

Footfall Report for: Canterbury City Centre

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Canterbury City Centre	11.9%	8.7%	17.4%	8.6%	-25.1%	-11.4%
South East	2.3%	22.4%	-6.7%	1.5%	-34.3%	-18.9%
High Street Index(Historic Town)	3.2%	28.0%	-7.7%	7.7%	-30.8%	-10.9%
UK	3.3%	30.7%	-5.2%	14.0%	-27.9%	-14.3%

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 8,465,189 which is 11.9% up on the previous year.

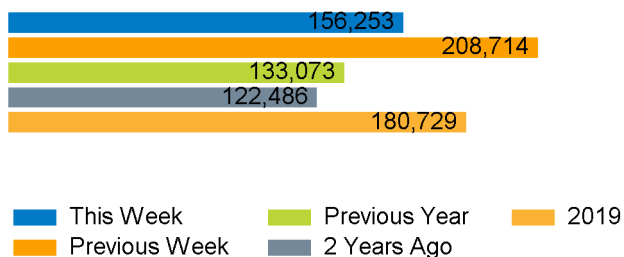
The total number of visitors for the year to date is 8,465,189 which is 11.9% up on the previous year.

The total number of visitors to Canterbury City Centre in week commencing 25 December 2023 was 156,253.






















The busiest day in week commencing 25 December 2023 was Friday with 31,124 visitors.

The peak hour of the week was 13:00 on Friday 29 December 2023 with footfall of 3,578.

