

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

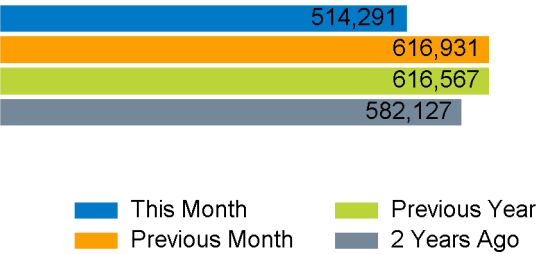
	Year to date % YoY		This month % YoY		This month % MoM	
	2024	2023	2024	2023	2024	2023
Salisbury BID	-8.5%	9.5%	-2.9%	5.9%	4.2%	10.2%
South West	-2.1%	2.0%	-6.7%	1.2%	4.6%	16.3%
UK	-1.1%	7.8%	-2.3%	4.8%	4.0%	9.7%

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 2,064,293 which is 8.5% down on the previous year.
- The total number of visitors to Salisbury BID in month commencing 1 April 2024 was 514,291.
- The busiest day in month commencing 1 April 2024 was Saturday 27 April with 29,548 visitors.
- The peak hour of the month was 12:00 on Saturday 27 April 2024 with footfall of 3,807.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

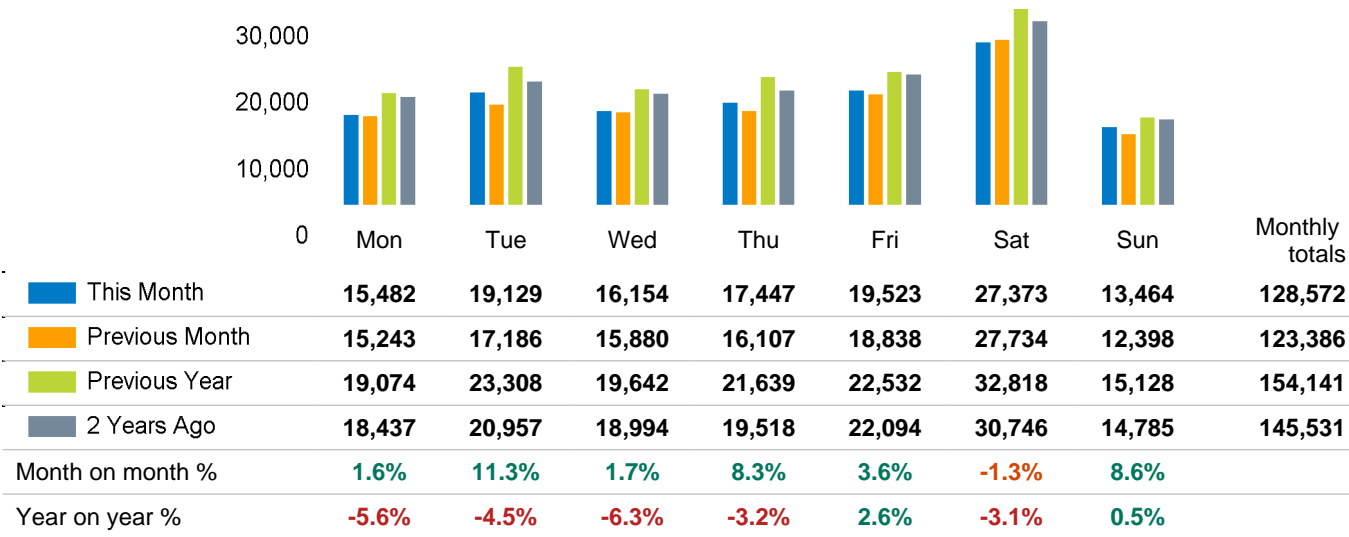
Number of days this month	7	21		
Number of days same month last year	11	9	5	3
Number of days same month two years ago	14	3	9	2

