

# Footfall Report for: St Helier, Jersey - New

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 Helier, Jersey - New	-7.2%	-2.4%	-3.3%	-2.4%	0.9%	5.4%
South West	-1.8%	-3.1%	3.4%	-0.2%	5.5%	15.8%
UK	0.2%	-0.7%	2.2%	0.5%	2.2%	5.2%

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

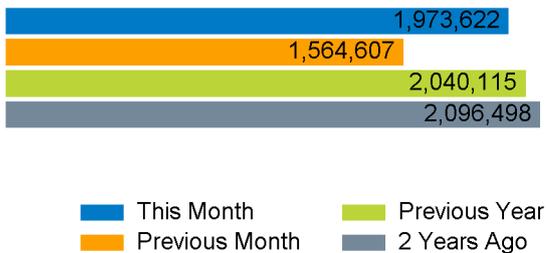
The total number of visitors for the year to date is 20,782,272 which is 7.2% down on the previous year.

The total number of visitors to St Helier, Jersey - New in month commencing 1 December 2025 was 1,973,622.

The busiest day in month commencing 1 December 2025 was Tuesday 23 December with 90,514 visitors.

The peak hour of the month was 13:00 on Monday 22 December 2025 with footfall of 13,419.

## Footfall Counts by month



Figures shown below are calculated using monthly totals.

## Weather



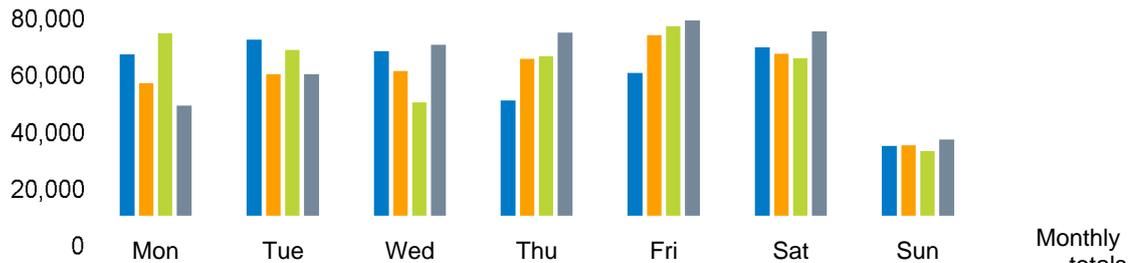
	Sun	Cloud	Rain	Wind
Number of days December 2025	7	23	5	
Number of days December 2024	2	30		3
Number of days December 2023		30	5	

## Average temperature

	Maximum temperature	Minimum temperature
2025	10°	5°
2024	11°	5°
2023	12°	8°

## Footfall Counts by day

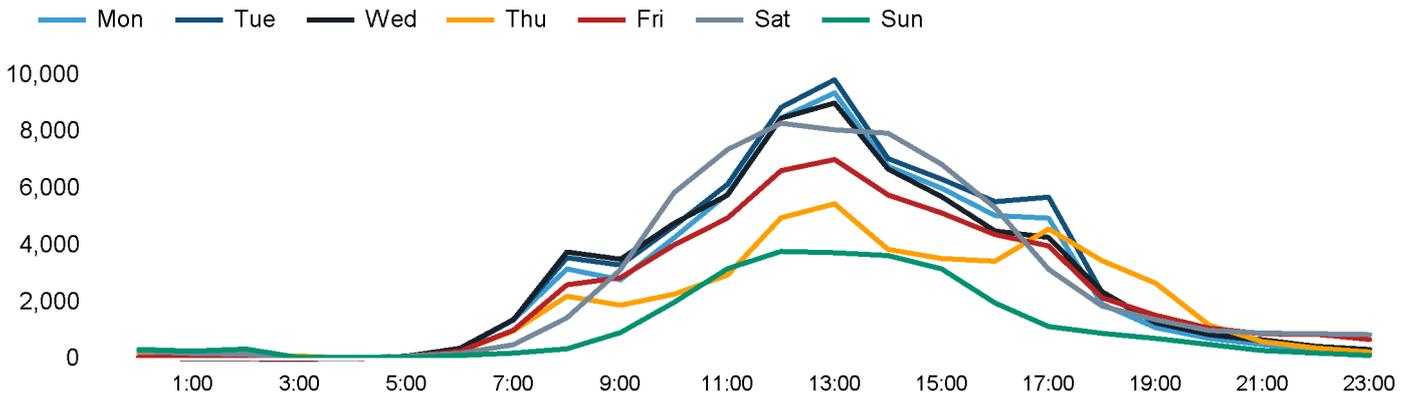
The figures shown below are calculated using weekly averages.



