

Footfall Report for: Canterbury City Centre

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Canterbury City Centre	27.6%	91.1%	28.9%	57.5%	-4.3%	1.2%
South East	4.4%	119.9%	-1.5%	93.2%	-3.4%	5.6%
High Street Index(Historic Town)	5.6%	162.6%	-1.8%	133.1%	-6.4%	6.5%
UK	8.9%	146.0%	-0.3%	126.7%	-5.2%	11.0%

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 1,912,970 which is 27.6% up on the previous year.

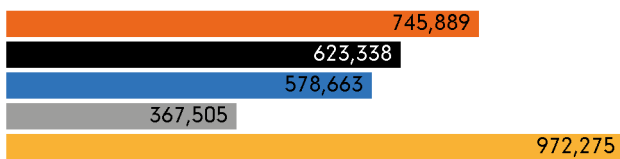
The total number of visitors to Canterbury City Centre in month commencing 27 February 2023 was 745,889.

The busiest day in month commencing 27 February 2023 was Saturday 25 March with 32,142 visitors.

The peak hour of the month was 13:00 on Saturday 4 March 2023 with footfall of 3,334.

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year ■ 2019
■ Previous Month ■ 2 Years Ago

Weather



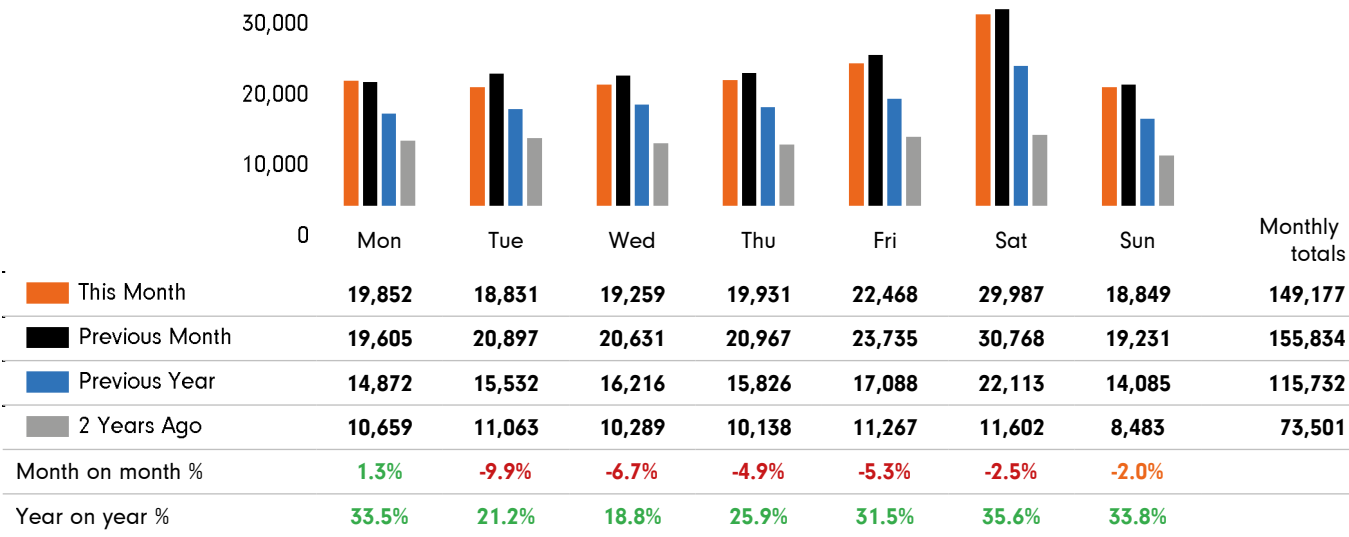
Number of days this month	6	26	2	1	
Number of days same month last year	20	2	10	1	2
Number of days same month two years ago	15	6	13		1