Average temperature

	Maximum temperature	Minimum temperature
2024	14°	5°
2023	13°	4°
2022	15°	5°

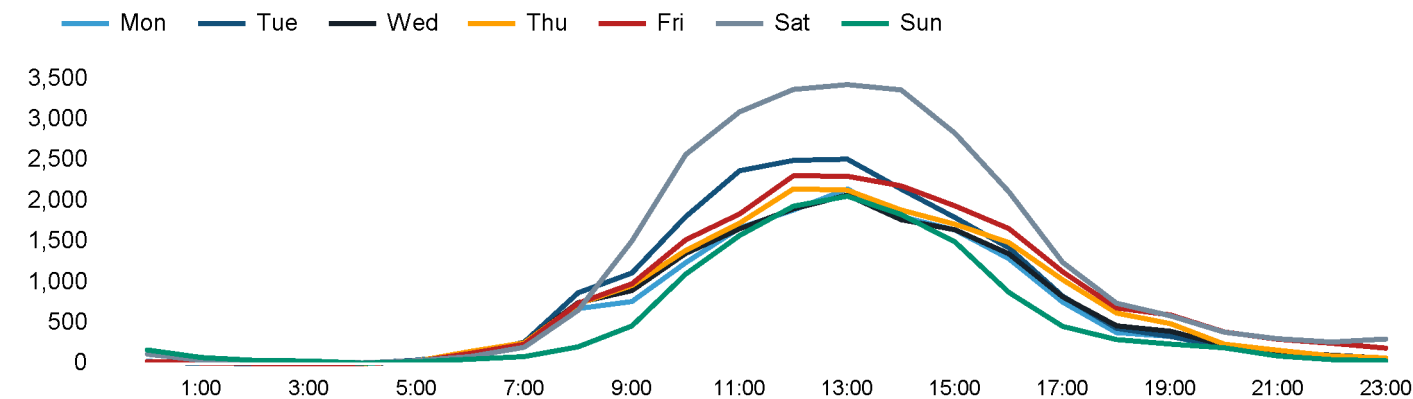
Football Counts by day

The figures shown below are calculated using weekly averages.



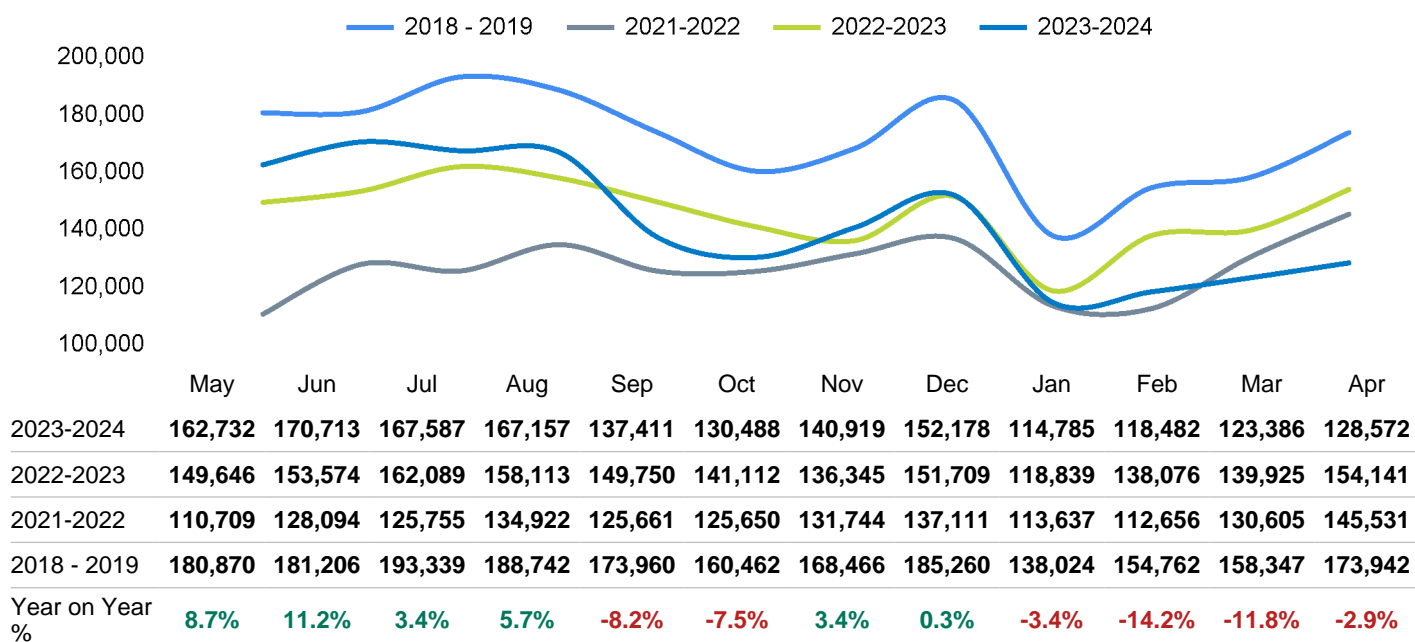
Football Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

