

# Footfall Report for: Canterbury City Centre

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
Canterbury City Centre	9.1%	25.8%	6.4%	20.7%	1.3%	8.6%
South East	-4.0%	3.8%	-1.9%	2.0%	4.9%	7.0%
High Street Index(Historic Town)	-1.7%	5.4%	-4.5%	4.8%	3.1%	12.3%
UK	-1.1%	7.8%	-2.3%	4.8%	4.0%	9.7%

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

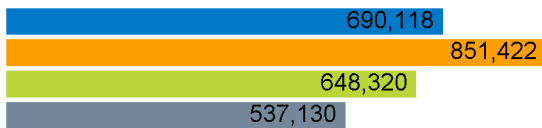
The total number of visitors for the year to date is 2,793,528 which is 9.1% up on the previous year.

The total number of visitors to Canterbury City Centre in month commencing 1 April 2024 was 690,118.

The busiest day in month commencing 1 April 2024 was Saturday 13 April with 33,960 visitors.

The peak hour of the month was 14:00 on Saturday 13 April 2024 with footfall of 3,373.

## Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

## Weather



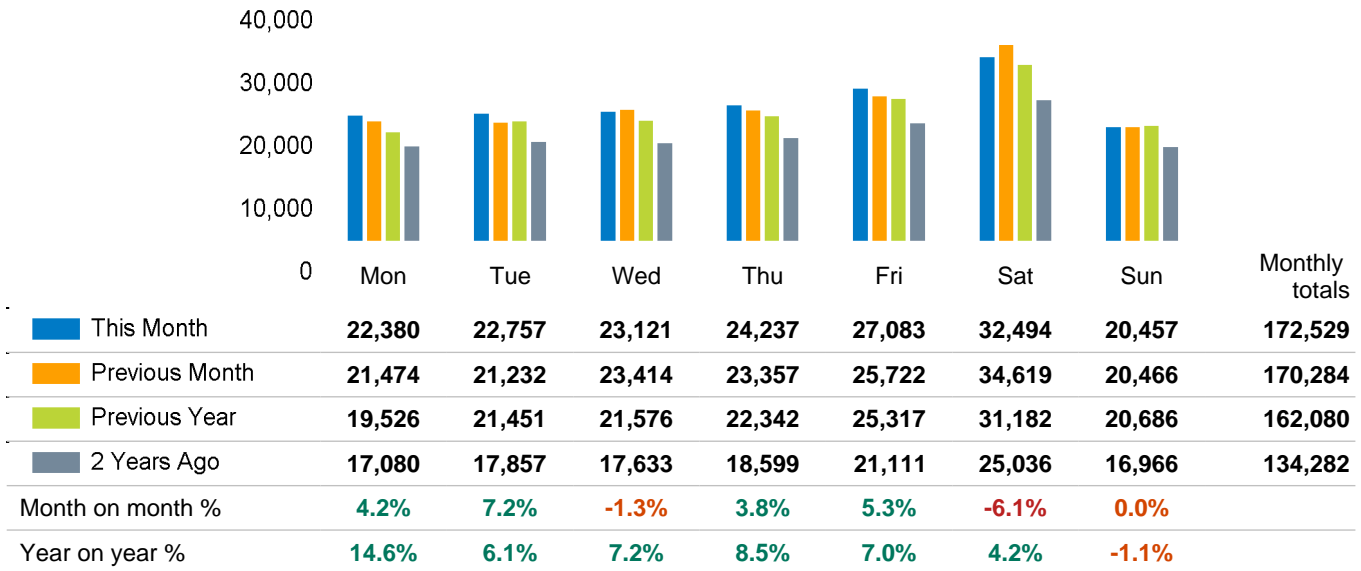
Number of days this month	13	15	
Number of days same month last year	14	7	7
Number of days same month two years ago	19	5	4

## Average temperature

	Maximum temperature	Minimum temperature
2024	15°	6°
2023	12°	5°
2022	15°	6°

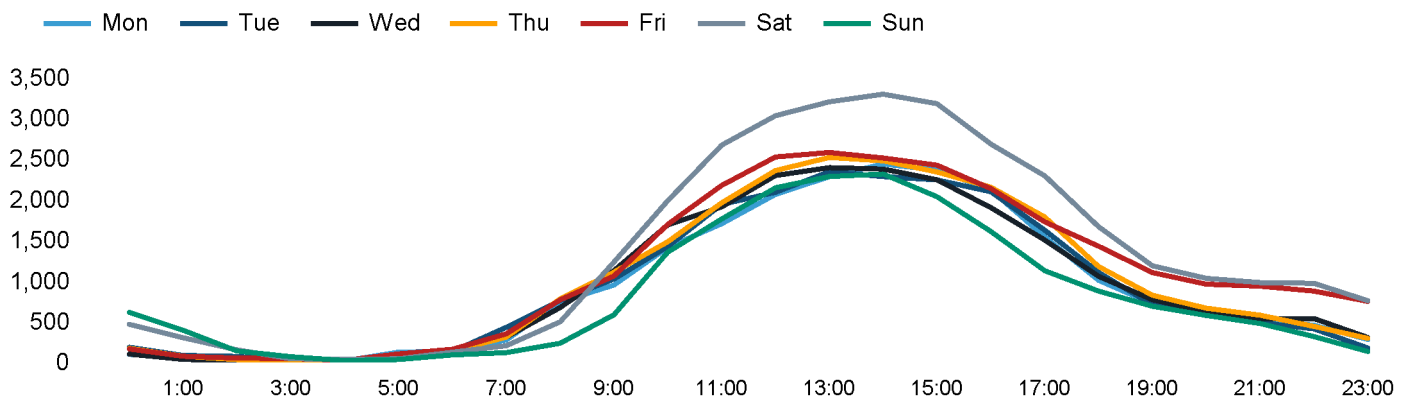
## Footfall Counts by day

The figures shown below are calculated using weekly averages.