Average temperature

	Maximum temperature	Minimum temperature
2023	10°	4°
2022	12°	4°
2021	11°	4°

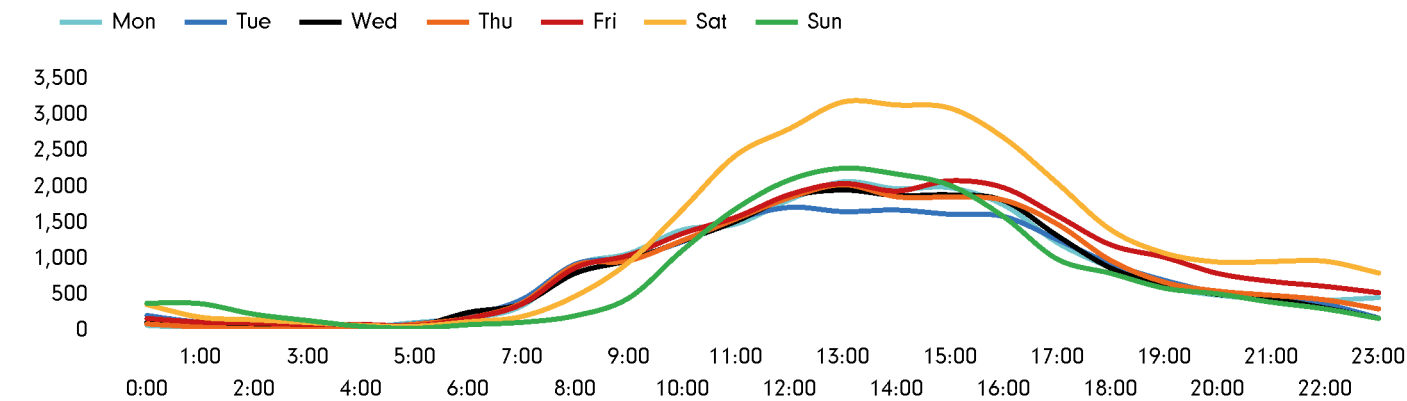
Footfall by day

The figures shown below are calculated using weekly averages.



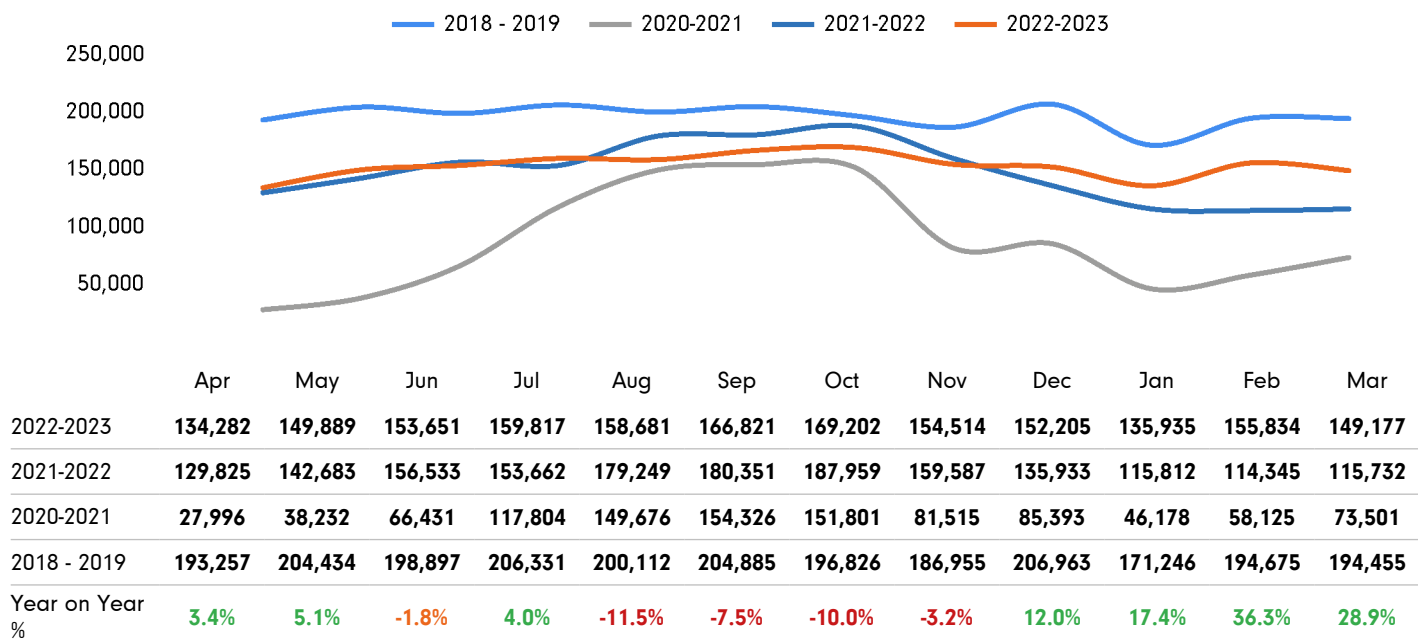
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