This Month	63,679	69,067	64,770	46,068	56,452	66,204	28,484	394,724
Previous Month	52,552	56,020	57,181	61,853	70,780	63,884	28,881	391,151
Previous Year	71,649	65,221	45,146	62,924	74,293	62,064	26,726	408,023
2 Years Ago	44,073	56,012	67,224	71,824	76,598	72,459	31,109	419,299
Month on month %	21.2%	23.3%	13.3%	-25.5%	-20.2%	3.6%	-1.4%	
Year on year %	-11.1%	5.9%	43.5%	-26.8%	-24.0%	6.7%	6.6%	

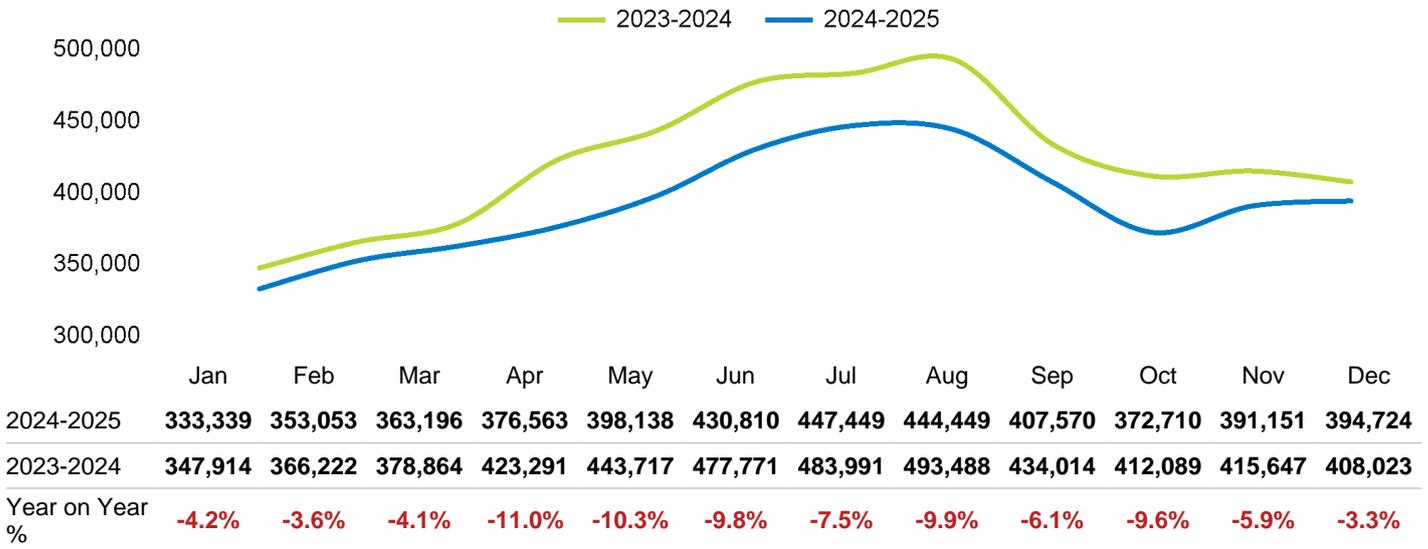
## Footfall Counts by hour

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

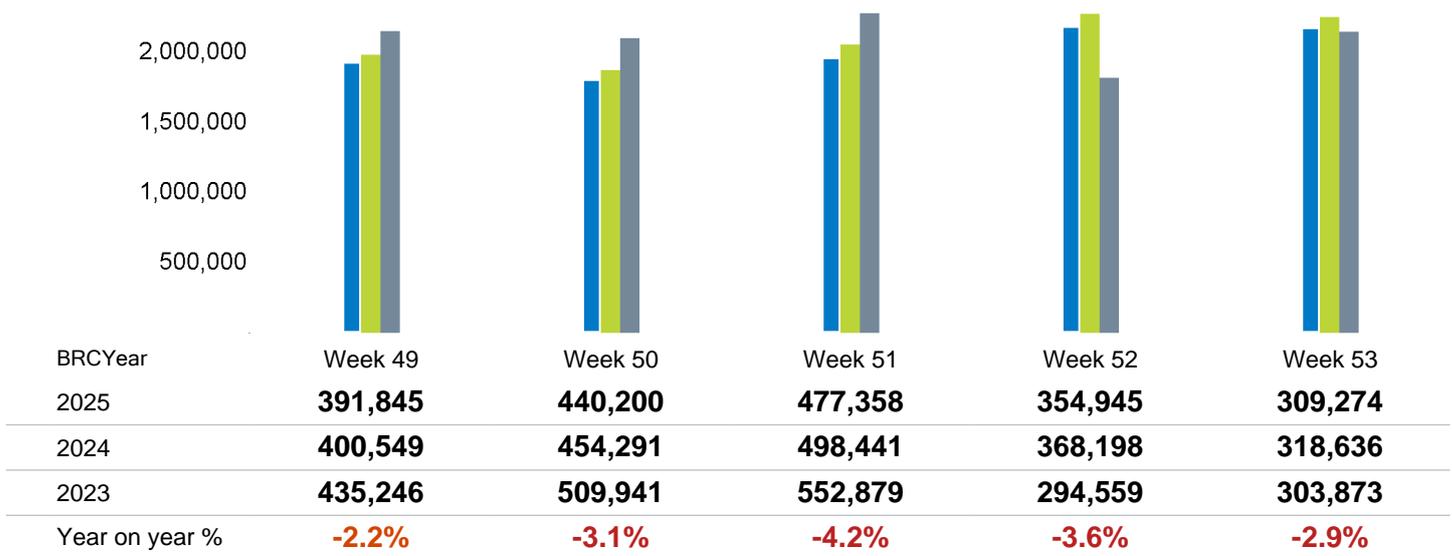
The figures shown below are calculated using weekly averages.



