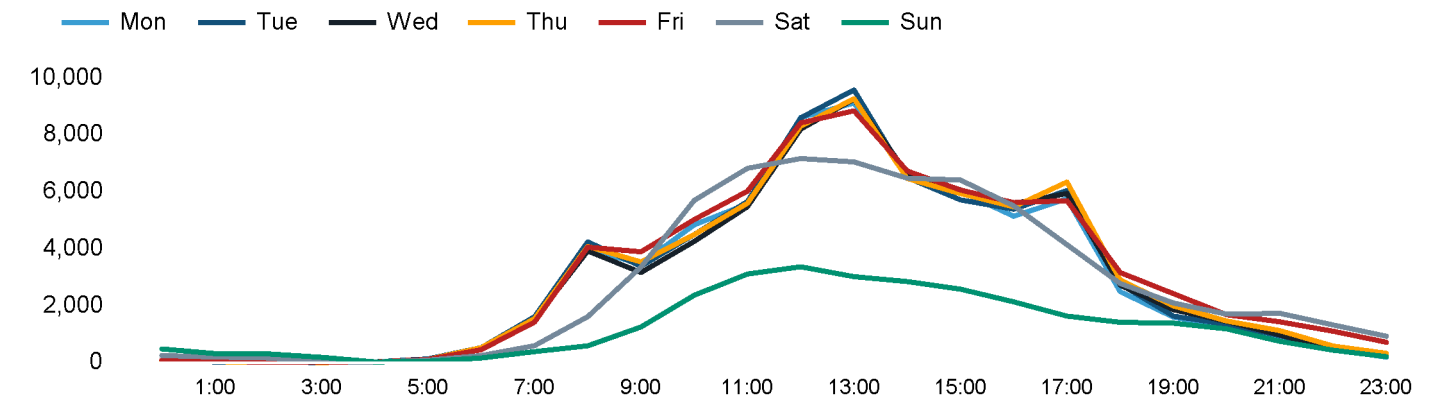
Football Counts by day

The figures shown below are calculated using weekly averages.



