

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

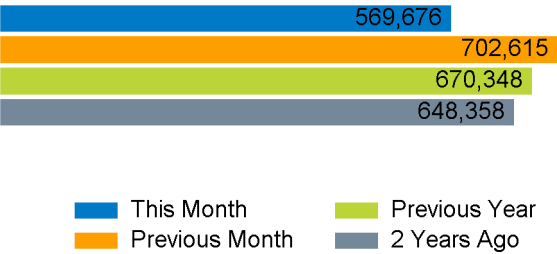
	Year to date % YoY		This month % YoY		This month % MoM	
	2024	2023	2024	2023	2024	2023
Salisbury BID	-6.1%	8.7%	-2.6%	3.4%	1.3%	-1.8%
South West	-3.1%	3.2%	-4.6%	-0.1%	0.8%	0.7%
UK	-0.9%	5.7%	0.8%	0.8%	1.3%	-2.0%

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 3,878,601 which is 6.1% down on the previous year.
- The total number of visitors to Salisbury BID in month commencing 1 July 2024 was 569,676.
- The busiest day in month commencing 1 July 2024 was Saturday 27 July with 30,317 visitors.
- The peak hour of the month was 13:00 on Saturday 20 July 2024 with footfall of 3,974.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

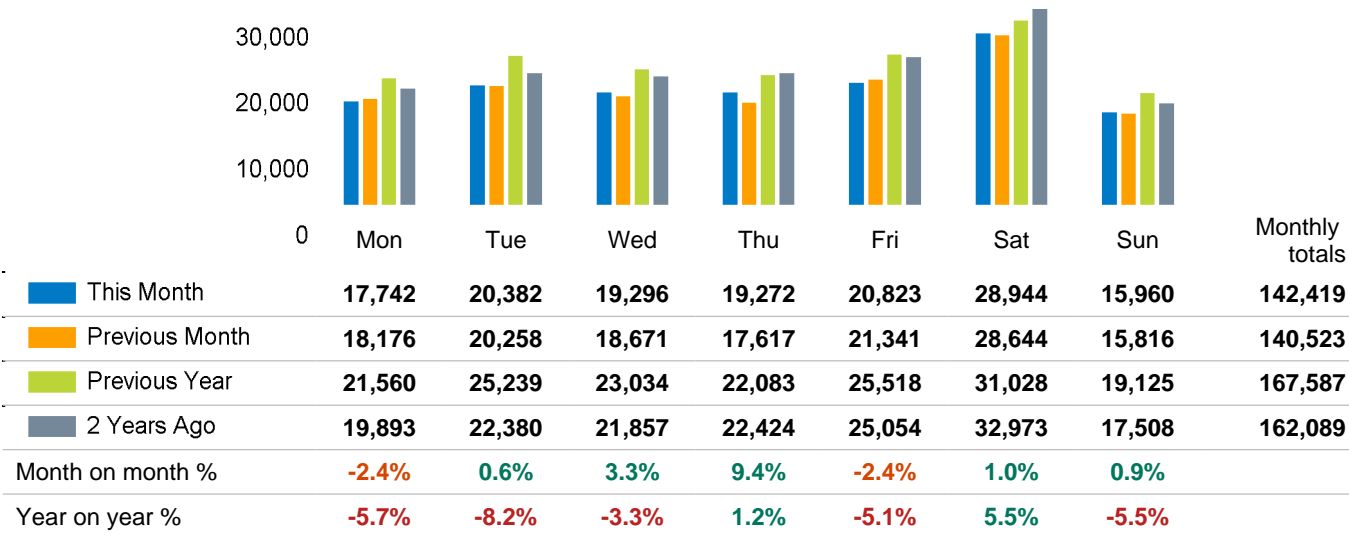
			
Number of days this month	9	18	1
Number of days same month last year	8	16	4
Number of days same month two years ago	17	6	5

