

Footfall Report for: Chester

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Chester	-6.7%	2.0%	-4.7%	-5.0%	11.9%	8.3%
North & Yorkshire	-1.8%	1.5%	-4.1%	0.7%	2.4%	8.8%
High Street Index - BDSU (BDSU - Comparison)	-1.0%	12.3%	-0.6%	6.5%	4.9%	8.3%
BDO Sales(Weekly)						
UK	-0.8%	7.7%	-2.4%	4.6%	3.2%	9.5%

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 4,654,700 which is 6.7% down on the previous year.

The total number of visitors to Chester in month commencing 31 March 2024 was 1,225,499.

The busiest day in month commencing 31 March 2024 was Saturday 20 April with 78,750 visitors.

The peak hour of the month was 15:00 on Saturday 20 April 2024 with footfall of 9,946.

Footfall Counts by month






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

Figures shown below are calculated using monthly totals.

Weather



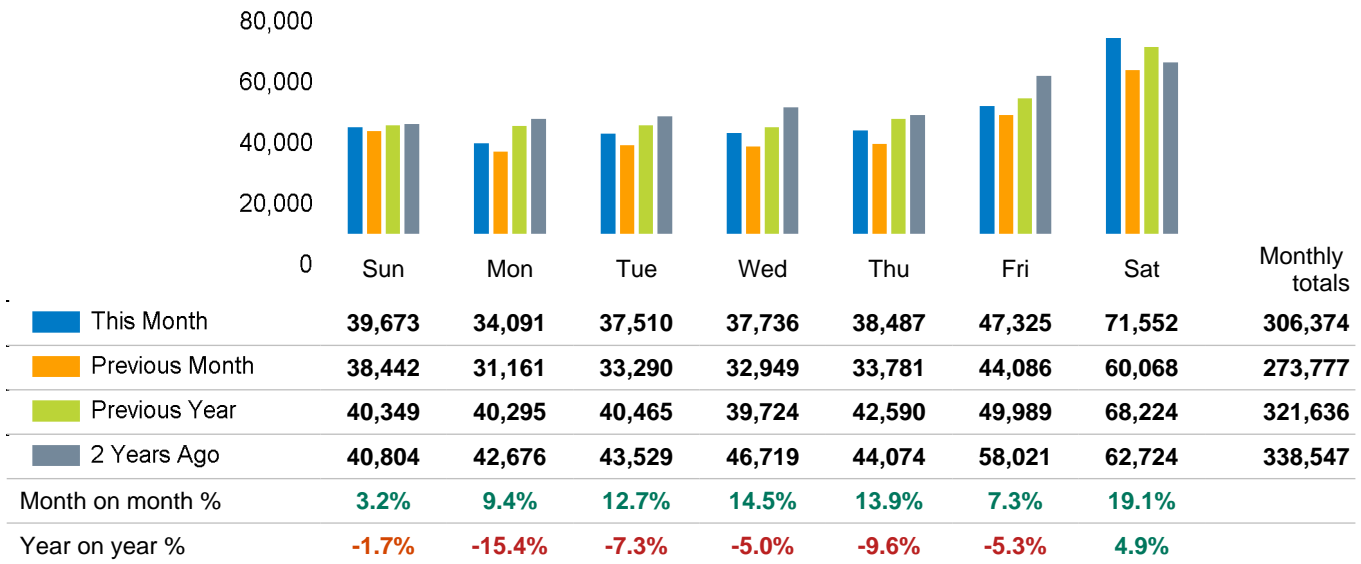
			
Number of days this month	6	20	2
Number of days same month last year	13	10	5
Number of days same month two years ago	10	6	12

