September 2026. 31 Aug 2026 - 04 Oct 2026

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	
	2026	2025	2026	2025	2026	2025
St Helier, Jersey - New	-1.0%	-7.5%	1.6%	-6.1%	-7.3%	-8.3%
South West	2.0%	-2.8%	2.8%	-0.2%	-6.7%	-10.0%
UK	-1.4%	0.5%	1.7%	-1.0%	-4.2%	-6.1%

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

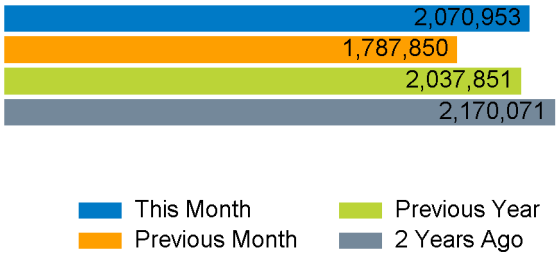
The total number of visitors for the year to date is 15,275,743 which is 1% down on the previous year.

The total number of visitors to St Helier, Jersey - New in month commencing 31 August 2026 was 2,070,953.

The busiest day in month commencing 31 August 2026 was Friday 11 September with 71,704 visitors.

The peak hour of the month was 1 PM on Tuesday 1 September 2026 with footfall of 9,749.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

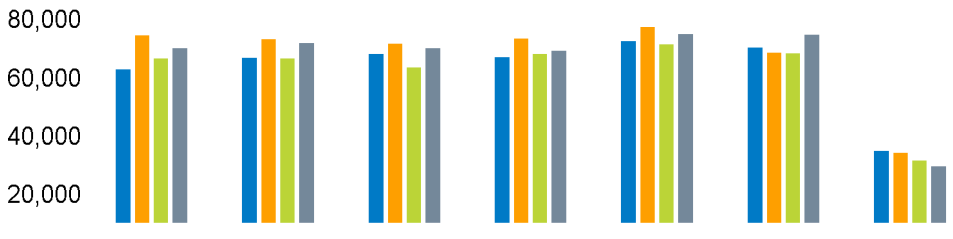
Number of days September 2026	15	17	3
Number of days September 2025	12	23	
Number of days September 2024	12	22	1

Average temperature

	Maximum temperature	Minimum temperature
2026	22°	14°
2025	19°	13°
2024	18°	12°

Footfall Counts by day

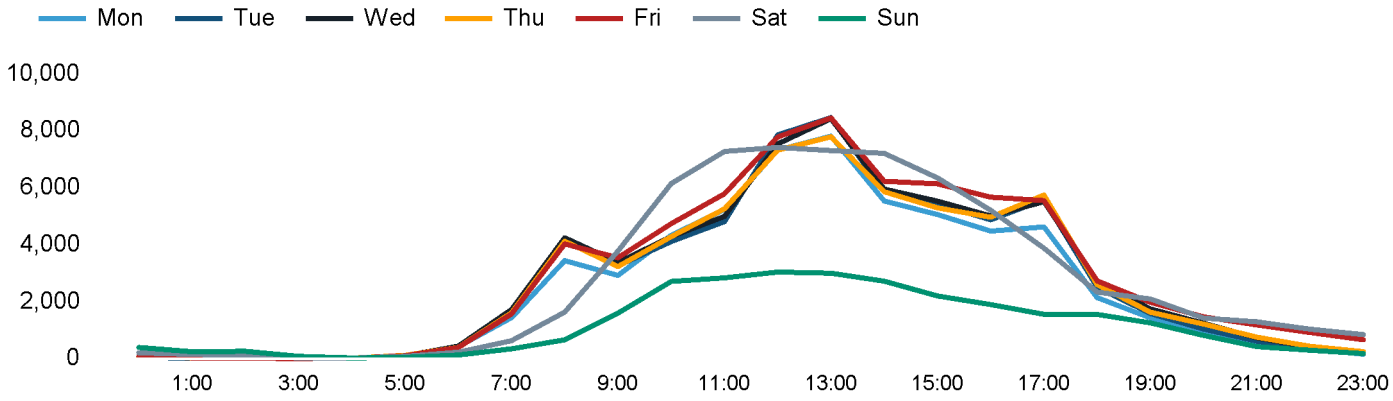
The figures shown below are calculated using weekly averages.



