

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Chester	-7.1%	9.0%	-12.2%	17.9%	12.4%	27.2%
North & Yorkshire	-2.9%	7.4%	-3.2%	11.3%	15.8%	15.2%
High Street Index - BDSU (BDSU - Comparison)	-3.4%	23.3%	-4.1%	22.1%	11.6%	12.8%
BDO Sales(Weekly)						
UK	-2.6%	15.6%	-3.5%	16.1%	11.4%	13.3%

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 2,060,313 which is 7.1% down on the previous year.

The total number of visitors to Chester in month commencing 28 January 2024 was 1,090,237.

The busiest day in month commencing 28 January 2024 was Saturday 24 February with 63,990 visitors.

The peak hour of the month was 13:00 on Saturday 24 February 2024 with footfall of 9,236.

Footfall Counts by month



■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Figures shown below are calculated using monthly totals.

Weather



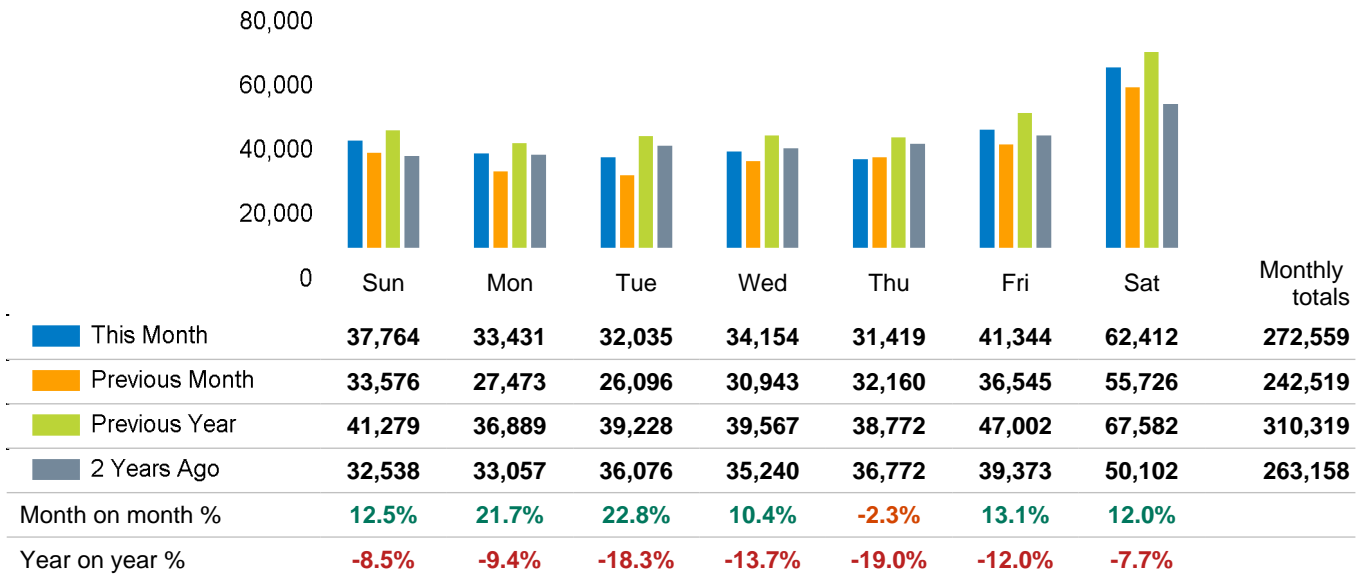
Number of days this month	7	19	2	
Number of days same month last year	9	19		
Number of days same month two years ago	4	4	19	1