Average temperature

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

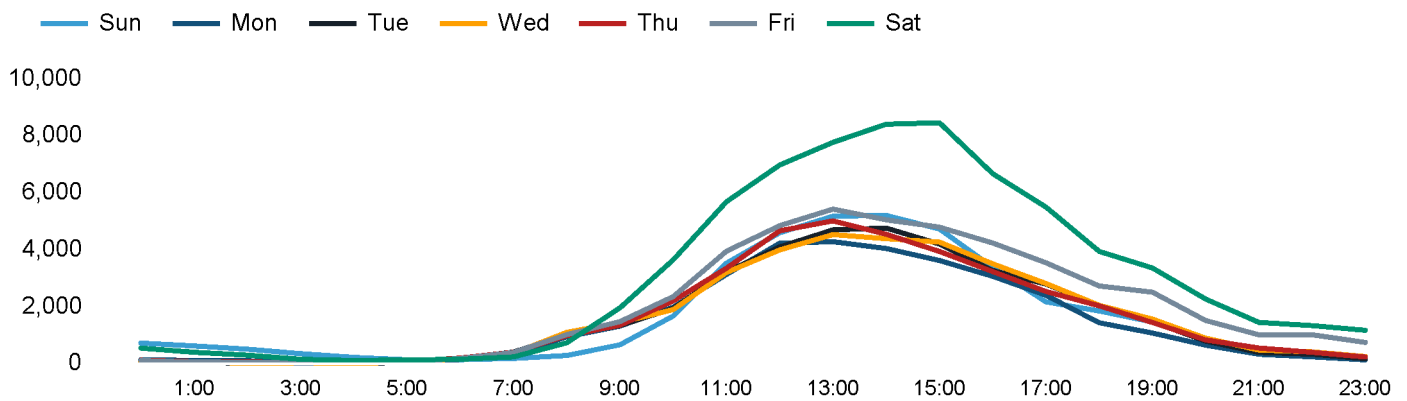
Footfall Counts by day

The figures shown below are calculated using weekly averages.



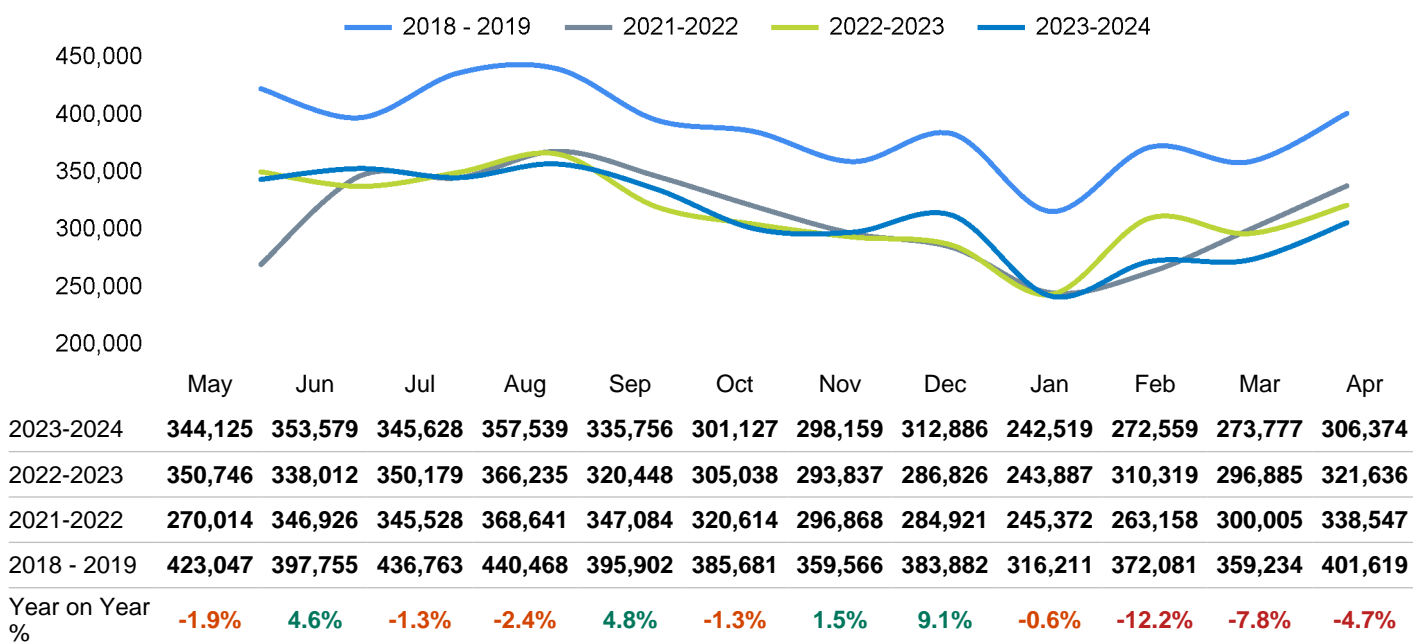
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

