

# 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 | -7.3%          | -6.6% | -4.2%          | -9.8% | 8.4%           | 9.7%   |
| South West              | -2.1%          | -3.4% | -0.7%          | -9.7% | -9.9%          | -10.1% |
| UK                      | 0.0%           | -0.8% | -2.1%          | -3.9% | -3.1%          | -1.2%  |

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 20,486,251 which is 6.9% down on the previous year.

The total number of visitors for the year to date is 20,118,053 which is 7.3% down on the previous year.

The total number of visitors to St Helier, Jersey - New in week commencing 15 December 2025 was 477,358.

The busiest day in week commencing 15 December 2025 was Friday with 84,772 visitors.

The peak hour of the week was 13:00 on Friday 19 December 2025 with footfall of 11,060.

## Footfall Counts by week

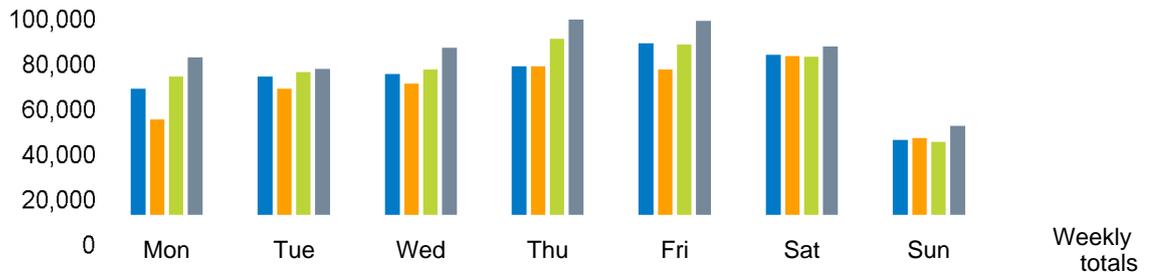


■ This Week      ■ Previous Year  
■ Previous Week      ■ 2 Years Ago

## Weather

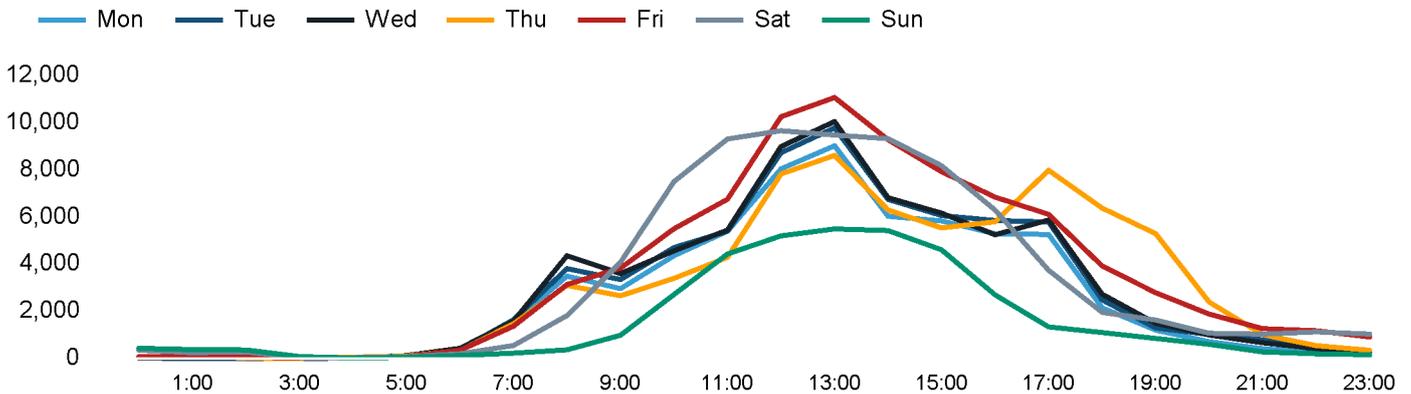
|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week     | 12° | 12° | 11° | 13° | 13° | 12° | 10° |
| Previous week | 14° | 14° | 14° | 13° | 12° | 13° | 13° |
| Previous year | 11° | 12° | 14° | 14° | 12° | 12° | 12° |

