

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2024	2023	2024	2023	2024	2023
Salisbury BID	-7.4%	9.3%	-2.9%	8.7%	5.4%	5.6%
South West	-2.4%	2.8%	-3.6%	5.6%	7.4%	4.8%
UK	-1.1%	7.1%	-1.0%	4.5%	5.1%	3.4%

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 2,606,310 which is 7.4% down on the previous year.
- The total number of visitors to Salisbury BID in month commencing 29 April 2024 was 542,017.
- The busiest day in month commencing 29 April 2024 was Saturday 18 May with 29,083 visitors.
- The peak hour of the month was 12:00 on Saturday 18 May 2024 with footfall of 3,666.

Footfall Counts by month



This Month Previous Year
Previous Month 2 Years Ago

Figures shown below are calculated using monthly totals.

Weather



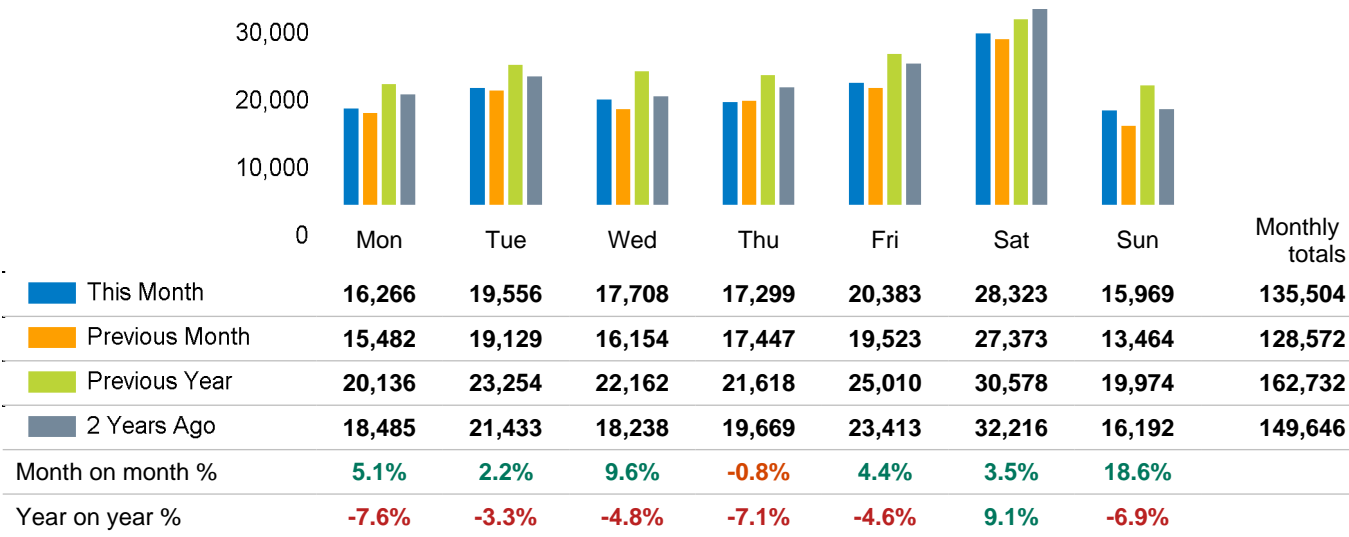
Number of days this month	12	16		
Number of days same month last year	15	3	6	4
Number of days same month two years ago	9	7	12	