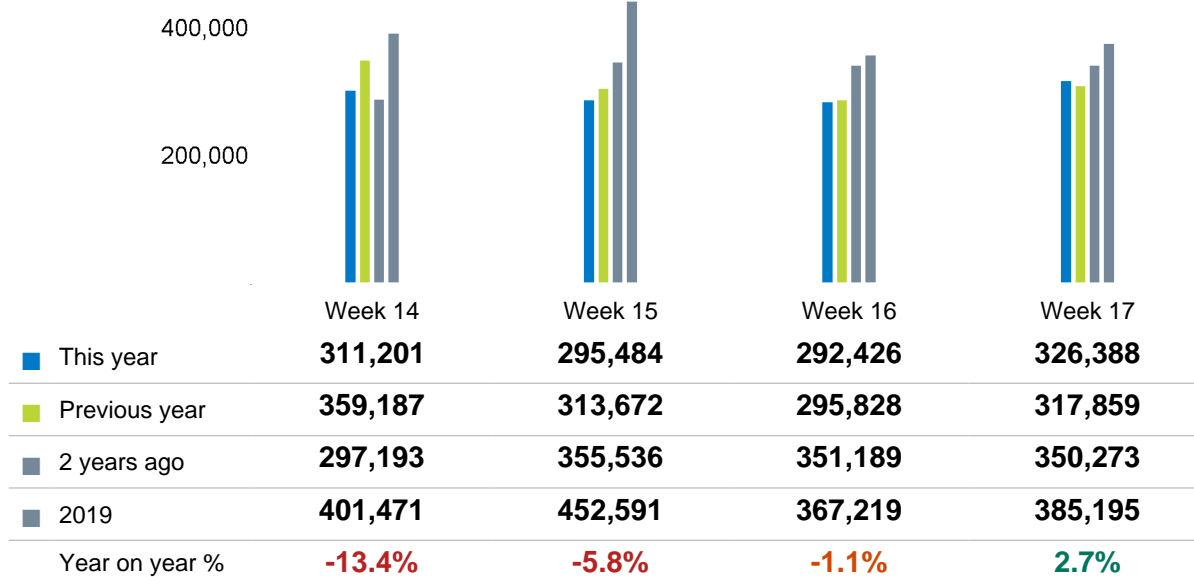
The figures shown below are calculated using weekly averages.



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

Footfall Counts by week of month

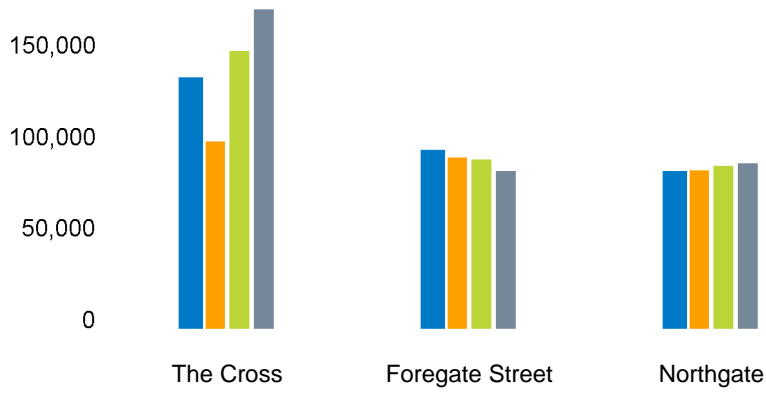
The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

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



This Month	130,703	93,388	82,283
Previous Month	99,069	90,652	84,055
Previous Year	145,374	89,697	86,564
2 Years Ago	166,994	83,788	87,764
Year on Year %	-10.1 %	4.1 %	-4.9 %

Footfall Counts by location



■ The Cross, 42.7 %
■ Foregate Street, 30.5 %
■ Northgate, 26.9 %

Reporting dates

This month - 31 March 2024 - 27 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