## Footfall Counts by day

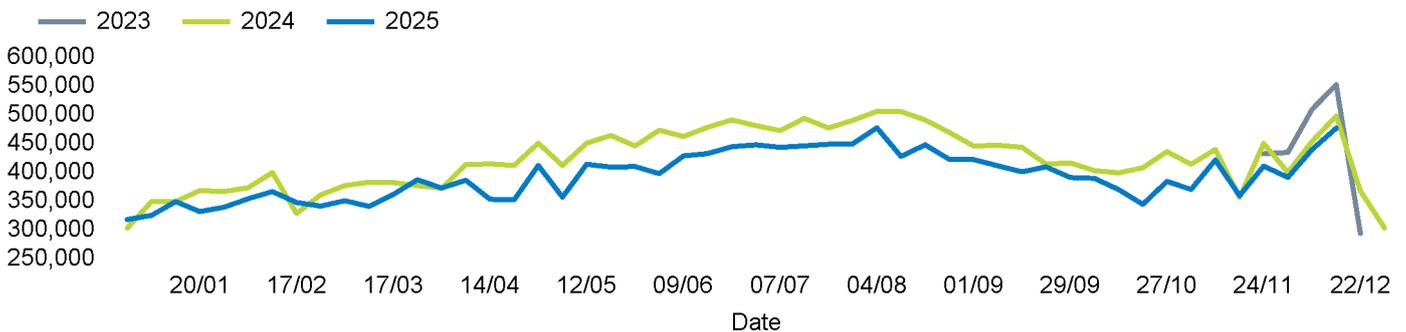


|                |       |       |       |        |       |       |       |  |
|----------------|-------|-------|-------|--------|-------|-------|-------|--|
| Week on week % | 30.3% | 9.2%  | 7.0%  | -0.1%  | 17.7% | 0.5%  | -2.3% |  |
| Year on year % | -8.5% | -3.3% | -2.8% | -15.1% | 0.9%  | 1.0%  | 2.0%  |  |
| % of week      | 13.2% | 14.4% | 14.7% | 15.4%  | 17.8% | 16.6% | 8.0%  |  |

