

# Footfall Report for: St Helier, King Street

## Weekly Footfall Counts

|                        | Year to date % |       | Year on year % |       | Week on week % |       |
|------------------------|----------------|-------|----------------|-------|----------------|-------|
|                        | 2023           | 2022  | 2023           | 2022  | 2023           | 2022  |
| St Helier, King Street | 6.0%           | 19.0% | -1.3%          | 10.9% | 2.8%           | 9.5%  |
| South West             | 2.2%           | 24.5% | -7.6%          | 17.8% | 0.7%           | 13.6% |
| UK                     | 3.2%           | 32.6% | -7.4%          | 14.3% | -4.5%          | 6.3%  |

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 Helier, King Street for the last 52 weeks is 7,482,816 which is 6.3% up on the previous year.

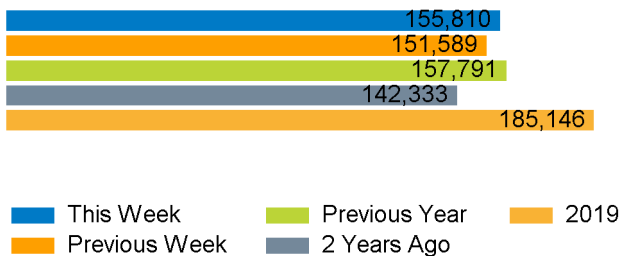
The total number of visitors for the year to date is 6,842,976 which is 6% up on the previous year.

The total number of visitors to St Helier, King Street in week commencing 27 November 2023 was 155,810.

The busiest day in week commencing 27 November 2023 was Thursday with 29,291 visitors.

The peak hour of the week was 13:00 on Tuesday 28 November 2023 with footfall of 3,775.

