

Footfall Report for: Canterbury City Centre

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Canterbury City Centre	18.6%	17.3%	11.1%	-11.5%	-2.7%	-0.7%
South East	3.6%	36.9%	4.2%	5.9%	-0.9%	-1.7%
High Street Index(Historic Town)	4.8%	44.2%	4.2%	4.9%	0.6%	-0.8%
UK	5.1%	48.1%	1.4%	13.6%	1.6%	1.0%

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

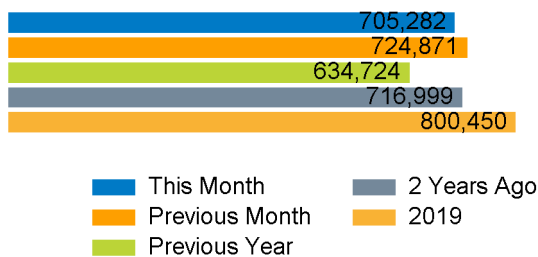
The total number of visitors for the year to date is 5,549,297 which is 18.6% up on the previous year.

The total number of visitors to Canterbury City Centre in month commencing 31 July 2023 was 705,282.

The busiest day in month commencing 31 July 2023 was Saturday 12 August with 32,054 visitors.

The peak hour of the month was 13:00 on Saturday 12 August 2023 with footfall of 3,136.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



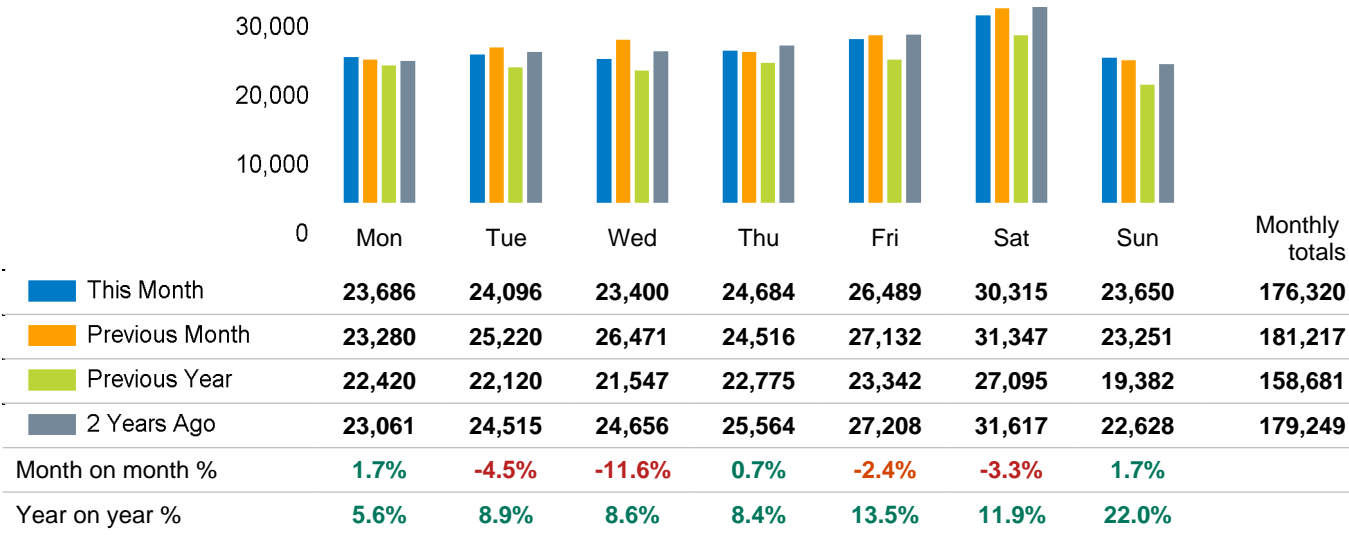
Number of days this month	17	10	1
Number of days same month last year	21	1	6
Number of days same month two years ago	15	5	8

