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	7.8%	17.4%	7.8%	17.4%	-10.3%	-10.7%
South East	-7.0%	6.9%	-6.9%	6.8%	-18.3%	-12.5%
High Street Index(Historic Town)	-3.5%	10.2%	-3.7%	9.6%	-23.8%	-19.3%
UK	-2.4%	15.6%	-2.3%	15.4%	-20.3%	-16.6%

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 585,998 which is 7.8% up on the previous year.

The total number of visitors to Canterbury City Centre in month commencing 1 January 2024 was 585,998.

The busiest day in month commencing 1 January 2024 was Saturday 27 January with 35,057 visitors.

The peak hour of the month was 14:00 on Saturday 27 January 2024 with footfall of 3,449.

Footfall Counts by month

585,998
816,548
543,743
463,249
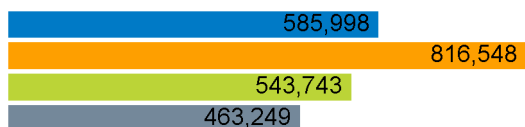
- This Month
- Previous Month
- Previous Year
- 2 Years Ago

Figures shown below are calculated using monthly totals.

Weather

	☀	☁	⛈	≡
Number of days this month	13	13	2	
Number of days same month last year	12	14	2	
Number of days same month two years ago	16	5	6	1

Average temperature

	Maximum temperature	Minimum temperature
2024	8°	1°
2023	8°	3°
2022	8°	2°

Footfall Counts by day

The figures shown below are calculated using weekly averages.

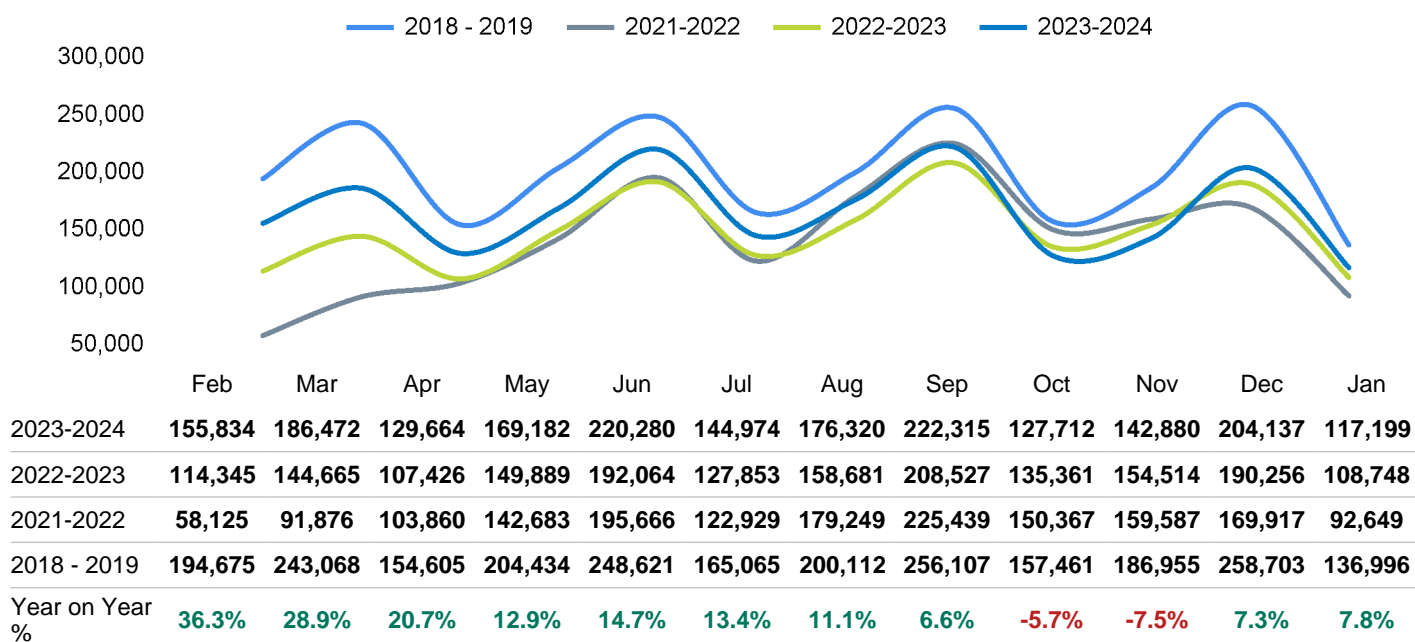|	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Monthly totals
This Month	17,396	17,512	20,180	19,807	23,054	30,762	17,788	146,499
Previous Month	16,361	18,877	22,770	23,959	28,632	31,815	20,895	163,309
Previous Year	17,762	16,788	18,009	17,875	21,033	26,944	17,524	135,935
2 Years Ago	15,431	14,332	15,229	14,678	17,573	23,316	15,253	115,812
Month on month %	6.3%	-7.2%	-11.4%	-17.3%	-19.5%	-3.3%	-14.9%	
Year on year %	-2.1%	4.3%	12.1%	10.8%	9.6%	14.2%	1.5%	
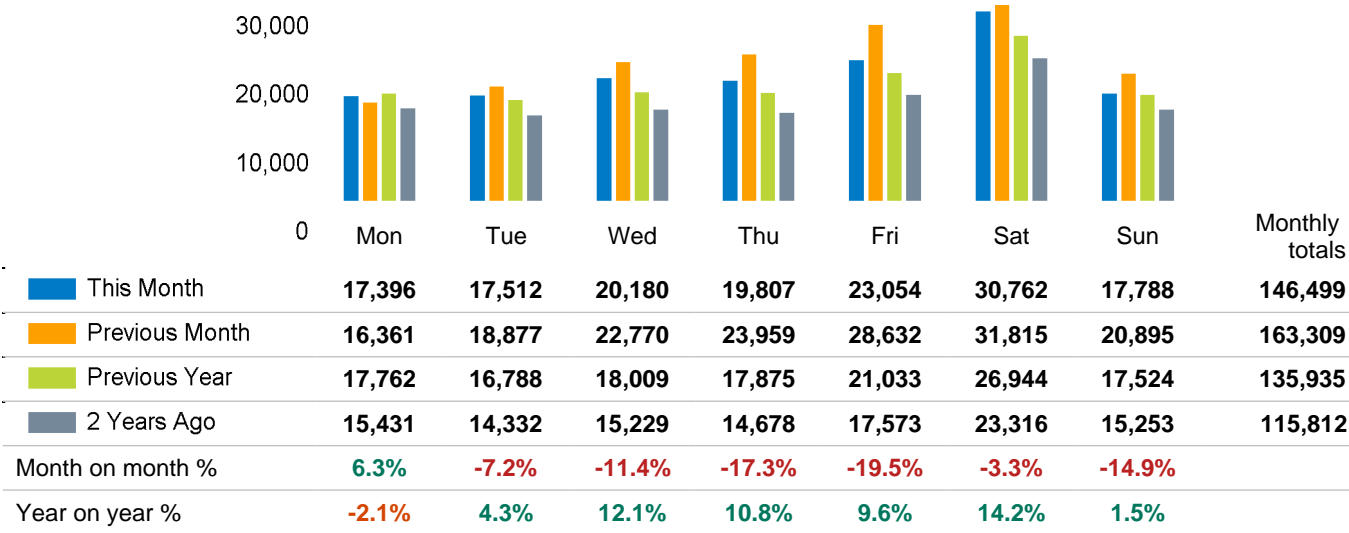
Footfall Counts by hour