Average temperature

	Maximum temperature	Minimum temperature
2024	22°	11°
2023	21°	11°
2022	26°	13°

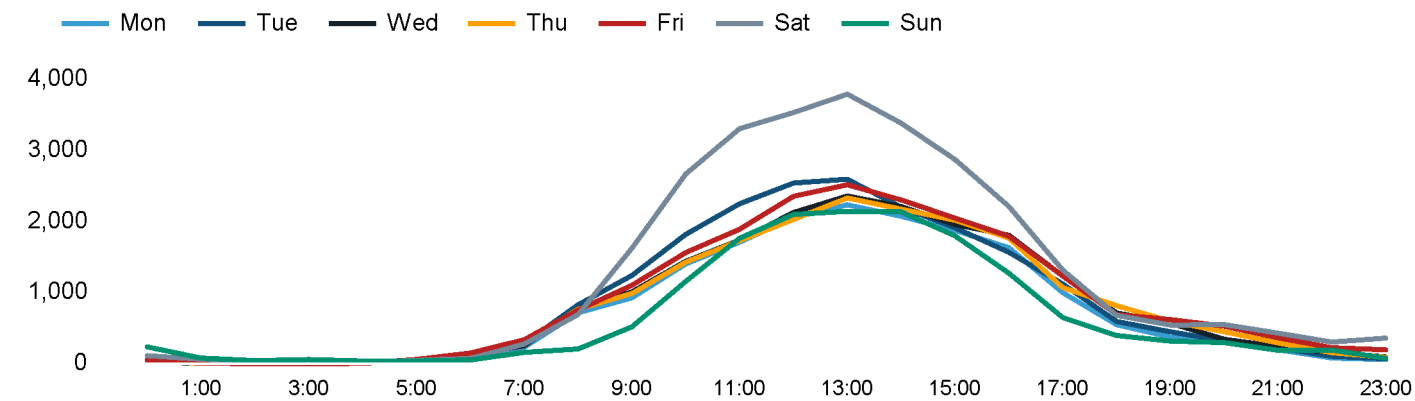
Footfall Counts by day

The figures shown below are calculated using weekly averages.



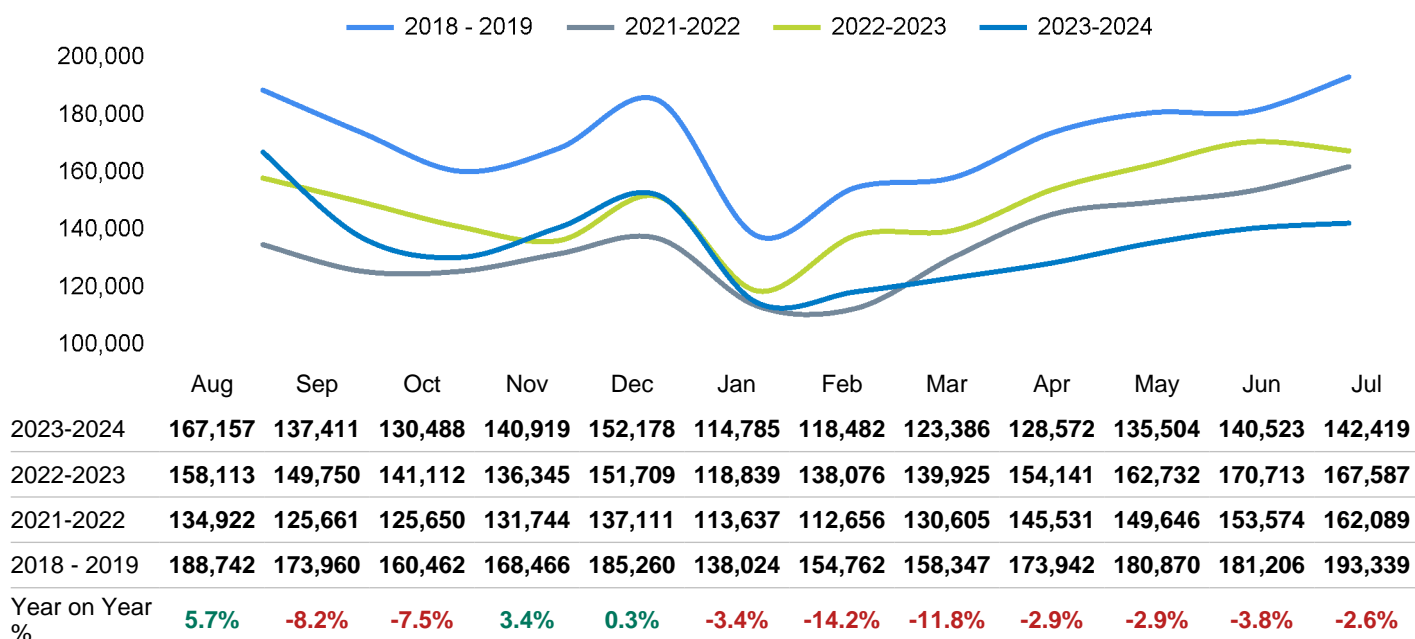
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

