

Footfall Report for: Canterbury City Centre

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall Counts

| | Year to date % | | Year on year % | | Month on month % | |
|----------------------------------|----------------|-------|----------------|-------|------------------|-------|
| | 2024 | 2023 | 2024 | 2023 | 2024 | 2023 |
| Canterbury City Centre | 10.0% | 27.6% | 14.1% | 28.9% | 2.3% | -4.3% |
| South East | -4.7% | 4.4% | 0.6% | -1.5% | 5.4% | -3.4% |
| High Street Index(Historic Town) | -0.8% | 5.6% | 4.4% | -1.8% | 2.2% | -6.4% |
| UK | -0.8% | 8.9% | 2.8% | -0.3% | 1.1% | -5.2% |

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

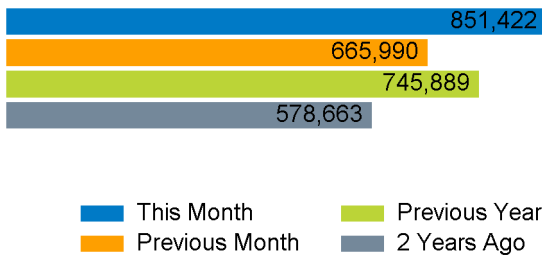
The total number of visitors for the year to date is 2,103,410 which is 10% up on the previous year.

The total number of visitors to Canterbury City Centre in month commencing 26 February 2024 was 851,422.

The busiest day in month commencing 26 February 2024 was Saturday 30 March with 36,409 visitors.






The peak hour of the month was 14:00 on Saturday 30 March 2024 with footfall of 3,535.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

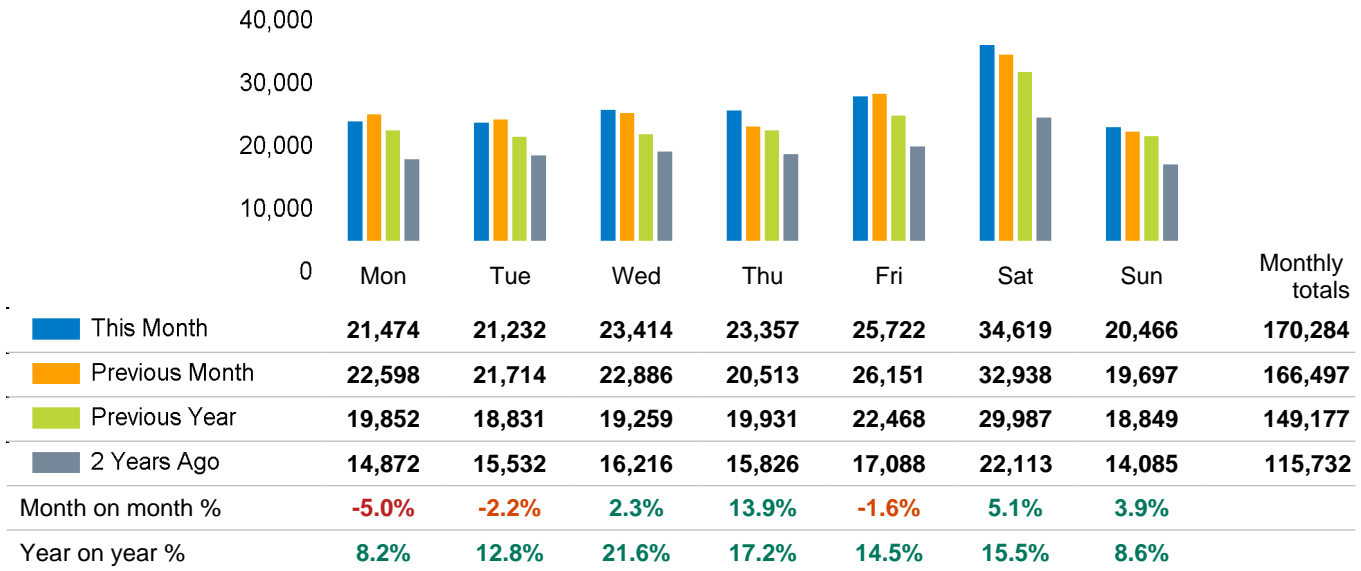
| |  |  |  |  |  |
|---|---|---|---|---|---|
| Number of days this month | 14 | 18 | 3 | | |
| Number of days same month last year | 6 | 26 | 2 | 1 | |
| Number of days same month two years ago | 20 | 2 | 10 | 1 | 2 |

