

# 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	-7.4%	-5.2%	-3.1%	-10.9%	12.3%	13.4%
South West	-2.2%	-3.2%	-1.3%	7.1%	11.2%	19.8%
UK	0.1%	-0.8%	0.2%	-0.9%	7.5%	10.2%

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 20,507,334 which is 7% down on the previous year.

The total number of visitors for the year to date is 19,640,695 which is 7.4% down on the previous year.

The total number of visitors to St Helier, Jersey - New in week commencing 8 December 2025 was 440,200.

The busiest day in week commencing 8 December 2025 was Saturday with 78,680 visitors.

The peak hour of the week was 12:00 on Saturday 13 December 2025 with footfall of 10,019.

## Footfall Counts by week

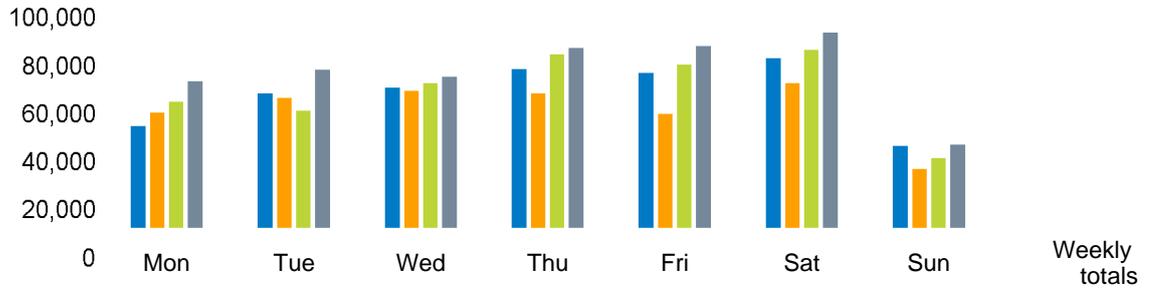


■ This Week      ■ Previous Year  
■ Previous Week      ■ 2 Years Ago

## Weather

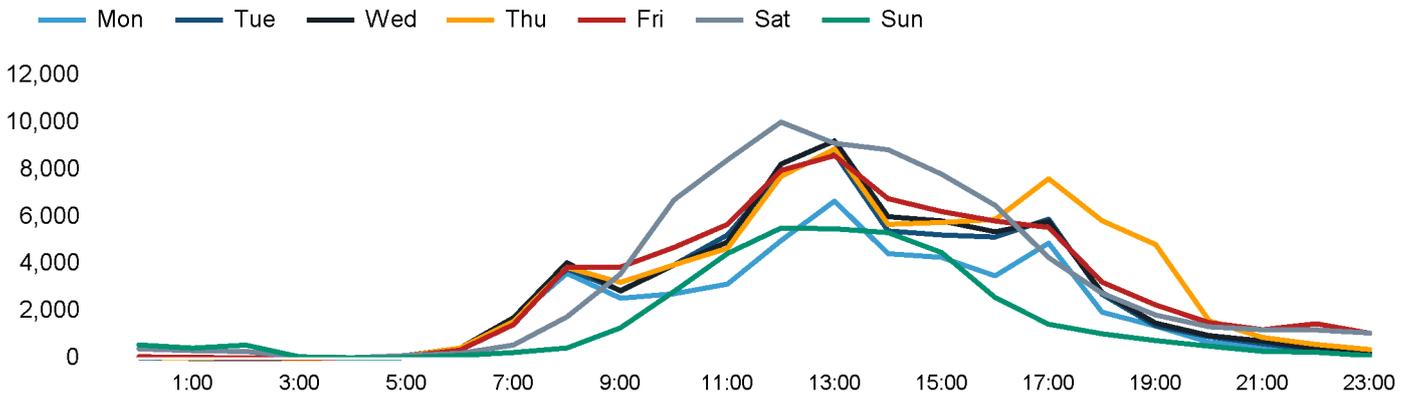
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	14°	14°	14°	13°	12°	13°	10°
Previous week	12°	12°	11°	11°	12°	12°	14°
Previous year	10°	10°	8°	7°	5°	9°	11°