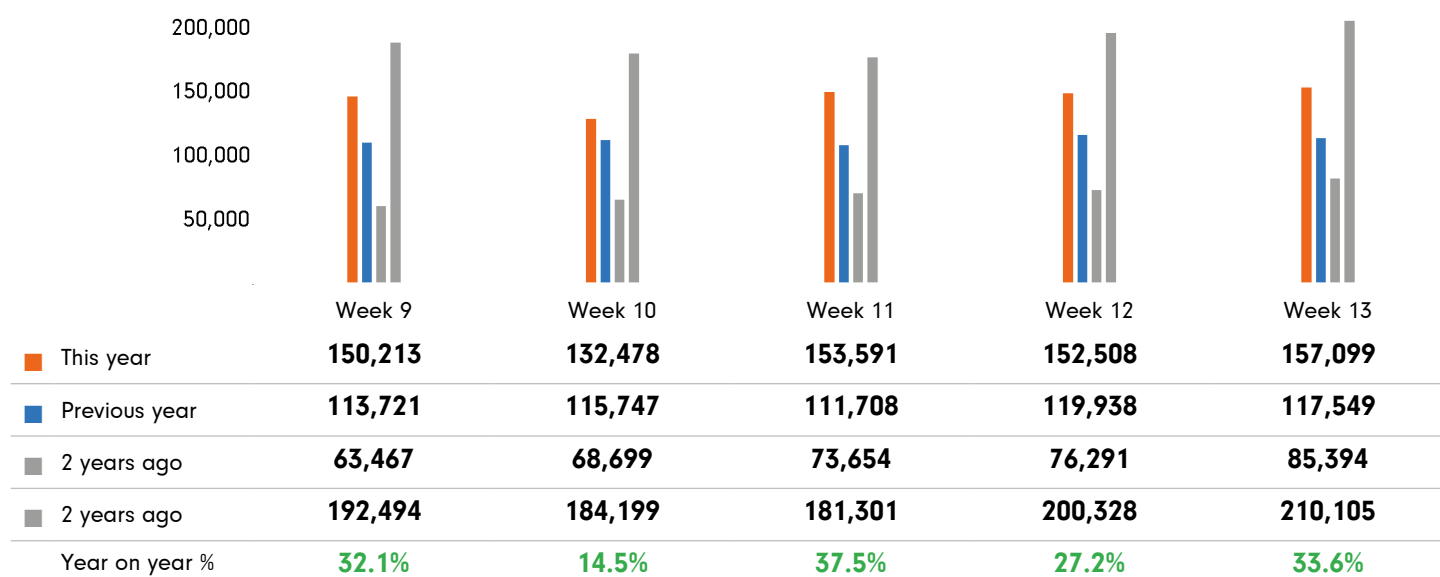
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for March compares March 2023 to March 2022

Footfall by week of month

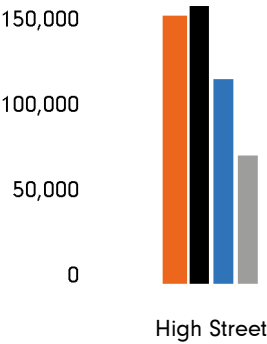
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

This month Previous month Previous year 2 Years ago



This Month	149,177
Previous Month	155,834
Previous Year	115,732
2 Years Ago	73,501
Year on Year %	28.9 %

Reporting dates

This month - 27 February 2023 - 02 April 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2023 to March , 2023 Vs January, 2022 to March , 2022

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.March, 2023 Vs March, 2022

Month on Month % Change is the % change in footfall for this Month from the previous Month.3 2023 Vs 2 2023