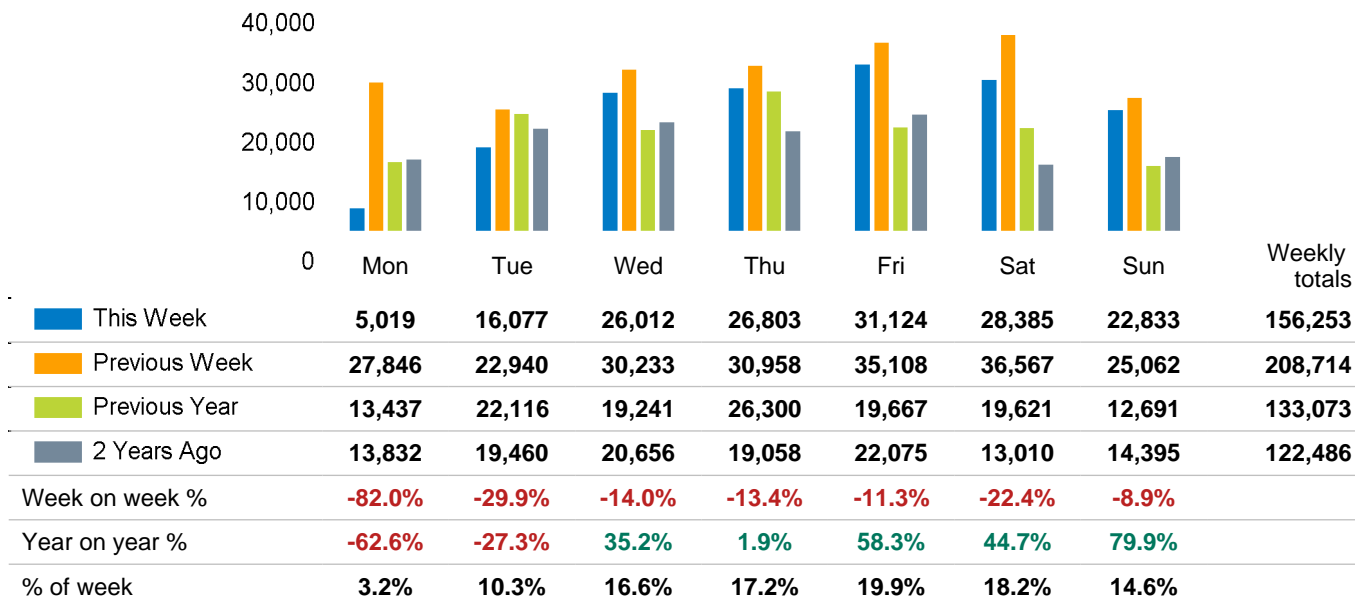
Footfall Counts by week



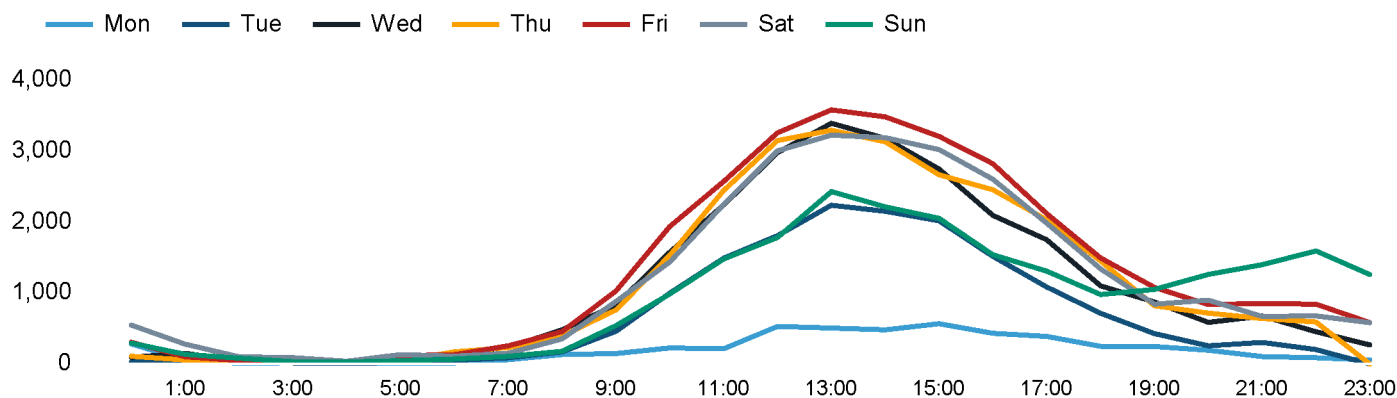
Weather

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

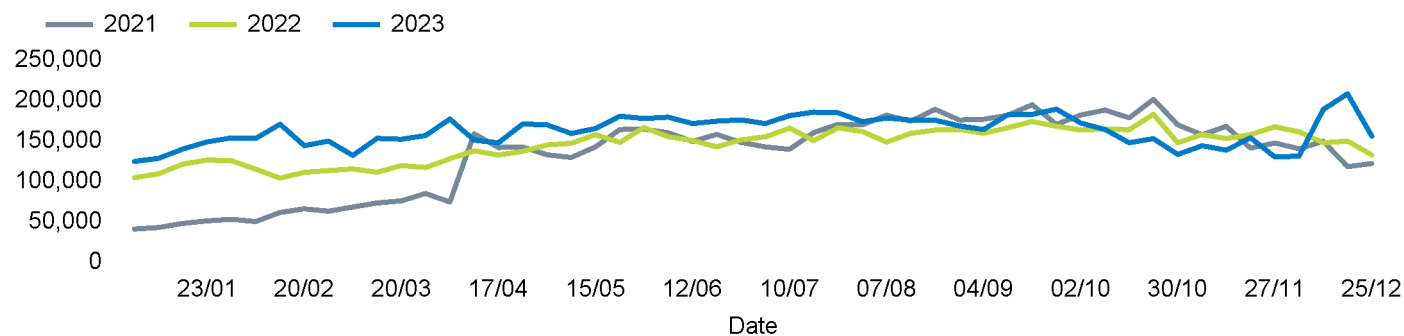
Footfall Counts by day



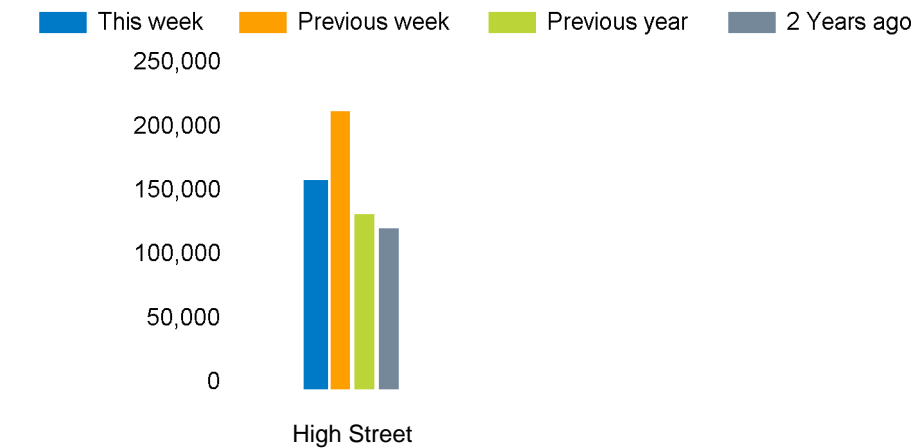
Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location



This Week	156,253
Previous Week	208,714
Previous Year	133,073
2 Years Ago	122,486
Week on week %	-25.1 %
Year on Year %	17.4 %

Reporting dates

This week - 25 December 2023 - 31 December 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2023 to Week 52 , 2023 Vs Week 1, 2022 to Week 52 , 