## Footfall Counts by day

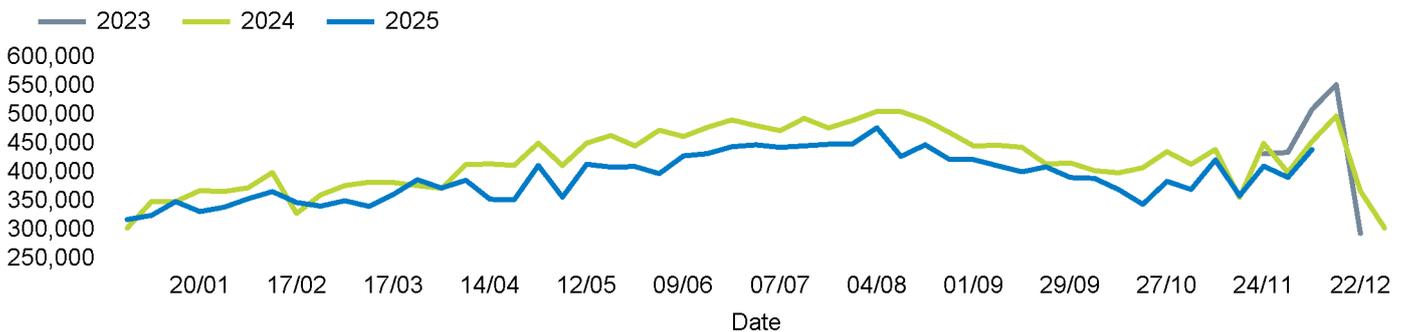


Week on week %	-11.0%	3.3%	2.1%	17.4%	34.4%	16.7%	35.7%	
Year on year %	-18.3%	13.8%	-3.2%	-8.3%	-5.2%	-4.5%	16.6%	
% of week	11.0%	14.3%	14.9%	16.8%	16.4%	17.9%	8.9%	

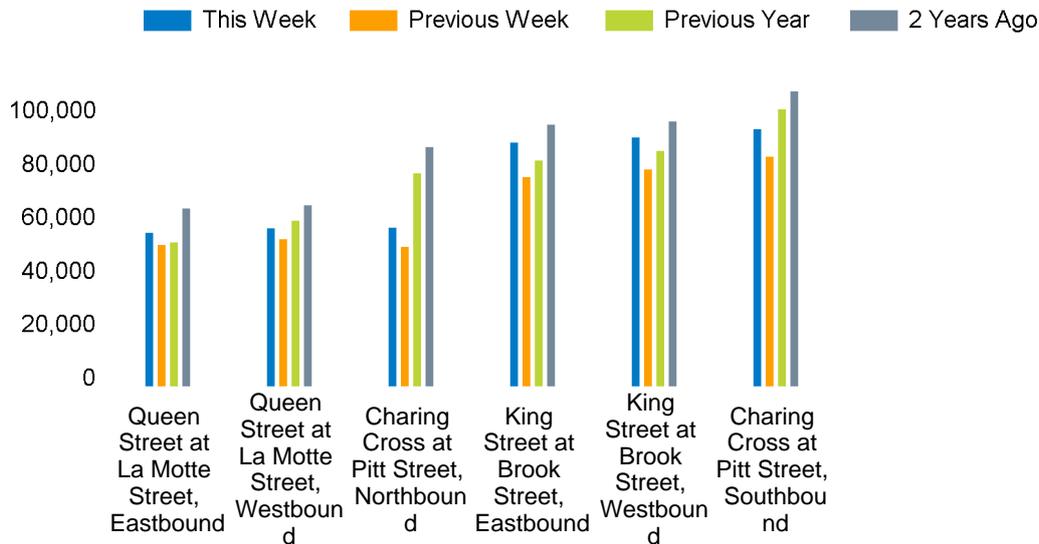
## Footfall Counts by hour



## Footfall Counts by week



## Footfall Counts by location



This Week	55,879	57,487	57,579	87,610	89,371	92,274
Previous Week	51,518	53,633	50,763	75,332	78,008	82,591
Previous Year	52,472	60,126	76,702	81,142	84,647	99,202
2 Years Ago	64,336	65,454	85,890	93,755	94,904	105,602
Week on Week %	8.5 %	7.2 %	13.4 %	16.3 %	14.6 %	11.7 %
Year on Year %	6.5 %	-4.4 %	-24.9 %	8.0 %	5.6 %	-7.0 %

## Footfall Counts by location



- Charing Cross at Pitt Street, Southbound, 21.0 %
- King Street at Brook Street, Westbound, 20.3 %
- King Street at Brook Street, Eastbound, 19.9 %
- Charing Cross at Pitt Street, Northbound, 13.1 %
- Queen Street at La Motte Street, Westbound, 13.1 %
- Queen Street at La Motte Street, Eastbound, 12.7 %

## Reporting dates

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This week - 08 December 2025 - 14 December 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 50, 2025 Vs Week 1, 2024 to Week 50, 2024

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 50, 2025 Vs Week 50, 2024

Week on Week % Change is the % change in footfall for this week from the previous week. Week 50 2025 Vs Week 49 2025