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

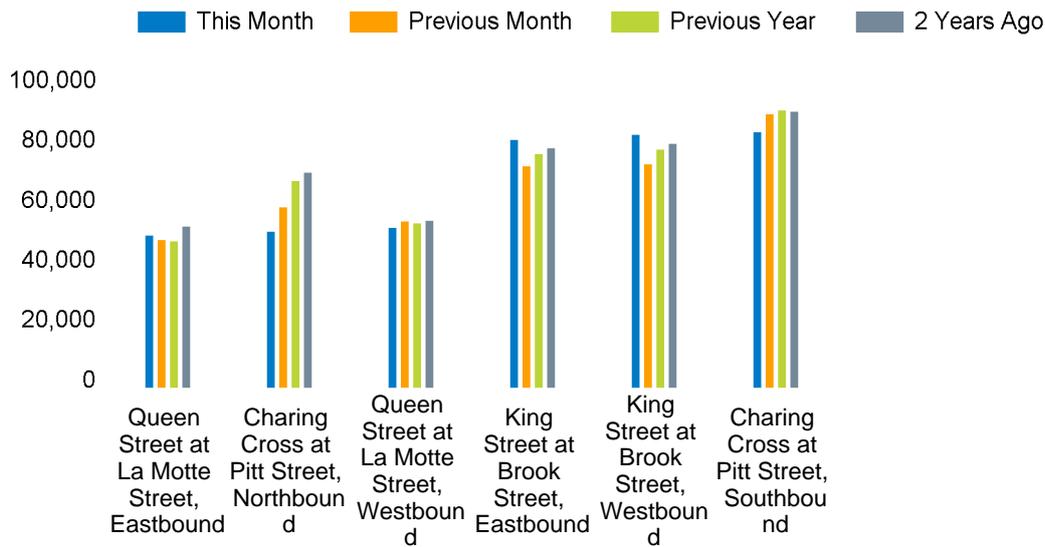
## Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



## Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	<b>49,504</b>	<b>50,672</b>	<b>51,975</b>	<b>79,437</b>	<b>81,136</b>	<b>81,999</b>
Previous Month	<b>48,180</b>	<b>58,345</b>	<b>53,949</b>	<b>71,325</b>	<b>71,827</b>	<b>87,523</b>
Previous Year	<b>47,643</b>	<b>66,682</b>	<b>53,283</b>	<b>75,131</b>	<b>76,548</b>	<b>88,734</b>
2 Years Ago	<b>52,329</b>	<b>69,257</b>	<b>54,192</b>	<b>76,943</b>	<b>78,227</b>	<b>88,349</b>
Year on Year %	<b>3.9 %</b>	<b>-24.0 %</b>	<b>-2.5 %</b>	<b>5.7 %</b>	<b>6.0 %</b>	<b>-7.6 %</b>

## Footfall Counts by location



- Charing Cross at Pitt Street, Southbound, 20.8 %
- King Street at Brook Street, Westbound, 20.6 %
- King Street at Brook Street, Eastbound, 20.1 %
- Queen Street at La Motte Street, Westbound, 13.2 %
- Charing Cross at Pitt Street, Northbound, 12.8 %
- Queen Street at La Motte Street, Eastbound, 12.5 %



## Reporting dates

---

This month - 01 December 2025 - 04 January 2026

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 December, 2025 Vs January, 2024 to December, 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2025 Vs 11 2025