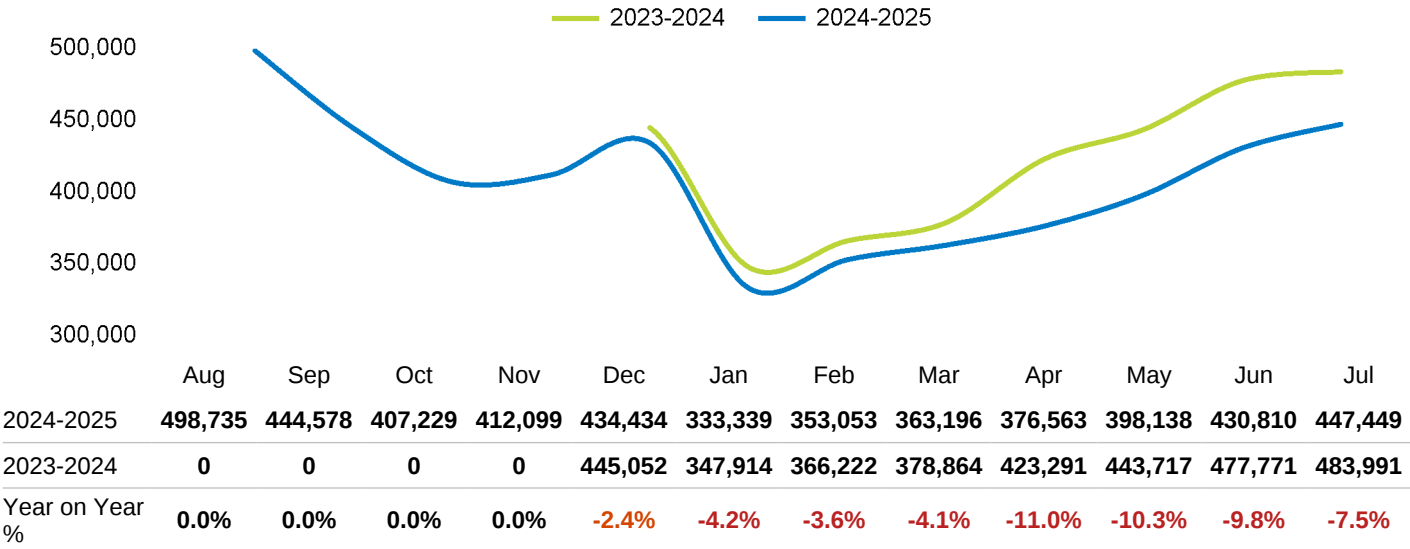
Football Counts by hour

The figures shown below are calculated using a weekly average



Football Counts - rolling 12 months

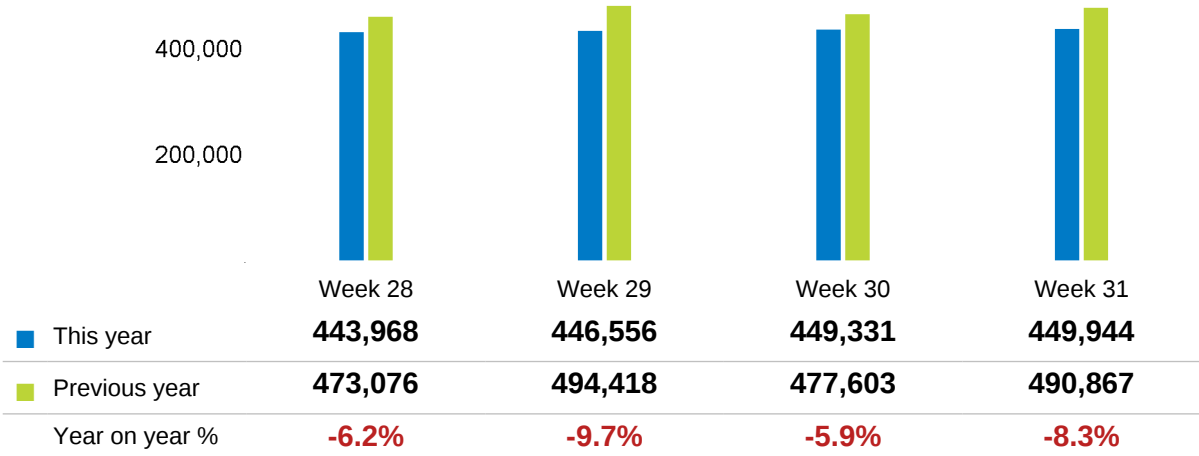
The figures shown below are calculated using weekly averages.