Average temperature

| | Maximum temperature | Minimum temperature |
|------|---------------------|---------------------|
| 2024 | 12° | 2° |
| 2023 | 10° | 4° |
| 2022 | 12° | 4° |

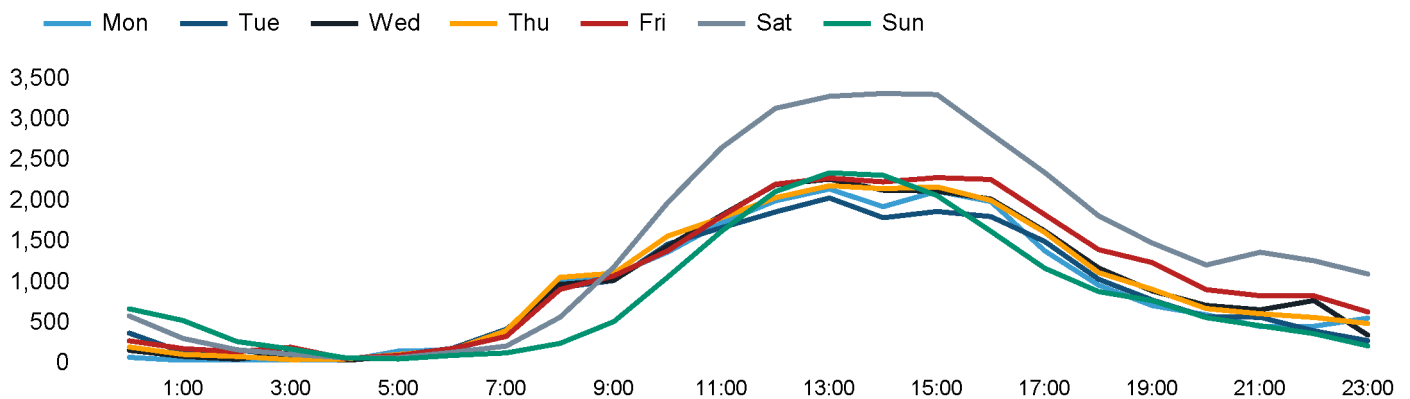
Footfall Counts by day

The figures shown below are calculated using weekly averages.



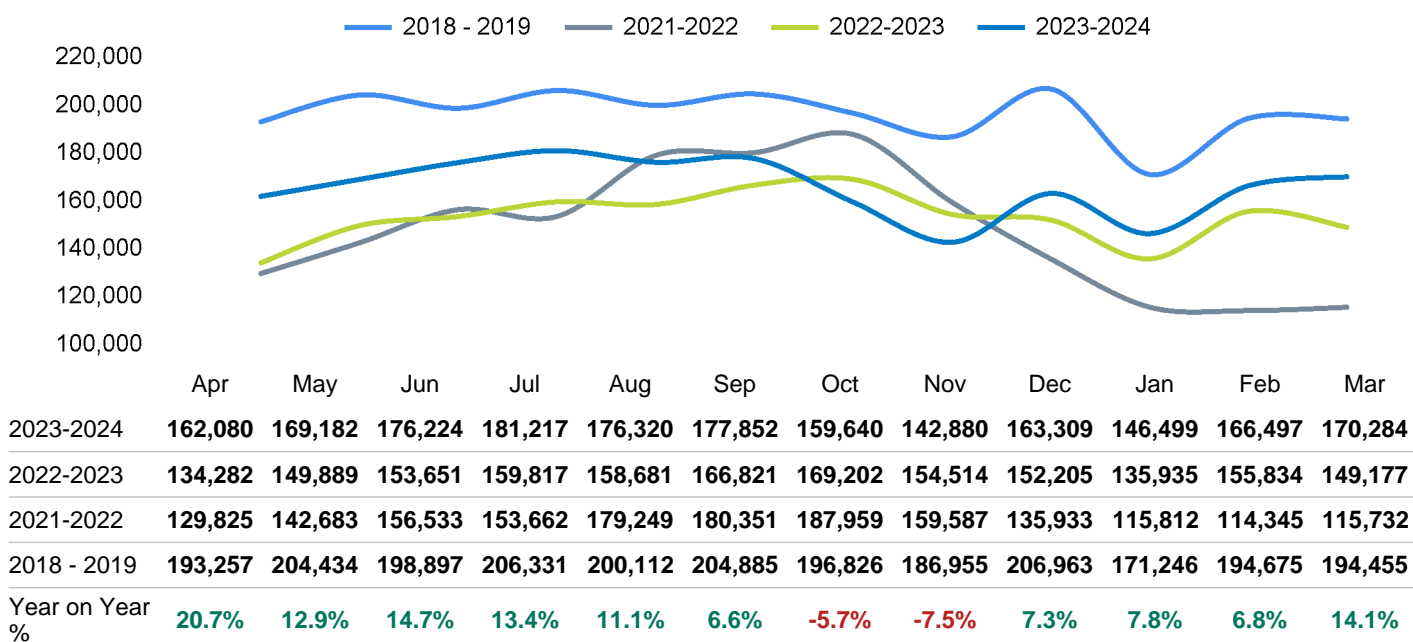
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