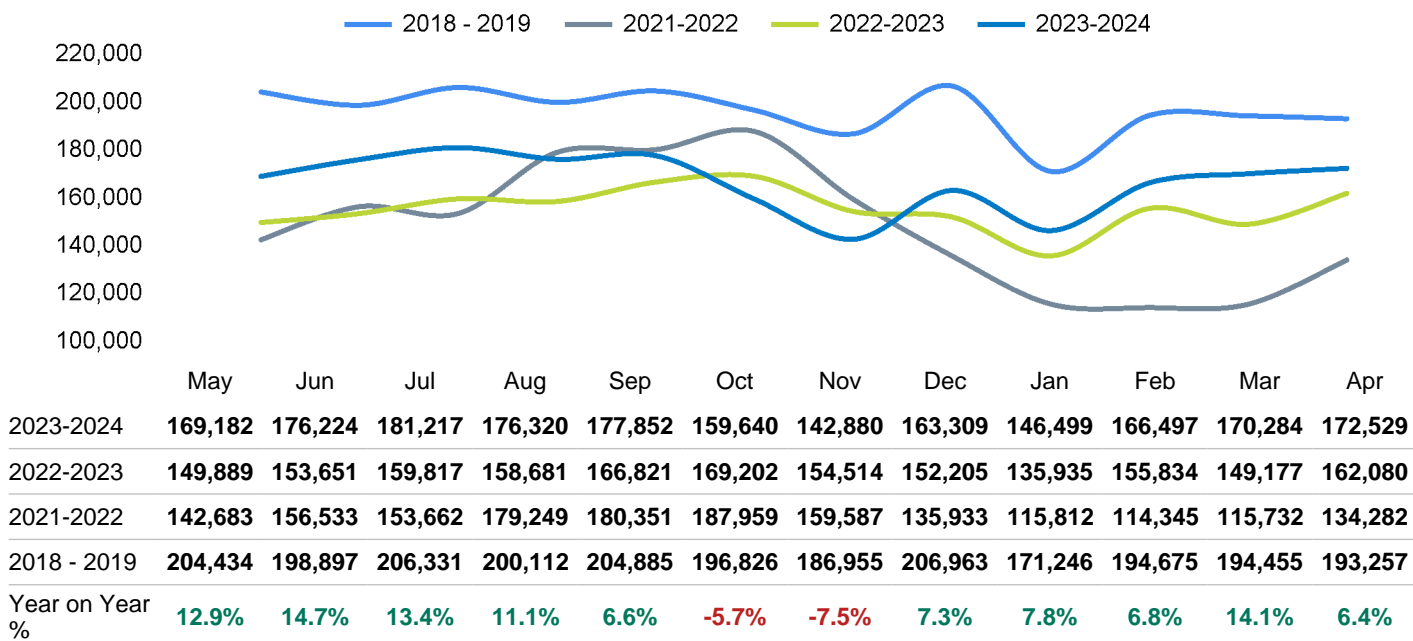
## Footfall Counts by hour

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

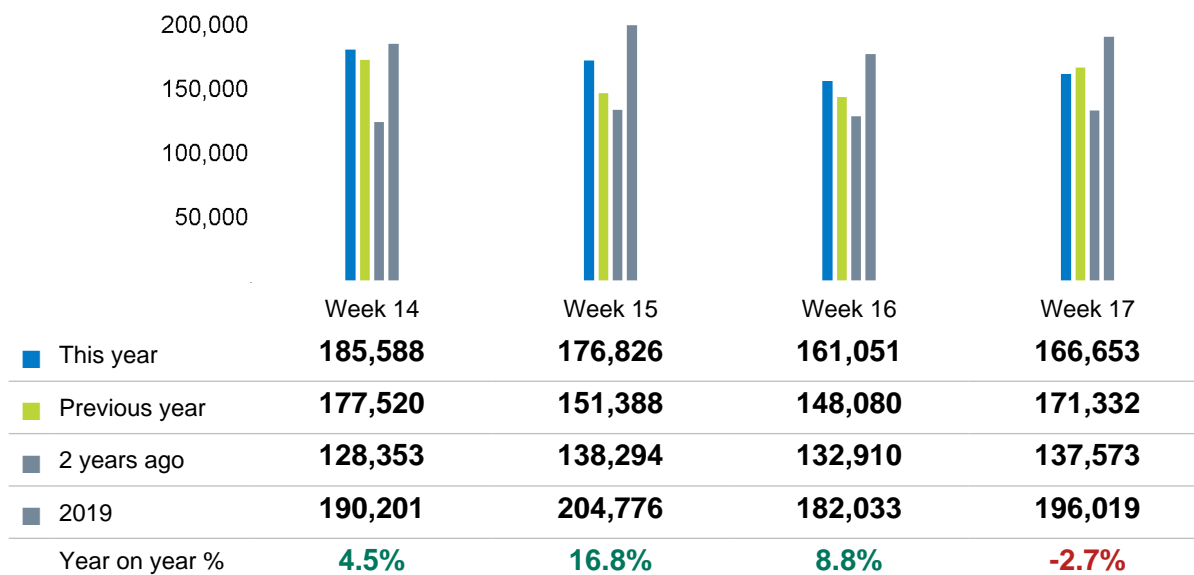
The figures shown below are calculated using weekly averages.



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

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

High Street

This Month	<b>172,529</b>
Previous Month	<b>170,284</b>
Previous Year	<b>162,080</b>
2 Years Ago	<b>134,282</b>
Year on Year %	<b>6.4 %</b>



## Reporting dates

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This month - 01 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. 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

