

# Footfall Report for: Canterbury City Centre

## Weekly Footfall Counts

|                                  | Year to date % |       | Year on year % |       | Week on week % |       |
|----------------------------------|----------------|-------|----------------|-------|----------------|-------|
|                                  | 2024           | 2023  | 2024           | 2023  | 2024           | 2023  |
| Canterbury City Centre           | 9.1%           | 25.8% | -2.7%          | 24.5% | 3.5%           | 15.7% |
| South East                       | -4.0%          | 3.8%  | -8.6%          | 4.5%  | 0.1%           | 7.9%  |
| High Street Index(Historic Town) | -1.7%          | 5.4%  | -4.6%          | 4.5%  | 3.2%           | 5.2%  |
| UK                               | -1.1%          | 7.8%  | -6.6%          | 7.5%  | 0.9%           | 6.0%  |

Benchmark calculations (Year on Year and Week on Week) 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 to Canterbury City Centre for the last 52 weeks is 8,697,427 which is 7.5% up on the previous year.

The total number of visitors for the year to date is 2,793,528 which is 9.1% up on the previous year.

The total number of visitors to Canterbury City Centre in week commencing 22 April 2024 was 166,653.

The busiest day in week commencing 22 April 2024 was Saturday with 31,109 visitors.






















The peak hour of the week was 14:00 on Saturday 27 April 2024 with footfall of 3,324.

