

Footfall Report for: St Helier, Jersey - New

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2025	2024	2025	2024	2025	2024
St Helier, Jersey - New	-7.6%	4.2%	-8.7%	4.2%	14.3%	26.3%
South West	-2.3%	-3.4%	-1.7%	2.9%	17.8%	40.5%
UK	0.0%	-0.7%	-2.6%	5.8%	9.8%	18.9%

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, Jersey - New for the last 52 weeks is 20,530,129 which is 7.3% down on the previous year.

The total number of visitors for the year to date is 18,808,650 which is 7.6% down on the previous year.

The total number of visitors to St Helier, Jersey - New in week commencing 24 November 2025 was 411,442.

The busiest day in week commencing 24 November 2025 was Friday with 72,533 visitors.

The peak hour of the week was 13:00 on Friday 28 November 2025 with footfall of 8,889.

Footfall Counts by week

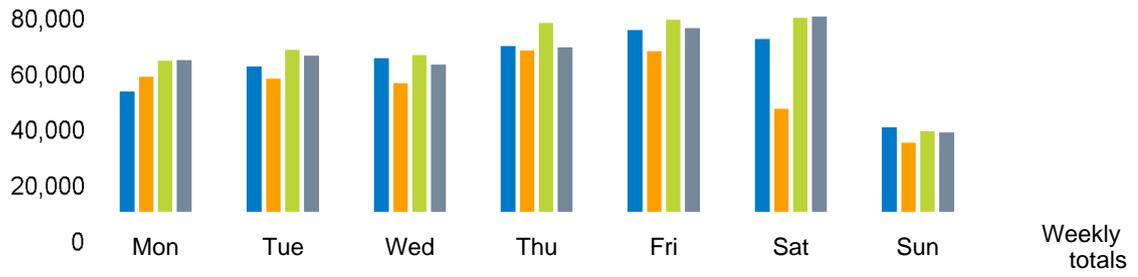


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

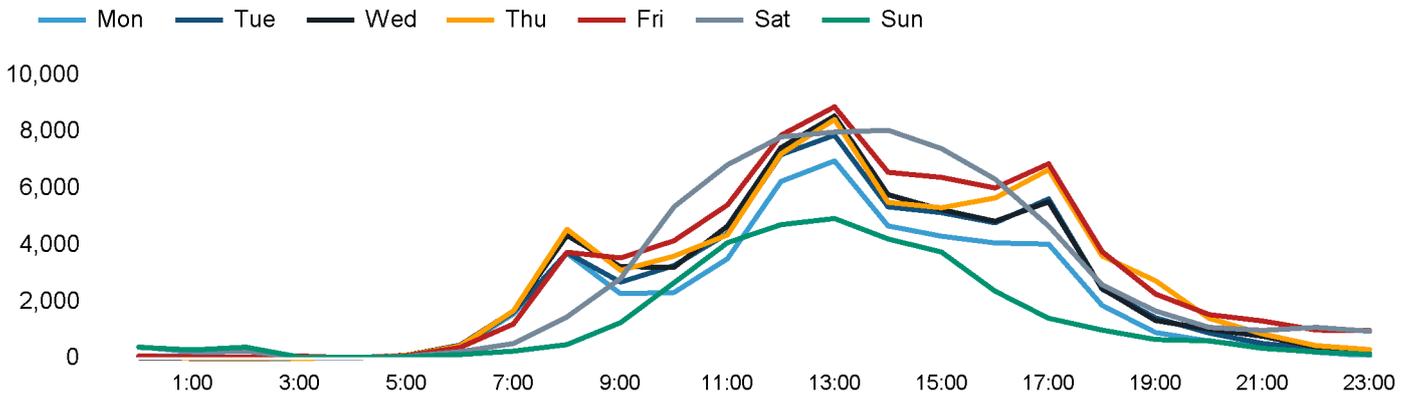
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week							
	13°	11°	12°	13°	13°	13°	10°
Previous week							
	14°	12°	12°	10°	9°	9°	13°
Previous year							
	17°	13°	14°	14°	11°	12°	15°