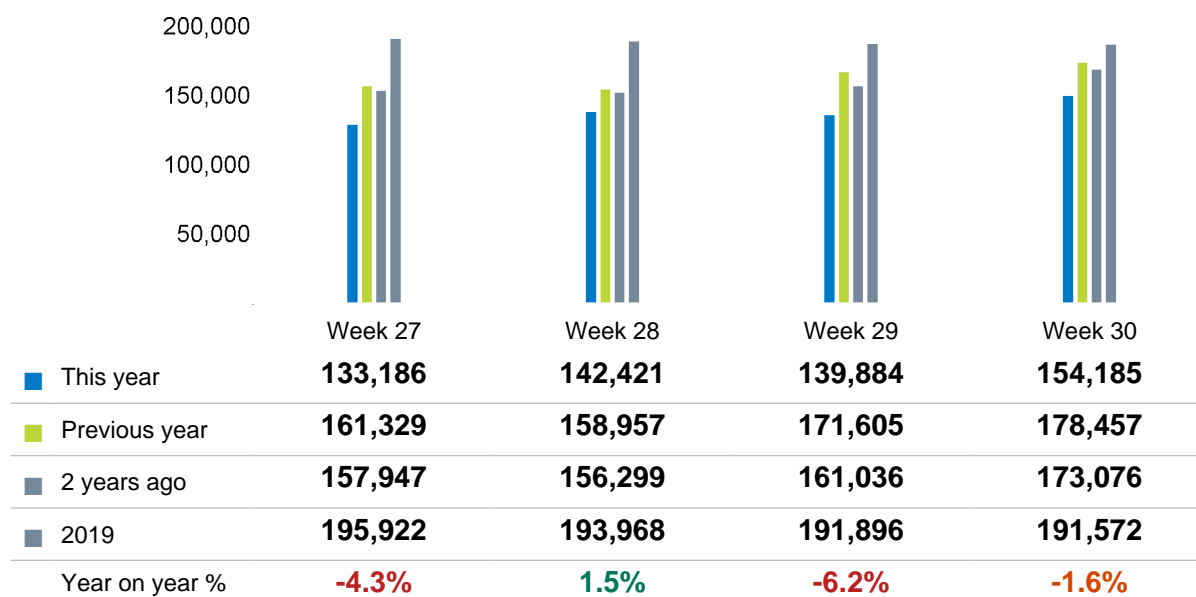
The figures shown below are calculated using weekly averages.



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

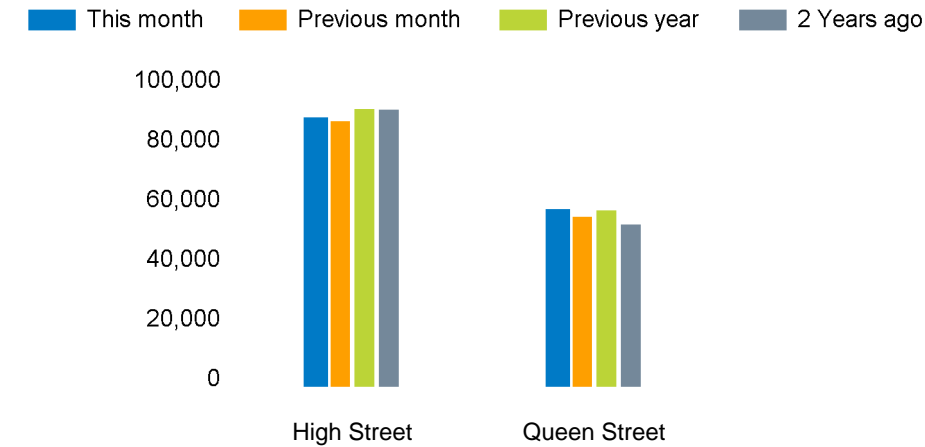
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	85,580	56,839
Previous Month	85,313	55,209
Previous Year	89,065	57,217
2 Years Ago	88,854	52,688
Year on Year %	-3.9 %	-0.7 %

Footfall Counts by location



Reporting dates

This month - 01 July 2024 - 28 July 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 July , 2024 Vs January, 2023 to July , 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.7 2024 Vs 6 2024