2019 Comparison for: Canterbury City Centre

2019 comparison for Canterbury City Centre

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2022 against the similar time period in 2019

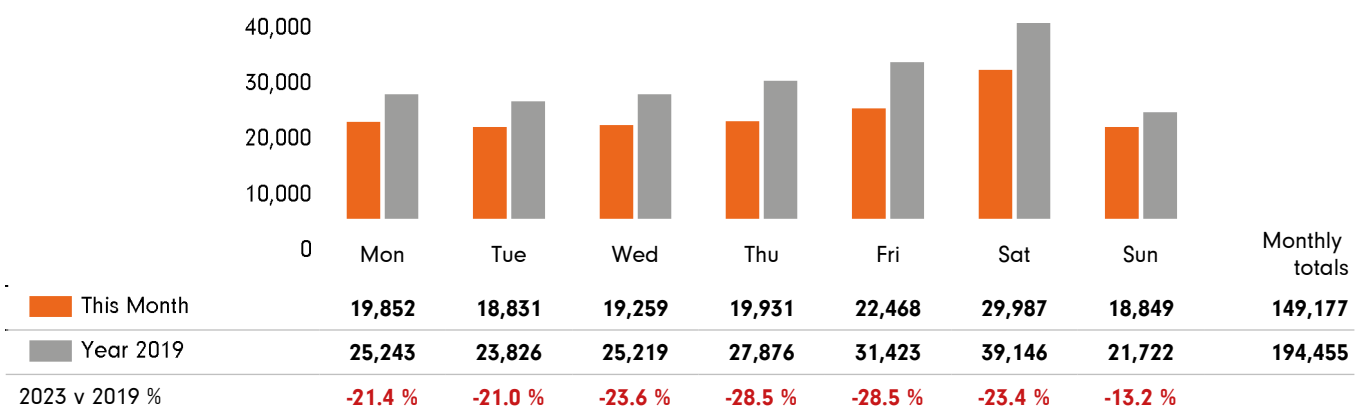
Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Canterbury City Centre	-21.5 %	-23.3 %
South East	-12.3 %	-16.0 %
High Street Index(Historic Town)	-13.8 %	-15.3 %
UK	-16.3 %	-18.8 %

Canterbury City Centre is compared to the high street index.

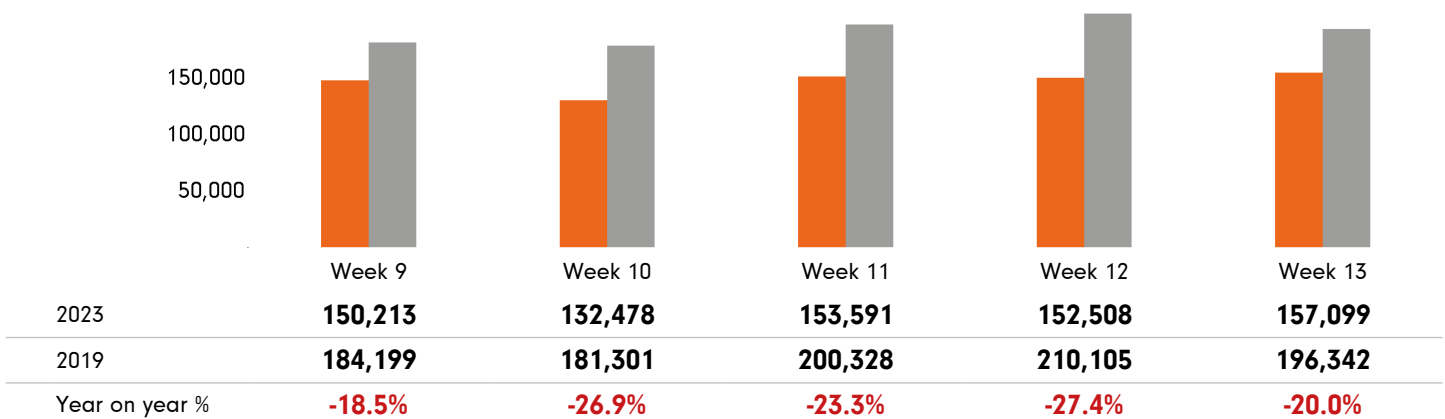
Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