Average temperature

	Maximum temperature	Minimum temperature
2024	19°	8°
2023	18°	8°
2022	19°	8°

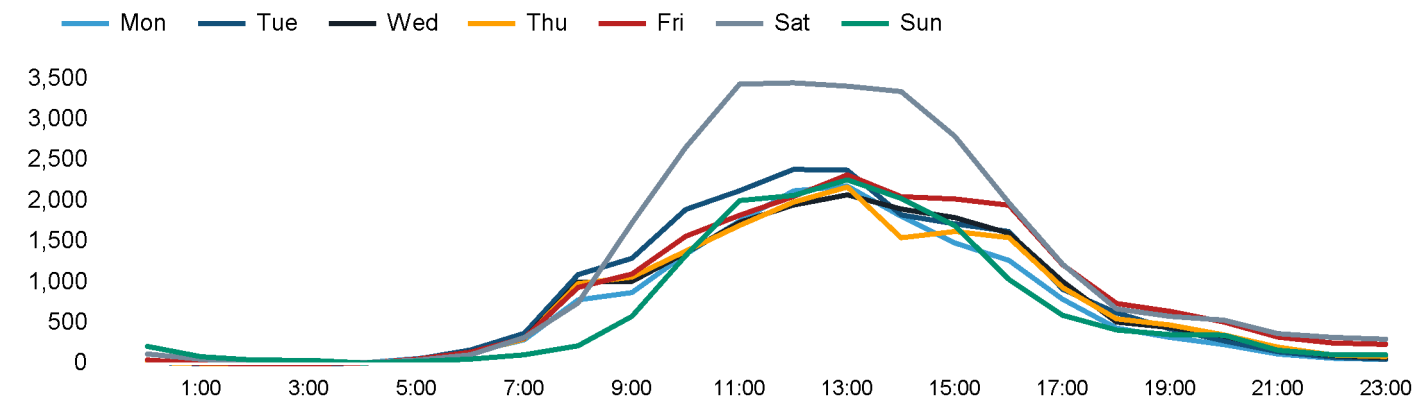
Football Counts by day

The figures shown below are calculated using weekly averages.



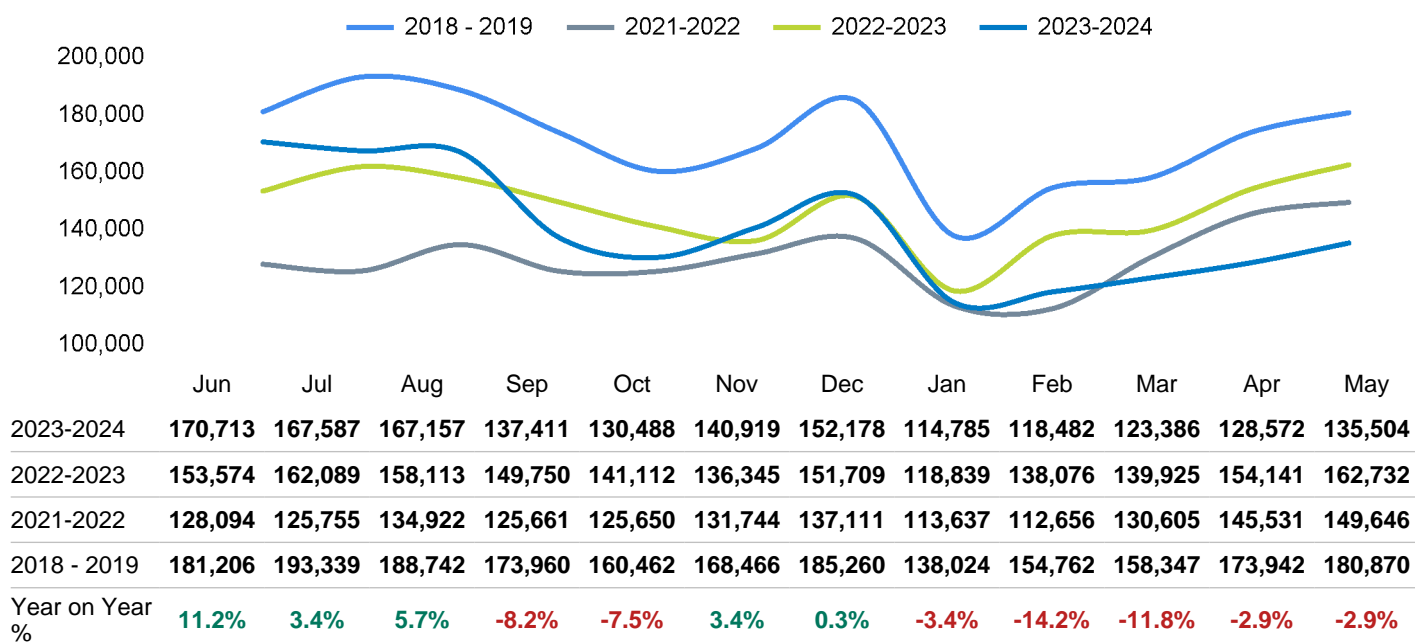
Football Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