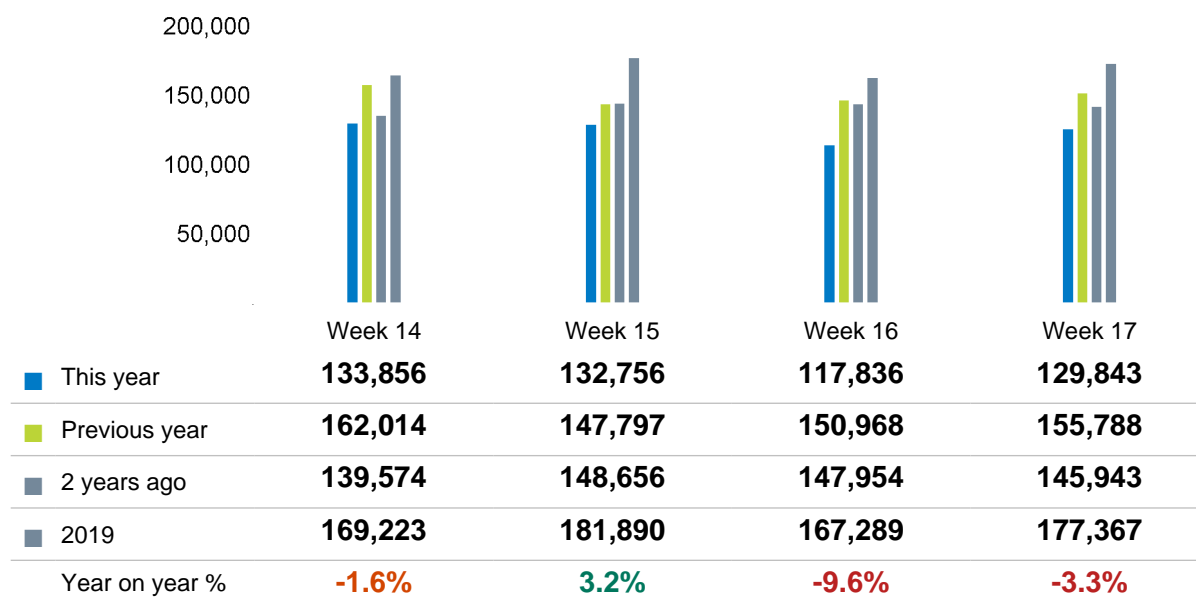
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for April compares April 2024 to April 2023

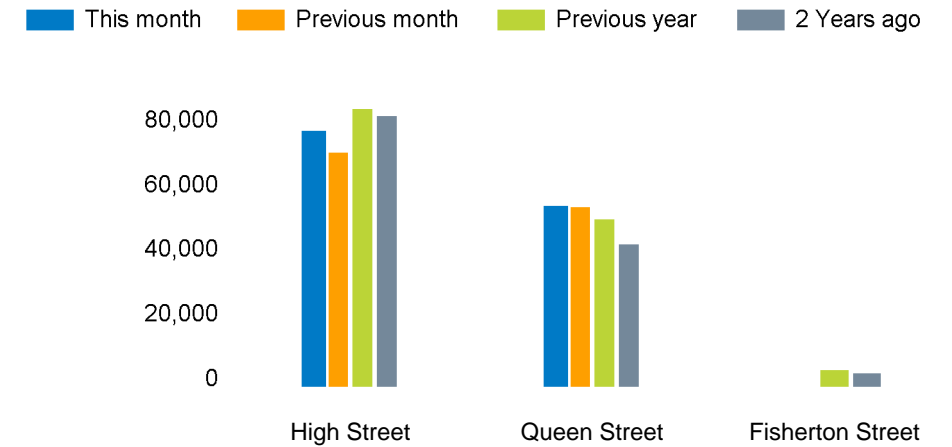
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



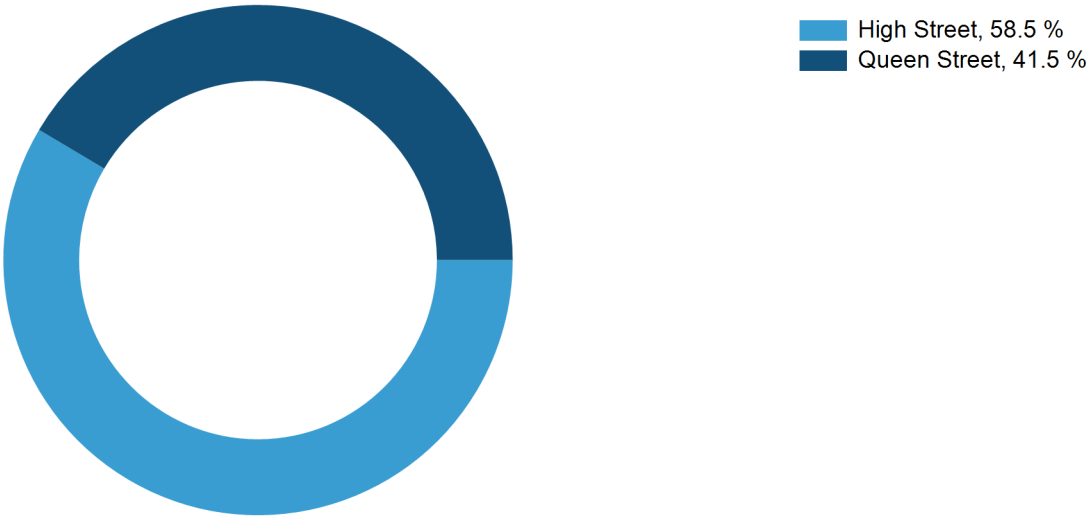
Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	75,252	53,320	
Previous Month	69,622	53,764	
Previous Year	82,238	50,116	6,413
2 Years Ago	80,248	42,873	5,473
Year on Year %	-8.5 %	6.4 %	

Footfall Counts by location



Reporting dates

This month - 01 April 2024 - 28 April 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2024 to April , 2024 Vs January, 2023 to April , 2023

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.April, 2024 Vs April, 2023

Month on Month % Change is the % change in footfall for this Month from the previous Month.4 2024 Vs 3 2024