



### Canterbury City Centre

Week 52, 2018

24/12/2018 to 30/12/2018



REGION - South East

Monday to Sunday

COUNT TYPE: Footfall Counts

### Benchmark Calculations

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

	Year to Date % Change		Year on Year % Change		Week On Week % Change	
	2018	2017	2018	2017	2018	2017
Canterbury City Centre					▼ -22.1 %	
South East	▼ -4.1 %	▲ 0.0 %	▲ 1.7 %	▼ -8.3 %	▼ -25.4 %	▼ -34.7 %
High Street Index (Historic Town)	▼ -2.3 %	▲ 0.6 %	▲ 3.9 %	▼ -5.6 %	▼ -21.9 %	▼ -28.3 %
UK	▼ -2.5 %	▼ -1.1 %	▲ 2.8 %	▼ -10.3 %	▼ -21.5 %	▼ -29.0 %

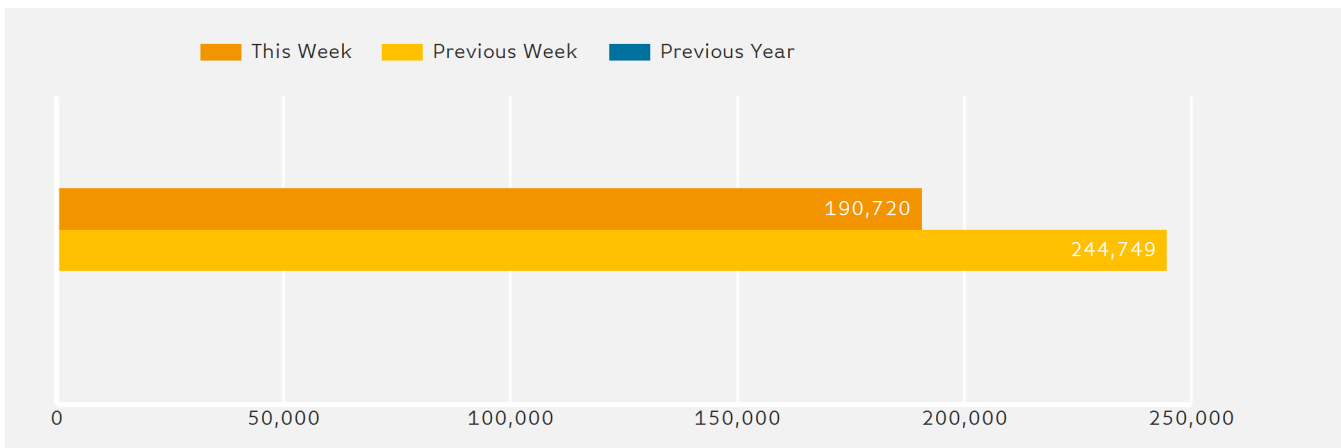
### Headlines

The number of visitors counted for week commencing 24 December 2018 was 190,720.

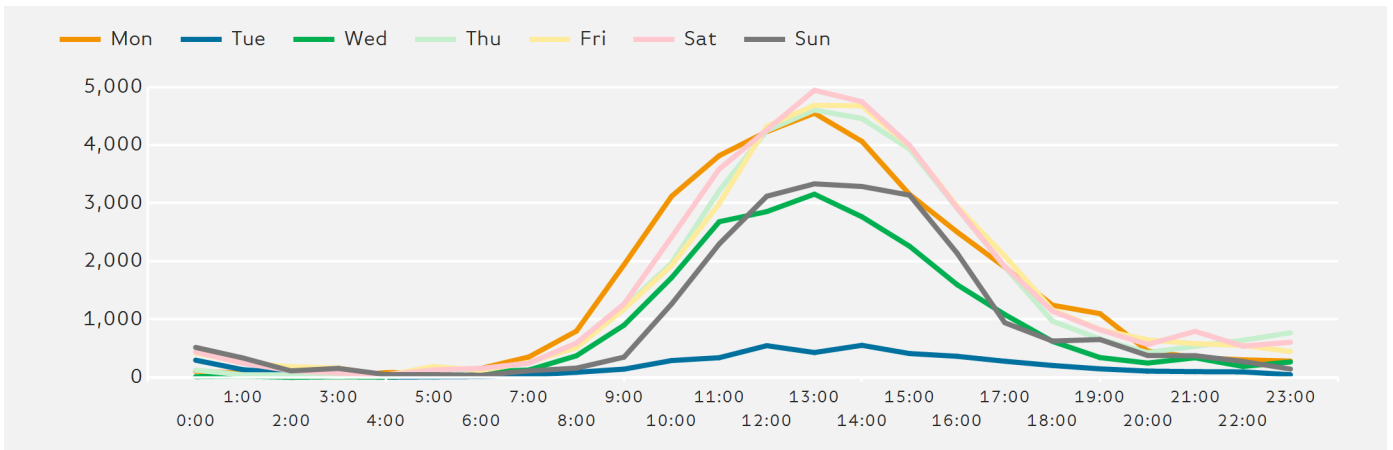
The busiest day in week commencing 24 December 2018 was Saturday with 36,575 visitors.