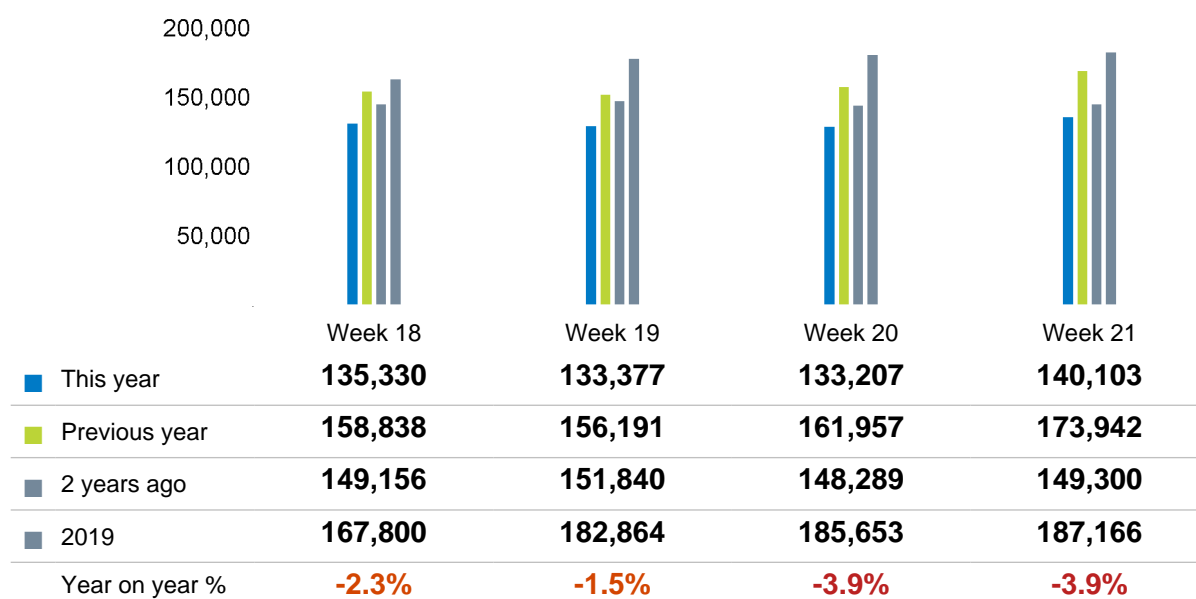
The figures shown below are calculated using weekly averages.



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

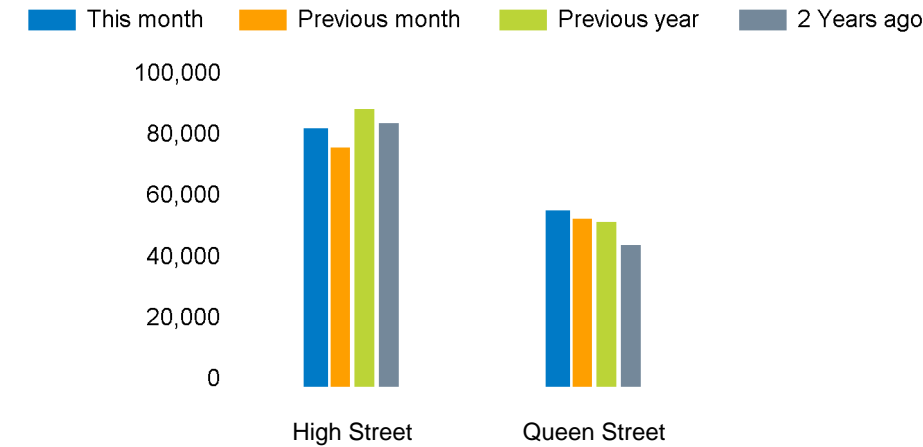
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	80,395	55,109
Previous Month	75,252	53,320
Previous Year	87,117	52,443
2 Years Ago	82,758	45,170
Year on Year %	-7.7 %	5.1 %

Footfall Counts by location



Reporting dates

This month - 29 April 2024 - 26 May 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 May , 2024 Vs January, 2023 to May , 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.5 2024 Vs 4 2024