Average temperature

	Maximum temperature	Minimum temperature
2023	23°	13°
2022	26°	15°
2021	21°	13°

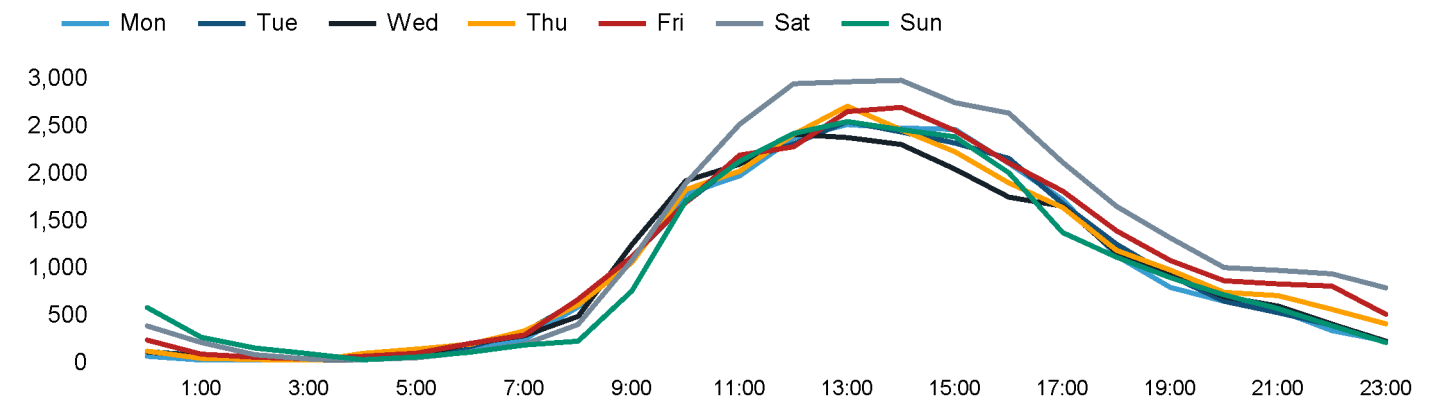
Footfall Counts by day

The figures shown below are calculated using weekly averages.