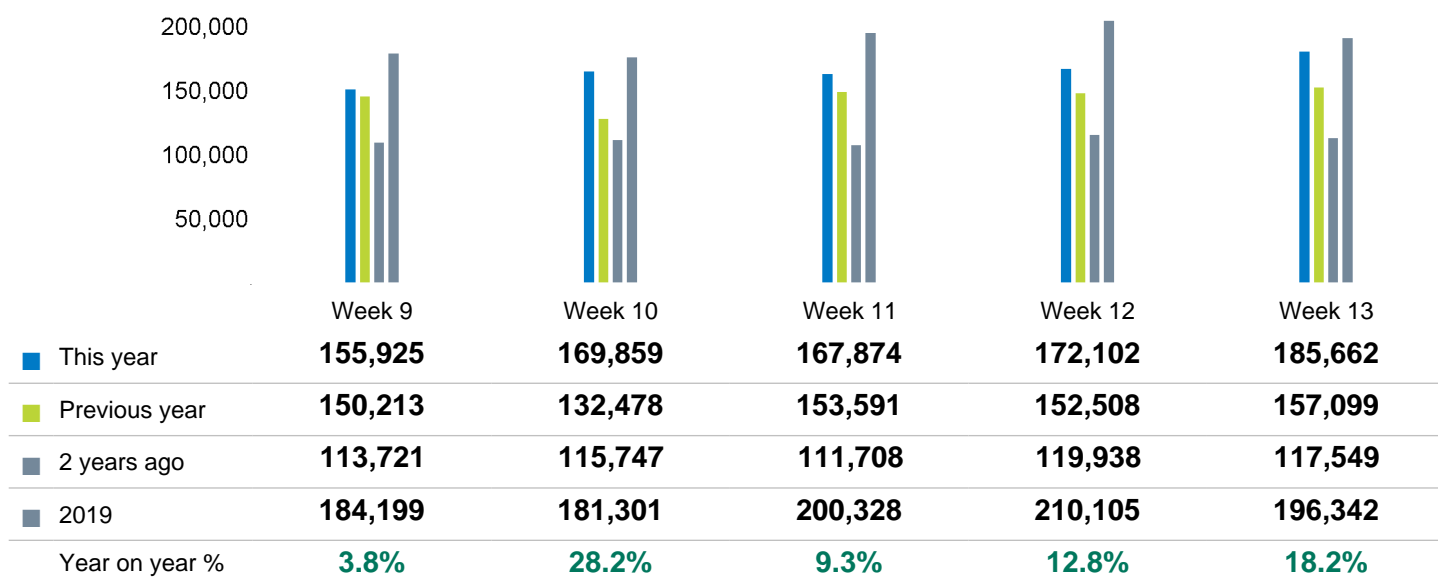
The figures shown below are calculated using weekly averages.



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

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 **Previous month** **Previous year** **2 Years ago**

200,000

150,000

100,000

50,000

0



High Street

| | |
|----------------|----------------|
| This Month | 170,284 |
| Previous Month | 166,497 |
| Previous Year | 149,177 |
| 2 Years Ago | 115,732 |
| Year on Year % | 14.1 % |



Reporting dates

This month - 26 February 2024 - 31 March 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 March, 2024 Vs January, 2023 to March, 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2024 Vs 2 2024