The figures shown below are calculated using a weekly average
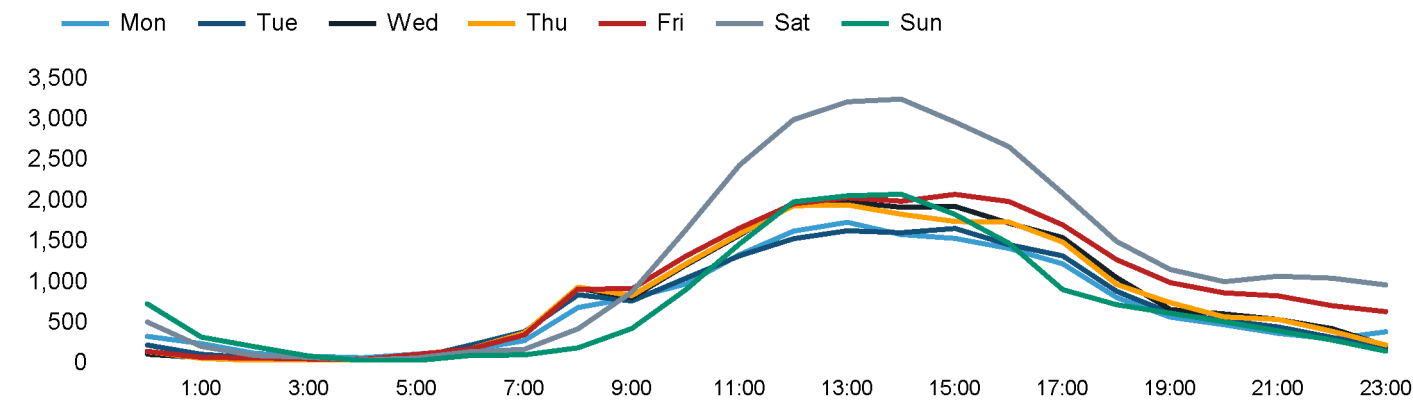
Footfall Counts - rolling 12 months