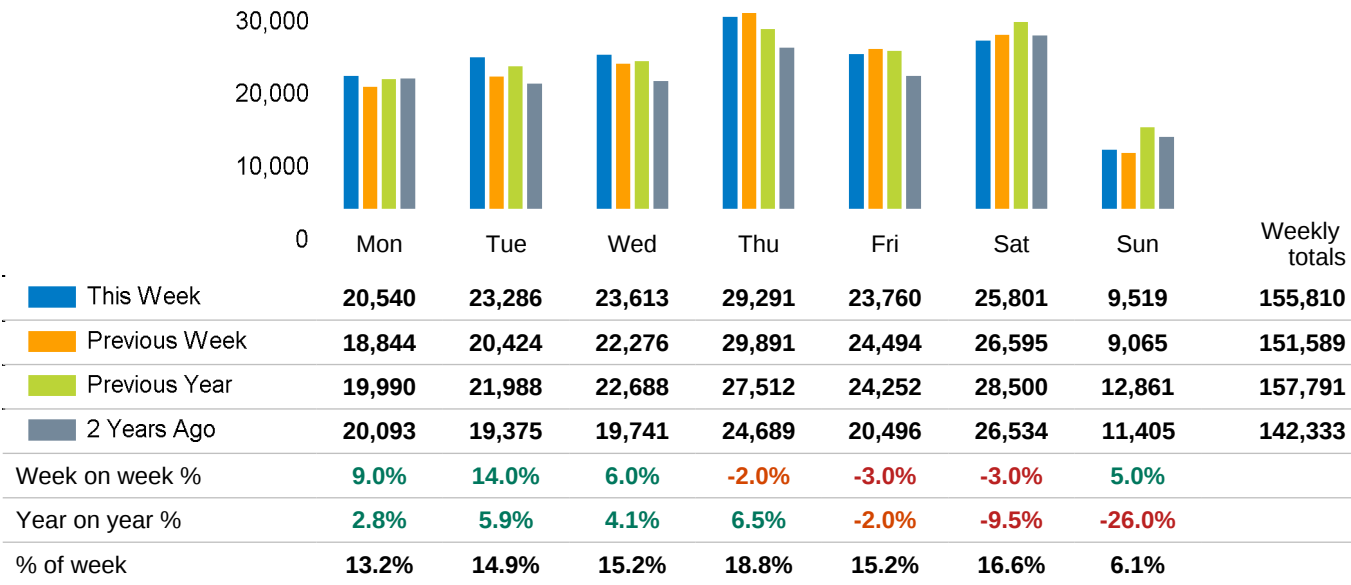
## Footfall Counts by week



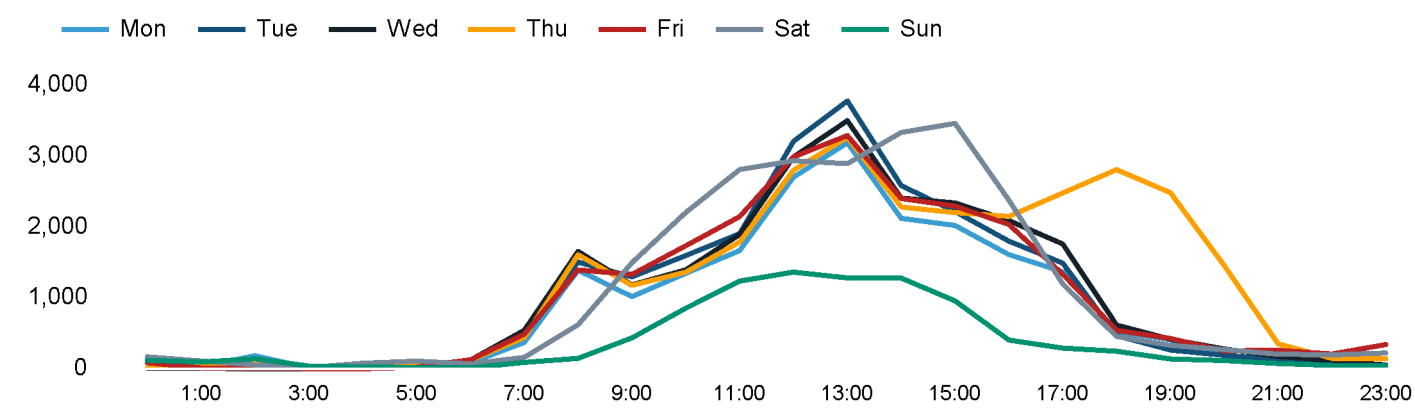
## Weather

|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week     | 12° | 12° | 11° | 9°  | 8°  | 8°  | 10° |
| Previous week | 14° | 13° | 12° | 12° | 12° | 12° | 11° |
| Previous year | 13° | 11° | 14° | 9°  | 10° | 9°  | 7°  |