## Footfall Counts by week

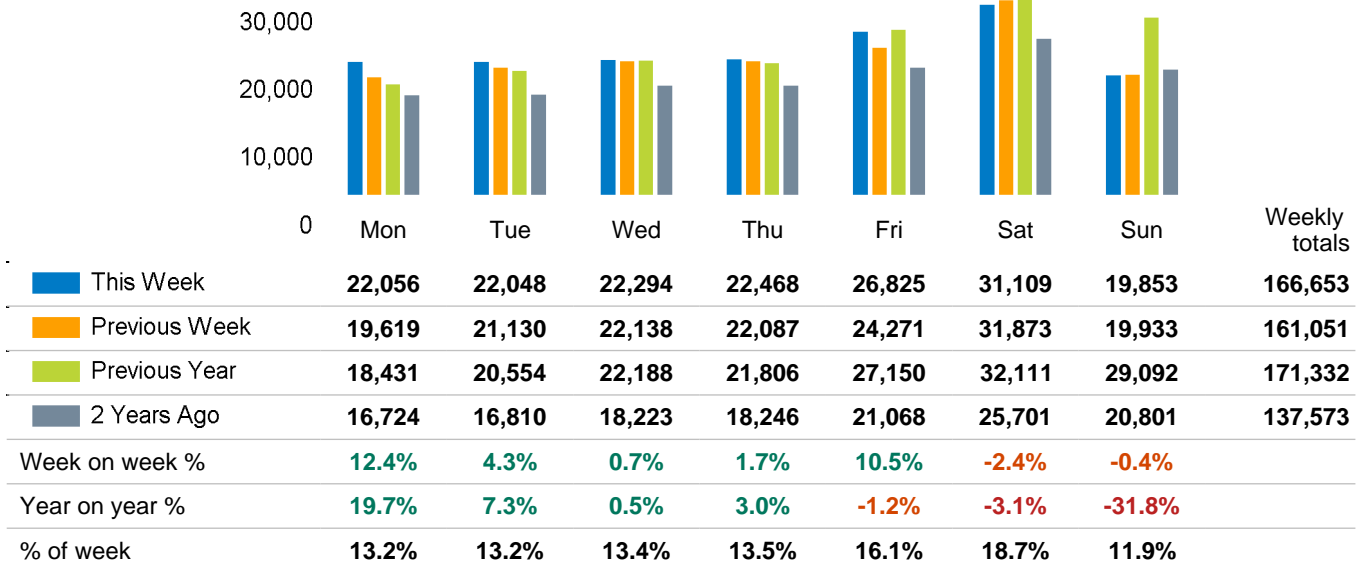


■ This Week      ■ Previous Year  
■ Previous Week    ■ 2 Years Ago

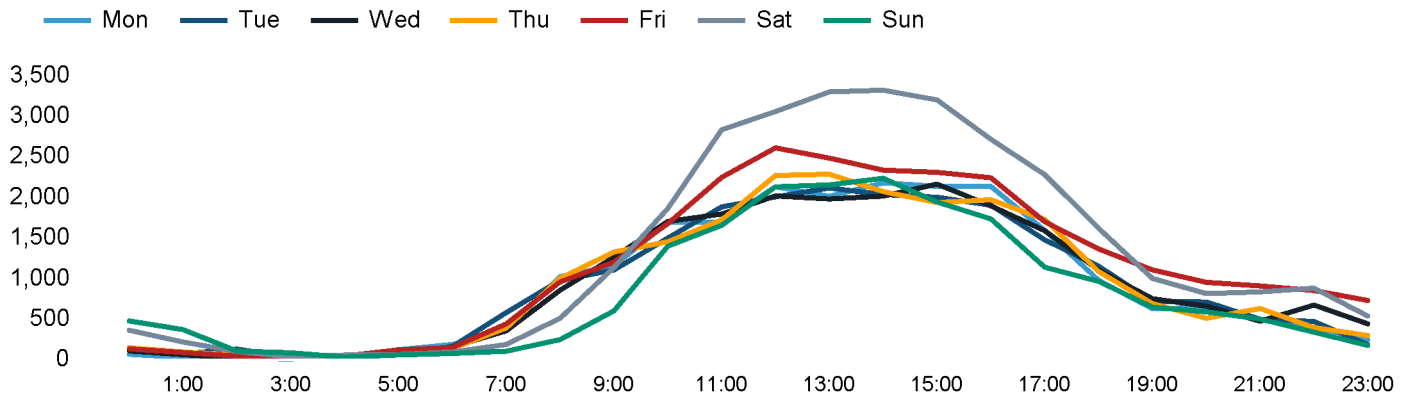
## Weather

|               | Mon   | Tue   | Wed   | Thu   | Fri   | Sat   | Sun   |
|---------------|---|---|---|---|---|---|---|
| This week     |  11° |  11° |  10° |  12° |  12° |  13° |  13° |
| Previous week |  15° |  13° |  12° |  14° |  14° |  13° |  11° |
| Previous year |  12° |  11° |  10° |  11° |  14° |  18° |  14° |

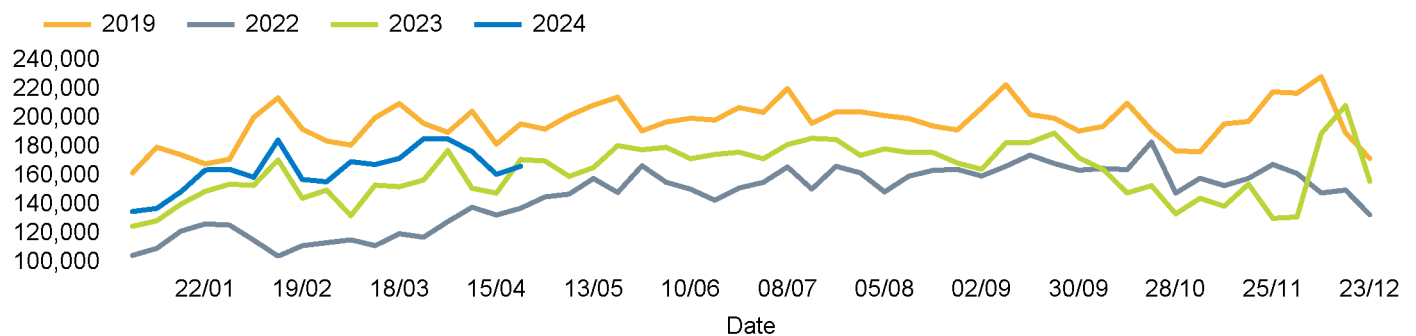
## Footfall Counts by day



## Footfall Counts by hour



## Footfall Counts by week



## Footfall Counts by location

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■ This week ■ Previous week ■ Previous year ■ 2 Years ago

200,000  
150,000  
100,000  
50,000  
0



High Street

|                |                |
|----------------|----------------|
| This Week      | <b>166,653</b> |
| Previous Week  | <b>161,051</b> |
| Previous Year  | <b>171,332</b> |
| 2 Years Ago    | <b>137,573</b> |
| Week on week % | <b>3.5 %</b>   |
| Year on Year % | <b>-2.7 %</b>  |



## Reporting dates

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This week - 22 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. Week 1, 2024 to Week 17, 2024 Vs Week 1, 2023 to Week 17, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 17, 2024 Vs Week 17, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 17 2024 Vs Week 16 2024