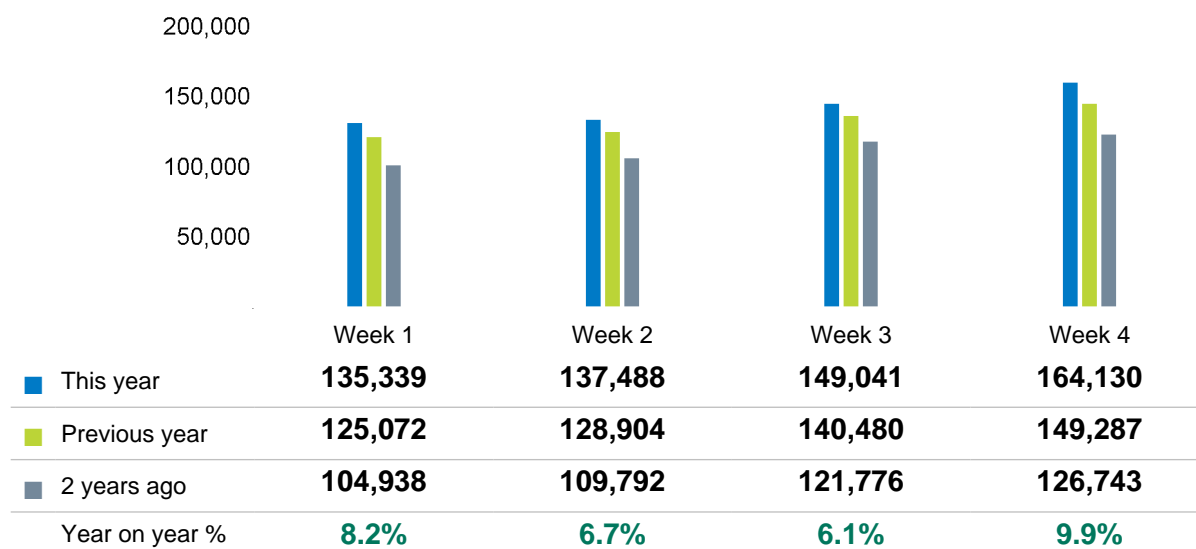The figures shown below are calculated using weekly averages.

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
2023-2024	155,834	186,472	129,664	169,182	220,280	144,974	176,320	222,315	127,712	142,880	204,137	117,199
2022-2023	114,345	144,665	107,426	149,889	192,064	127,853	158,681	208,527	135,361	154,514	190,256	108,748
2021-2022	58,125	91,876	103,860	142,683	195,666	122,929	179,249	225,439	150,367	159,587	169,917	92,649
2018 - 2019	194,675	243,068	154,605	204,434	248,621	165,065	200,112	256,107	157,461	186,955	258,703	136,996
Year on Year %	36.3%	28.9%	20.7%	12.9%	14.7%	13.4%	11.1%	6.6%	-5.7%	-7.5%	7.3%	7.8%

Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for January compares January 2024 to January 2023

Footfall Counts by week of month

The figures shown below are calculated using weekly totals.

	Week 1	Week 2	Week 3	Week 4
This year	135,339	137,488	149,041	164,130
Previous year	125,072	128,904	140,480	149,287
2 years ago	104,938	109,792	121,776	126,743
Year on year %	8.2%	6.7%	6.1%	9.9%

Footfall Counts by location

The figures shown below are calculated using weekly averages.

■ This month ■ Previous month ■ Previous year ■ 2 Years ago

High Street
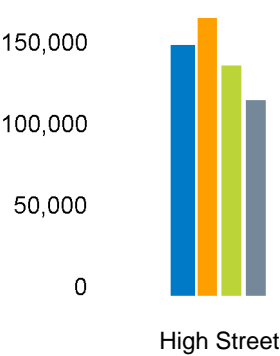
This Month	**146,499**
Previous Month	**163,309**
Previous Year	**135,935**
2 Years Ago	**115,812**
Year on Year %	**7.8 %**

Reporting dates

This month - 01 January 2024 - 28 January 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 January , 2024 Vs January, 2023 to January , 2023

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.January,2024 Vs January, 2023

Month on Month % Change is the % change in footfall for this Month from the previous Month.1 2024 Vs December 2023

Footfall Report

Canterbury City Centre