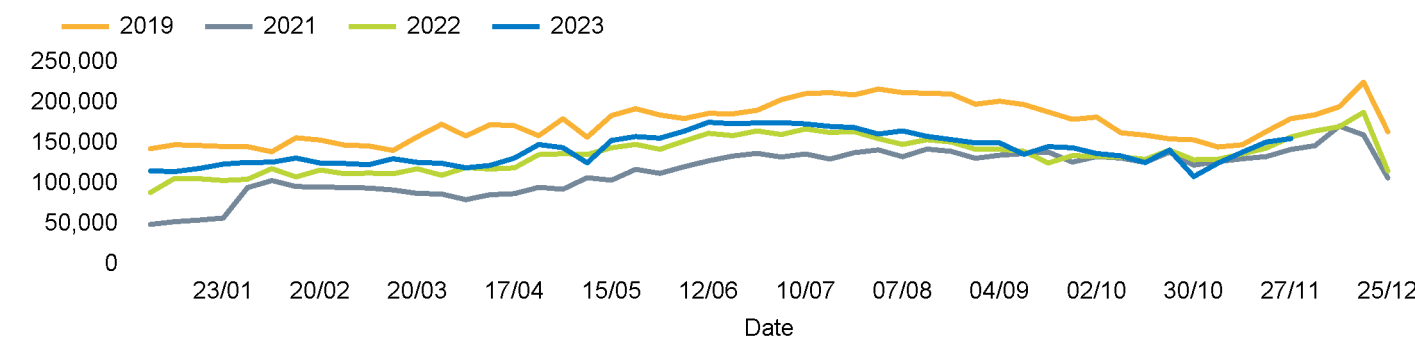
Footfall Counts by day



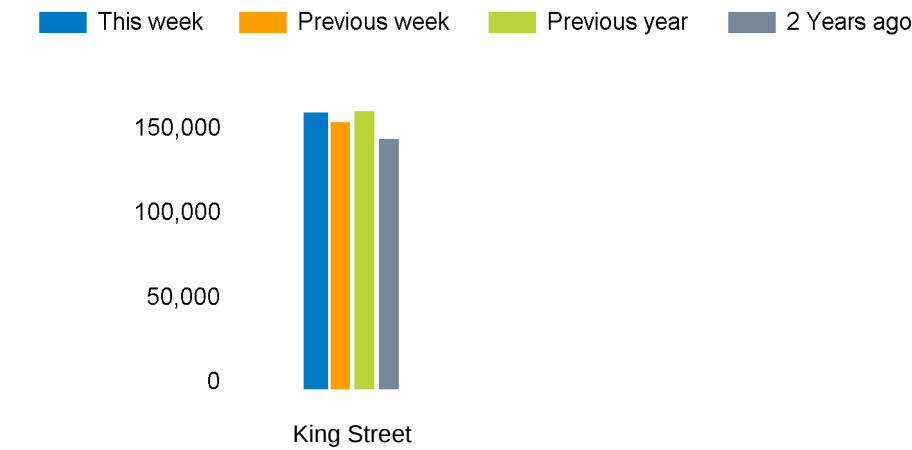
Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location



|                |         |
|----------------|---------|
| This Week      | 155,810 |
| Previous Week  | 151,589 |
| Previous Year  | 157,791 |
| 2 Years Ago    | 142,333 |
| Week on week % | 2.8 %   |
| Year on Year % | -1.3 %  |

Reporting dates

This week - 27 November 2023 - 03 December 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2023 to Week 48 , 2023 Vs Week 1, 2022 to Week 48 , 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week48, 2023 Vs Week 48, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 48 2023 Vs Week 47 2023

# 2019 Comparison for: St Helier, King Street

## 2019 comparison for St Helier, King Street

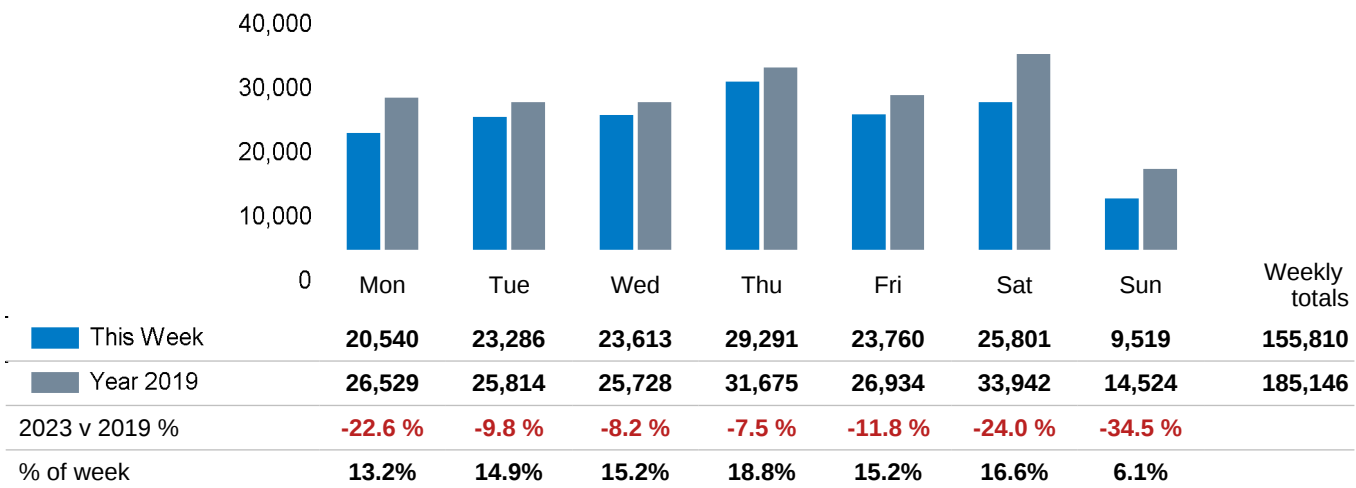
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2022 against the similar time period in 2019

### Headlines

|                        | Year to date % | Year on year % |
|------------------------|----------------|----------------|
|                        | 2023 Vs 2019   | 2023 Vs 2019   |
| St Helier, King Street | <b>-18.6 %</b> | <b>-15.8 %</b> |
| South West             | <b>-11.1 %</b> | <b>-13.6 %</b> |
| UK                     | <b>-13.8 %</b> | <b>-17.2 %</b> |

St Helier, King Street is compared to the high street index.

### Footfall Counts by day



### Footfall Counts by location