The peak hour of the week was 13:00 on Saturday 29 December 2018 with footfall of 4,945

### Footfall by Week



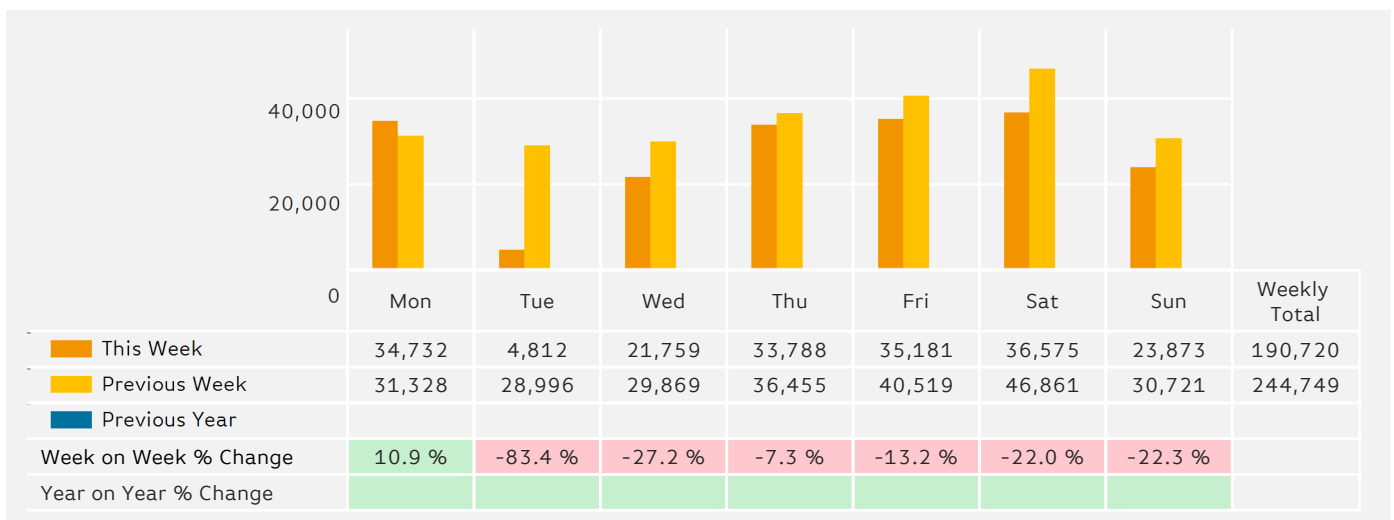
### Footfall by Hour



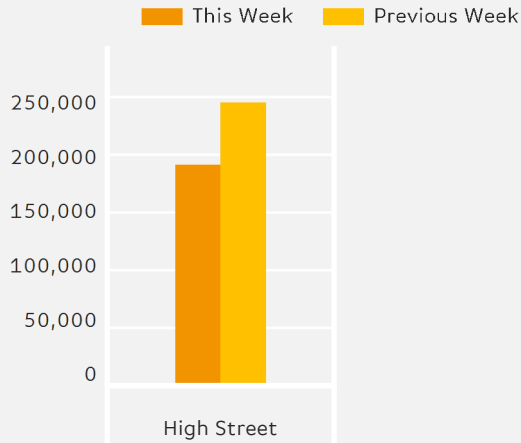
### Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This Week	8	9	9	8	8	12	12
Previous Week	9	9	10	10	13	11	12
Previous Year	9	7	5	4	8	13	12

### Footfall by Day

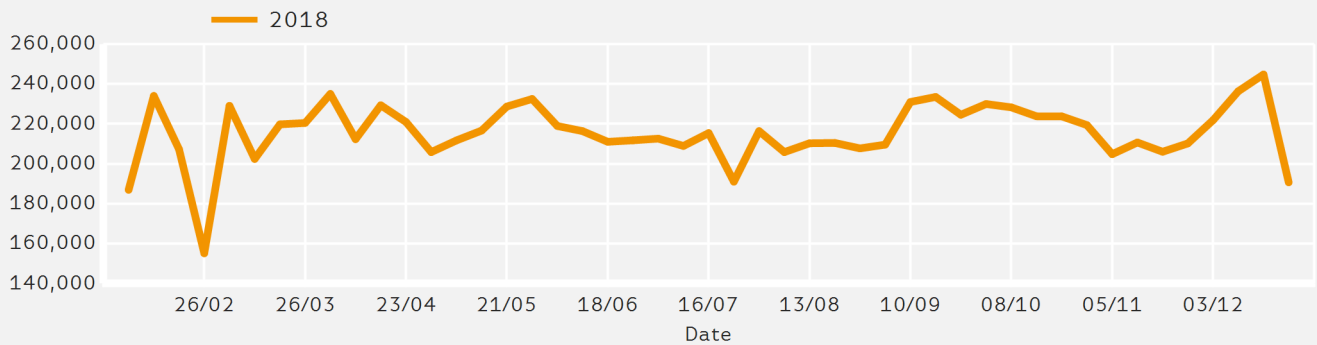


### Footfall by Location



This Week	190,720
Previous Week	244,749
Previous Year	
Week on Week % Change	-22.1 %
Year on Year % Change	

### Footfall by Week



**Notes**

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2018 to Week 52, 2018 Vs Week 1, 2017 to Week 52, 2017

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 52, 2018 Vs Week 52, 2017

Week on Week % Change is the % change in footfall for this week from the previous week. Week 52 2018 Vs Week 51 2018