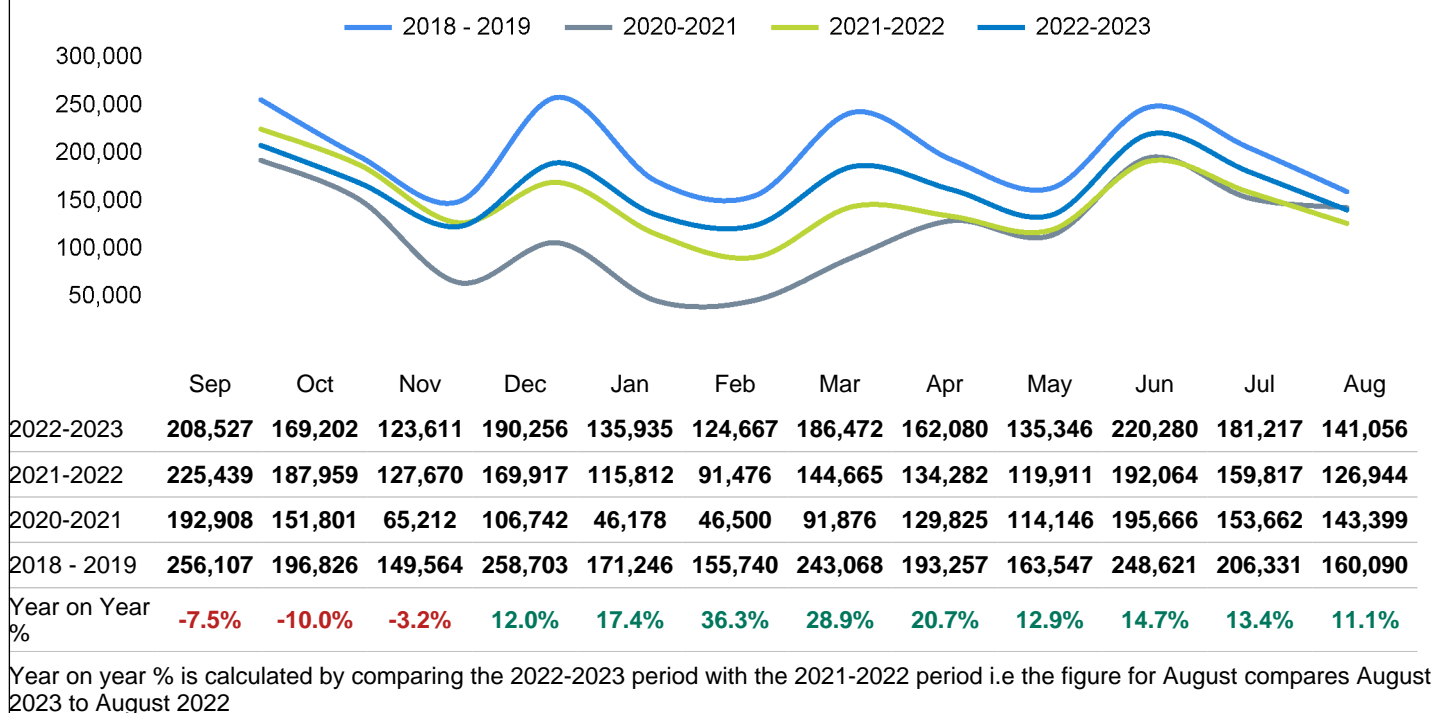
Footfall Counts by hour

The figures shown below are calculated using a weekly average



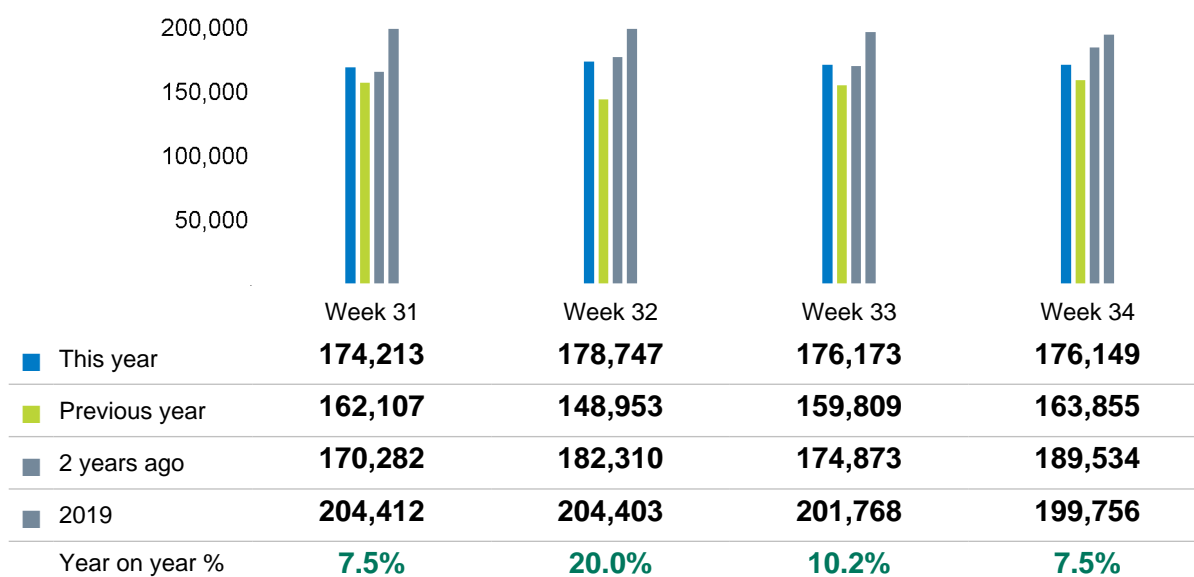
Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.



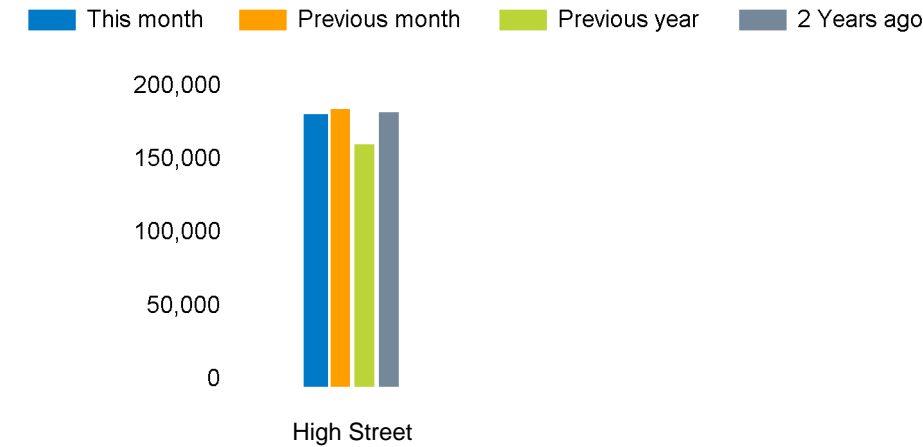
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	176,320
Previous Month	181,217
Previous Year	158,681
2 Years Ago	179,249
Year on Year %	11.1 %