	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	58,780	63,163	64,471	63,209	69,250	66,873	28,444	414,190
Previous Month	71,342	69,838	68,278	70,278	74,551	64,853	27,822	446,962
Previous Year	62,906	62,879	59,497	64,465	68,163	64,612	25,048	407,570
2 Years Ago	66,597	68,623	66,716	65,663	71,848	71,728	22,839	434,014
Month on month %	-17.6%	-9.6%	-5.6%	-10.1%	-7.1%	3.1%	2.2%	
Year on year %	-6.6%	0.5%	8.4%	-1.9%	1.6%	3.5%	13.6%	

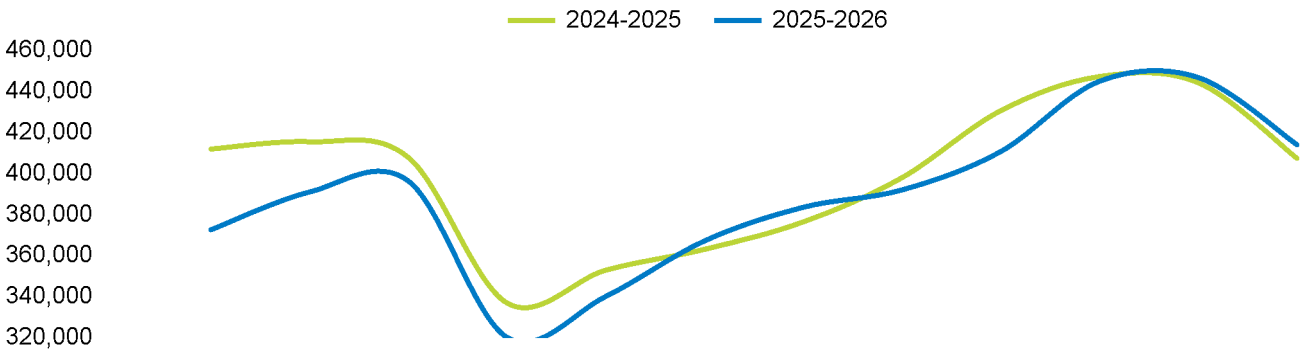
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.

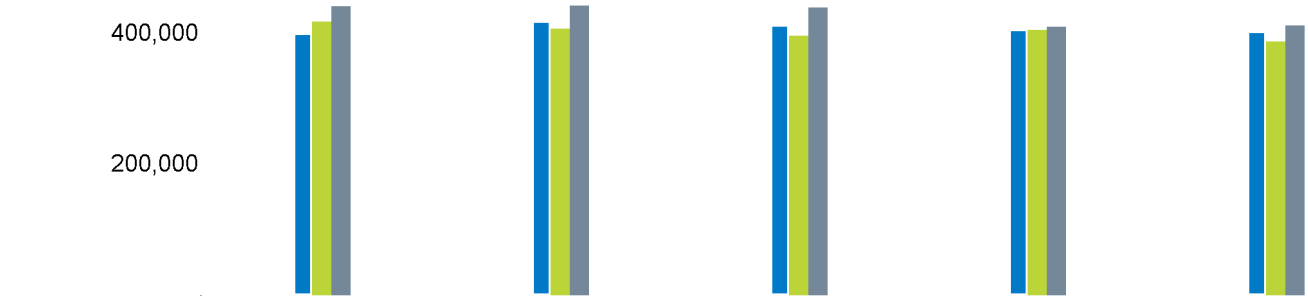


	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
2025-2026	**372,710**	**391,151**	**396,496**	**320,260**	**340,240**	**367,320**	**383,720**	**392,160**	**410,865**	**445,121**	**446,962**	**414,190**
2024-2025	**412,089**	**415,647**	**408,023**	**337,015**	**353,053**	**363,196**	**376,563**	**398,138**	**430,810**	**447,449**	**444,449**	**407,570**
Year on Year %	**-9.6%**	**-5.9%**	**-2.8%**	**-5.0%**	**-3.6%**	**1.1%**	**1.9%**	**-1.5%**	**-4.6%**	**-0.5%**	**0.6%**	**1.6%**

Year on year % is calculated by comparing the 2025-2026 period with the 2024-2025 period i.e the figure for September compares September 2026 to September 2025

Footfall Counts by week of month

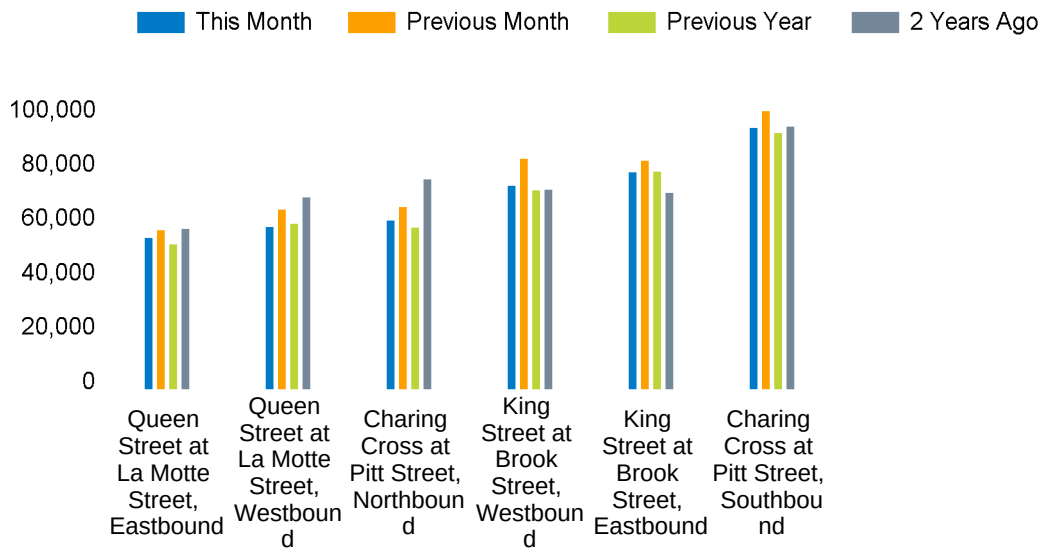
The figures shown below are calculated using weekly totals.