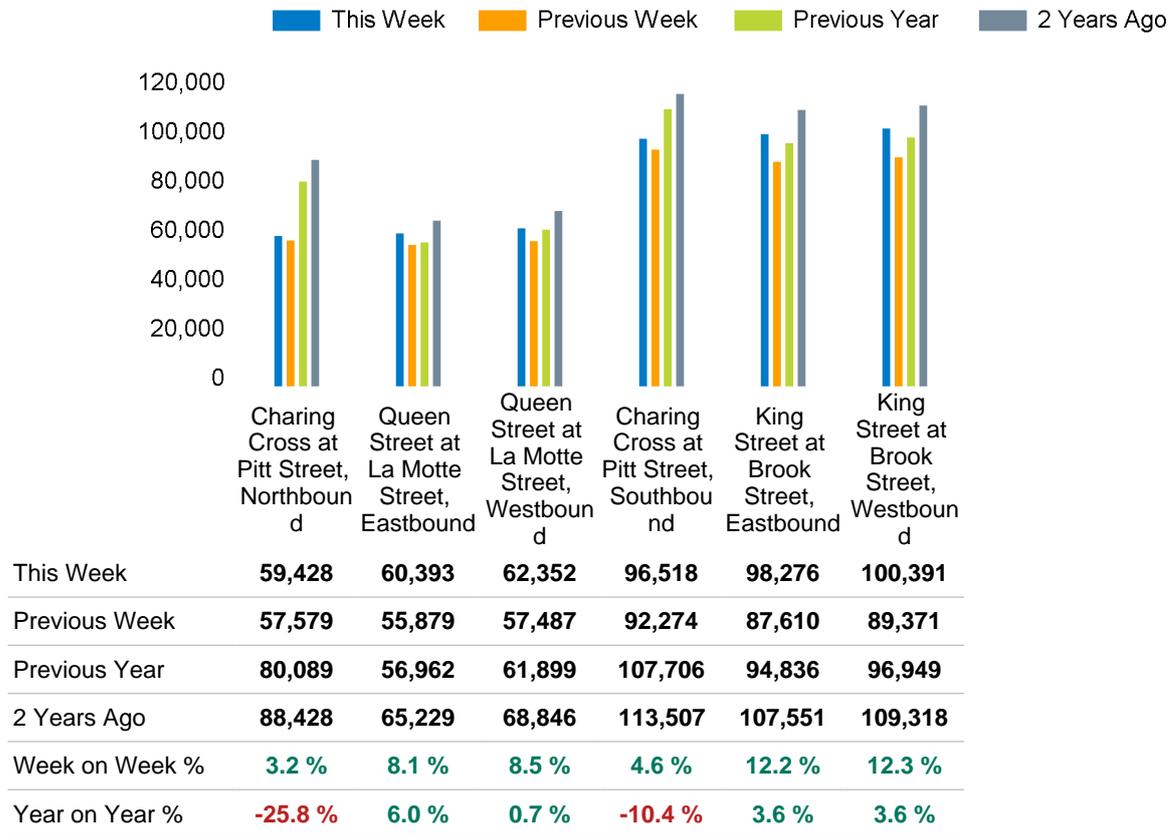
## Footfall Counts by hour



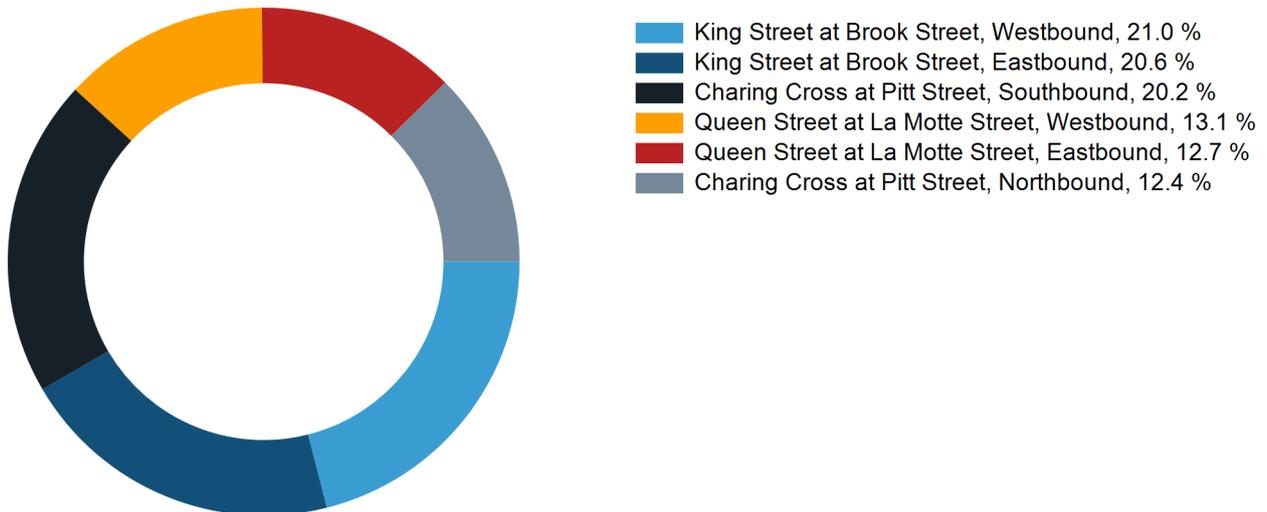
## Footfall Counts by week



## Footfall Counts by location



## Footfall Counts by location



## Reporting dates

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This week - 15 December 2025 - 21 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 51, 2025 Vs Week 1, 2024 to Week 51, 2024

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 51, 2025 Vs Week 51, 2024

Week on Week % Change is the % change in footfall for this week from the previous week. Week 51 2025 Vs Week 50 2025