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

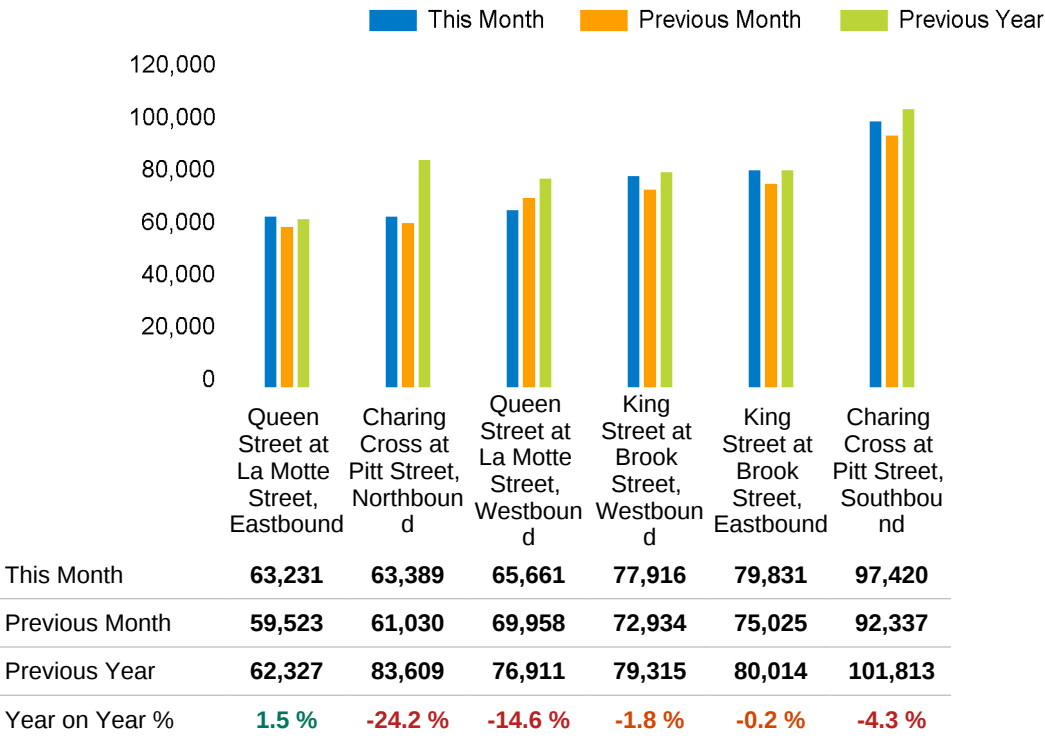
Football Counts by week of month

The figures shown below are calculated using weekly totals.

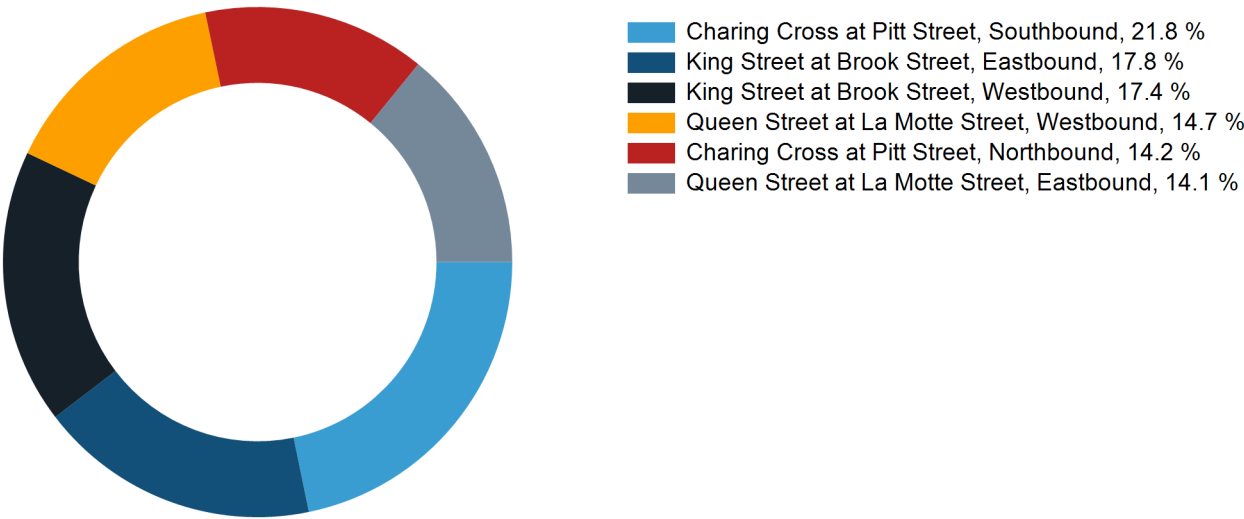


Footfall Counts by location

The figures shown below are calculated using weekly averages.



Footfall Counts by location



Reporting dates

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This month - 07 July 2025 - 03 August 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 July , 2025 Vs January, 2024 to July , 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.7 2025 Vs 6 2025