BRCYear	Week 35	Week 36	Week 37	Week 38	Week 39
2026	**405,794**	**425,086**	**419,318**	**411,794**	**408,961**
2025	**422,686**	**412,069**	**401,448**	**410,038**	**391,610**
2024	**446,451**	**447,607**	**444,171**	**414,785**	**417,057**
Year on year %	**-4.0%**	**3.2%**	**4.5%**	**0.4%**	**4.4%**

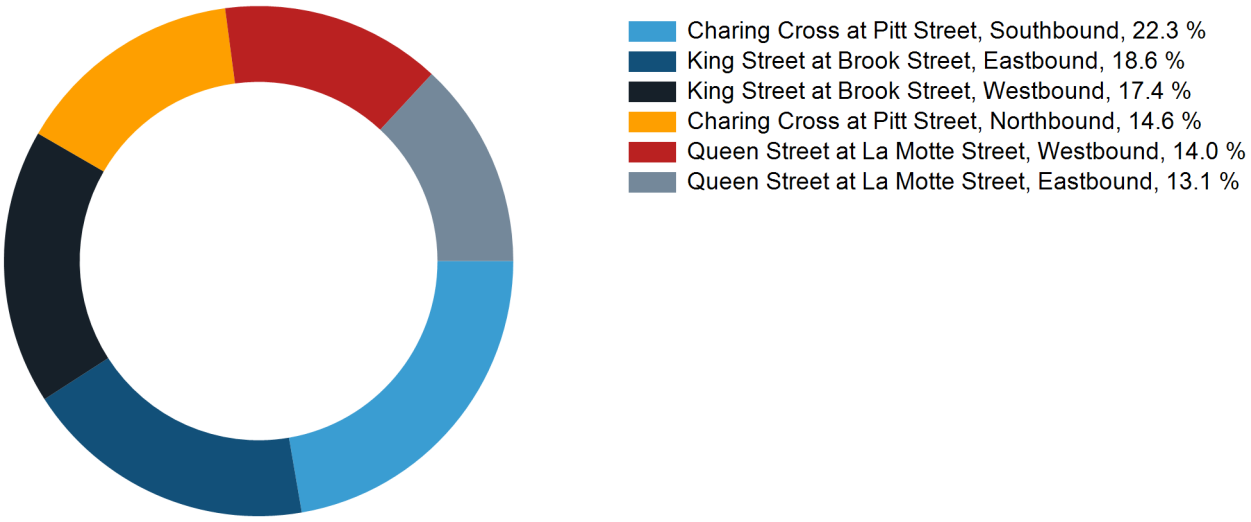
Footfall Counts by location

The figures shown below are calculated using weekly averages.



	Queen Street at La Motte Street, Eastbound	Queen Street at La Motte Street, Westbound	Charing Cross at Pitt Street, Northbound	King Street at Brook Street, Westbound	King Street at Brook Street, Eastbound	Charing Cross at Pitt Street, Southbound
This Month	**54,250**	**58,008**	**60,299**	**72,254**	**77,065**	**92,311**
Previous Month	**57,027**	**64,017**	**65,046**	**81,780**	**80,968**	**98,122**
Previous Year	**52,116**	**59,253**	**57,810**	**70,692**	**77,162**	**90,534**
2 Years Ago	**57,454**	**68,367**	**74,495**	**70,966**	**69,803**	**92,927**
Year on Year %	**4.1 %**	**-2.1 %**	**4.3 %**	**2.2 %**	**-0.1 %**	**2.0 %**

Footfall Counts by location



Reporting dates

This month - 31 August 2026 - 04 October 2026

Year to Date % change is the annual % change in footfall from the start the current reporting year compared to the same period last year.
05 January 2026 - 04 October 2026 vs 06 January 2025 - 05 October 2025

Year on year % change is the % change for this month compared to the same month in the previous year.
31 August 2026 - 04 October 2026 vs 01 September 2025 - 05 October 2025

Month on month % change is the % change for this month compared to the previous month.
31 August 2026 - 04 October 2026 vs 03 August 2026 - 30 August 2026