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week52, 2023 Vs Week 52, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 52 2023 Vs Week 51 2023

2019 Comparison for: Canterbury City Centre

2019 comparison for Canterbury City Centre

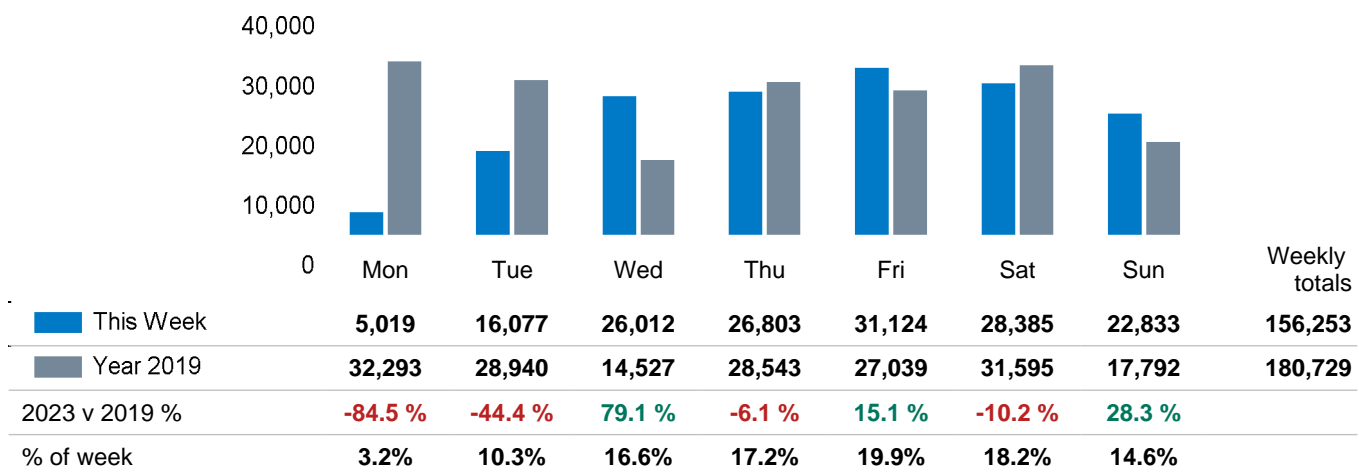
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your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

Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Canterbury City Centre	-17.3 %	-13.5 %
South East	-10.5 %	-19.8 %
High Street Index(Historic Town)	-9.3 %	-18.5 %
UK	-13.5 %	-19.2 %

Canterbury City Centre is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