Average temperature

	Maximum temperature	Minimum temperature
2024	12°	4°
2023	11°	4°
2022	10°	5°

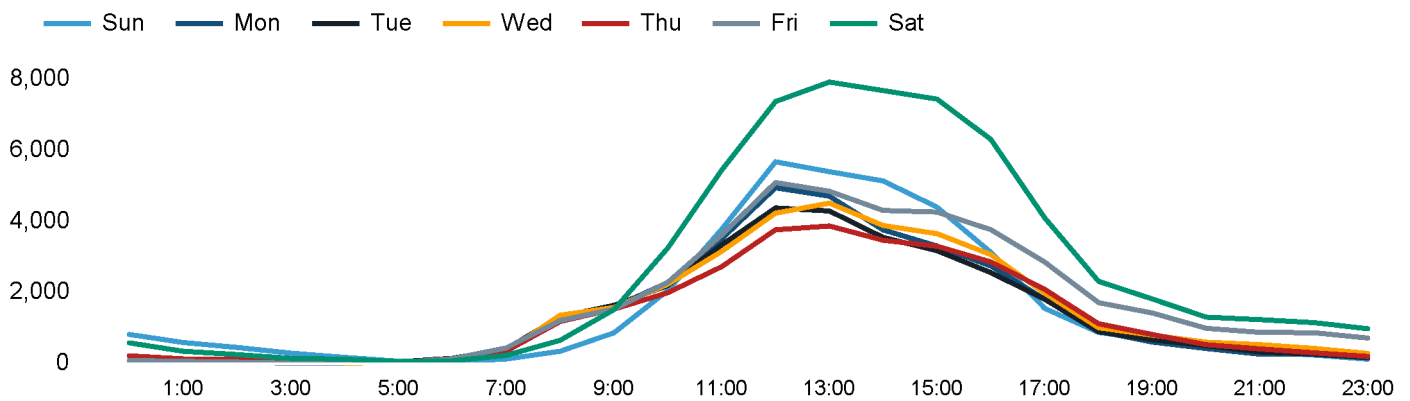
Footfall Counts by day

The figures shown below are calculated using weekly averages.



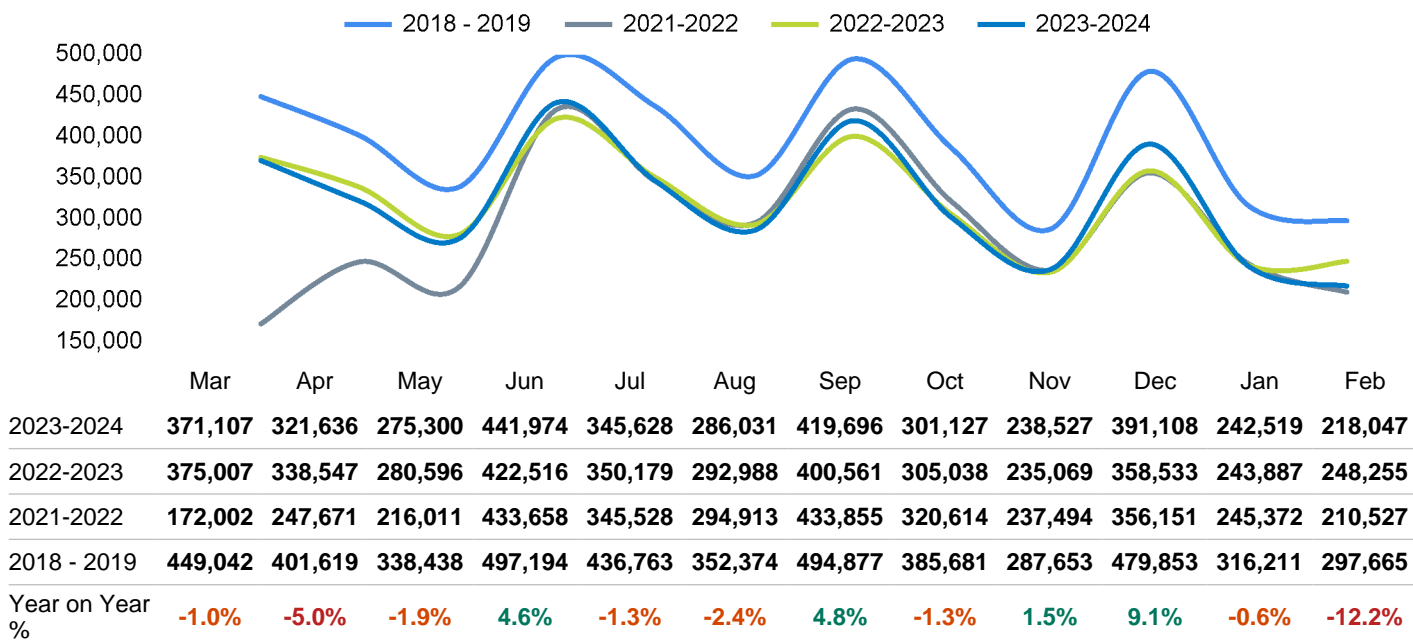
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