Reporting dates

This month - 31 July 2023 - 27 August 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 August , 2023 Vs January, 2022 to August , 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2023 Vs 7 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

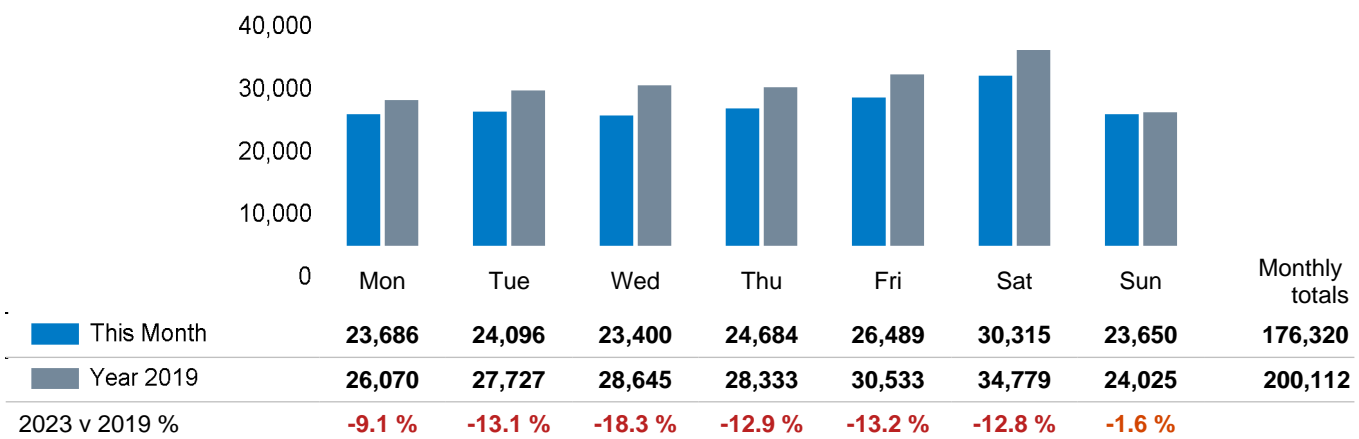
Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Canterbury City Centre	-16.5 %	-11.9 %
South East	-11.0 %	-9.4 %
High Street Index(Historic Town)	-10.0 %	-7.8 %
UK	-14.3 %	-12.9 %

Canterbury City Centre is compared to the high street index.

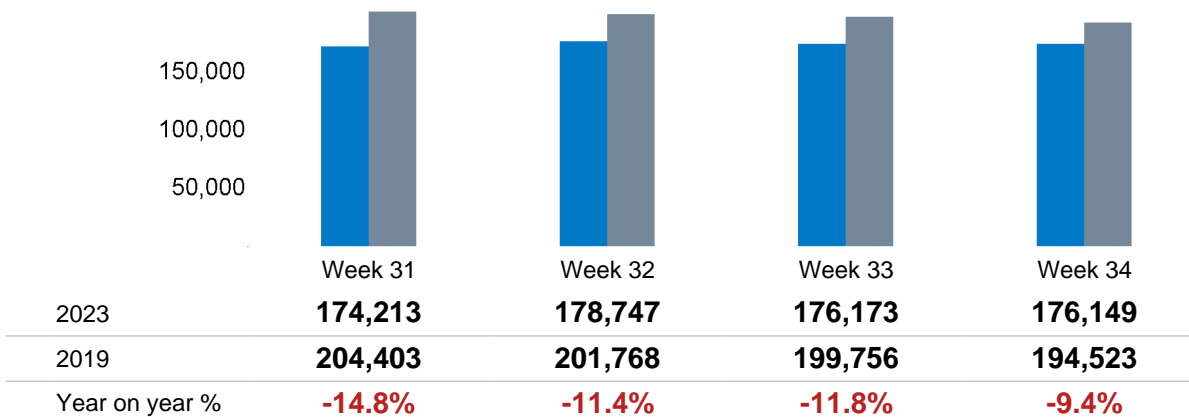
Footfall Counts by day

The figures shown below are calculated using weekly averages.



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.