Footfall Counts by day

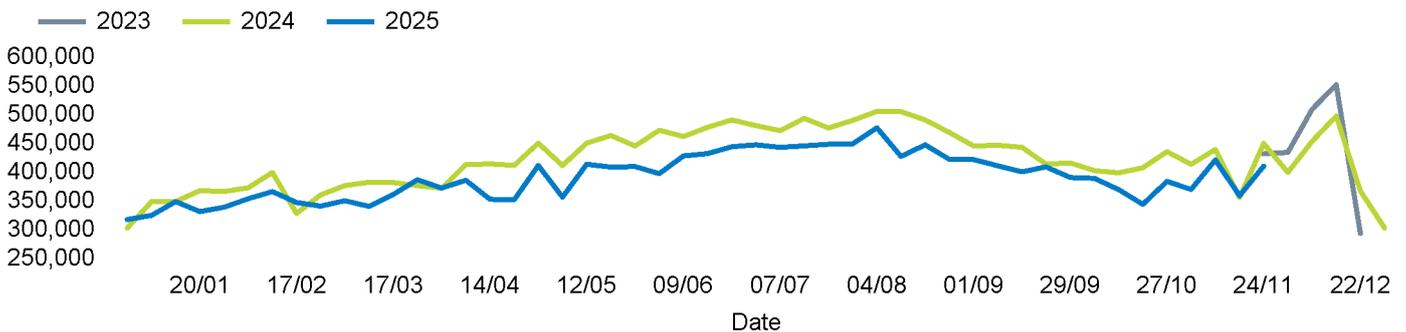


Week on week %	-10.3%	8.5%	18.2%	2.8%	12.7%	64.5%	20.4%	
Year on year %	-19.6%	-10.2%	-2.1%	-11.7%	-5.1%	-10.6%	4.6%	
% of week	11.8%	14.2%	15.0%	16.1%	17.6%	16.8%	8.5%	

Footfall Counts by hour

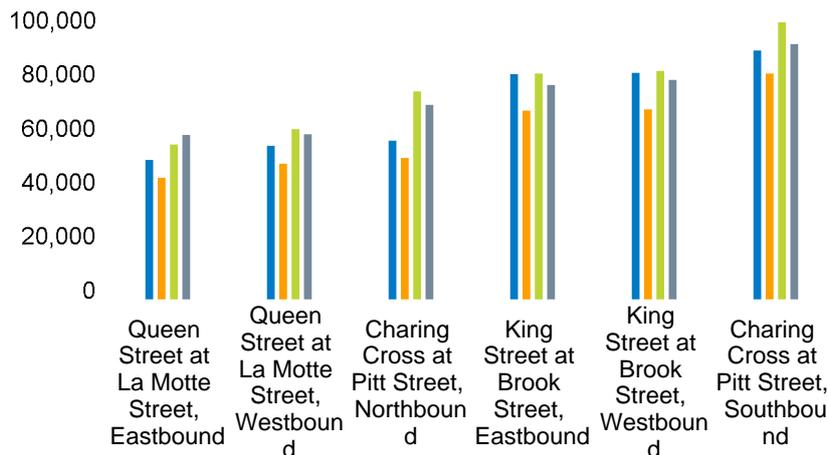


Footfall Counts by week



Footfall Counts by location

■ This Week
 ■ Previous Week
 ■ Previous Year
 ■ 2 Years Ago



This Week	50,359	55,154	56,901	80,186	80,516	88,326
Previous Week	44,132	48,993	51,057	67,451	68,001	80,413
Previous Year	55,771	61,015	74,107	80,462	81,183	98,154
2 Years Ago	59,009	59,326	69,384	76,305	78,094	90,519
Week on Week %	14.1 %	12.6 %	11.4 %	18.9 %	18.4 %	9.8 %
Year on Year %	-9.7 %	-9.6 %	-23.2 %	-0.3 %	-0.8 %	-10.0 %

Footfall Counts by location



- Charing Cross at Pitt Street, Southbound, 21.5 %
- King Street at Brook Street, Westbound, 19.6 %
- King Street at Brook Street, Eastbound, 19.5 %
- Charing Cross at Pitt Street, Northbound, 13.8 %
- Queen Street at La Motte Street, Westbound, 13.4 %
- Queen Street at La Motte Street, Eastbound, 12.2 %



Reporting dates

This week - 24 November 2025 - 30 November 2025

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2025 to Week 48, 2025 Vs Week 1, 2024 to Week 48, 2024

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 48, 2025 Vs Week 48, 2024

Week on Week % Change is the % change in footfall for this week from the previous week. Week 48 2025 Vs Week 47 2025