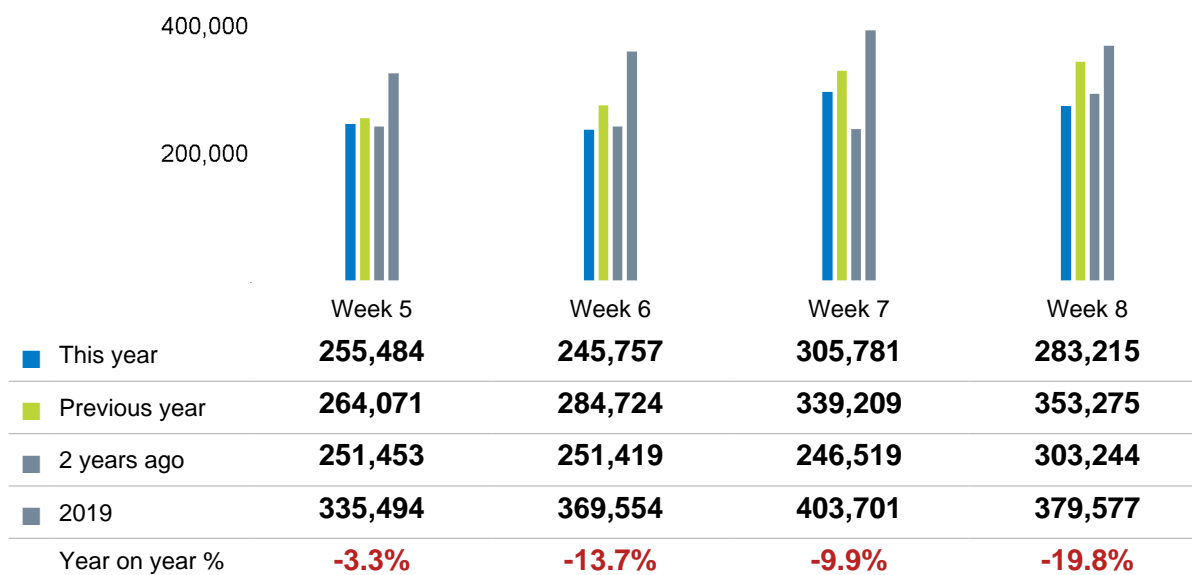
The figures shown below are calculated using weekly averages.



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

Footfall Counts by week of month

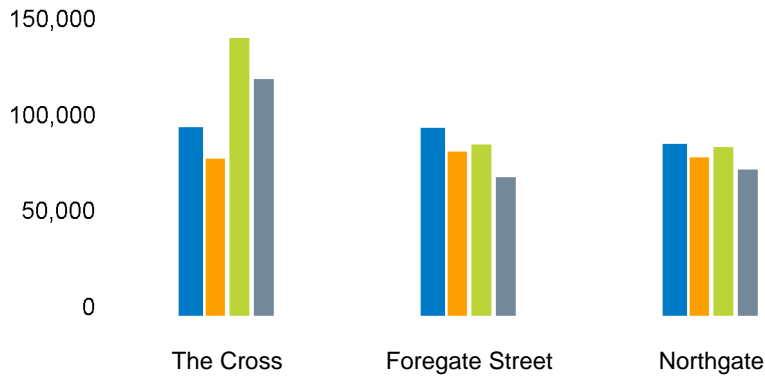
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

■ This month
 ■ Previous month
 ■ Previous year
 ■ 2 Years ago



This Month	93,764	93,179	85,616
Previous Month	79,435	82,841	80,242
Previous Year	138,526	86,564	85,229
2 Years Ago	118,398	70,484	74,275
Year on Year %	-32.3 %	7.6 %	0.5 %

Footfall Counts by location



■ The Cross, 34.4 %
■ Foregate Street, 34.2 %
■ Northgate, 31.4 %

Reporting dates

This month - 28 January 2024 - 24 February 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 February, 2024 Vs January, 2023 to February, 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2024 Vs 1 2024