

Footfall Report for: Burnham on Sea

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Burnham on Sea	-63.6%	-1.9%	-63.0%	6.0%	-13.1%	15.5%
South West	-67.5%	-7.0%	-61.6%	-6.1%	-2.8%	3.2%
High Street Index(Coastal Town)	-58.1%	-7.9%	-51.9%	-6.1%	-5.4%	4.0%
High Street Index - BDSU(BDSU - Speciality)	-66.5%	-4.9%	-61.4%	-4.6%	-9.3%	-0.6%
UK	-69.8%	-4.4%	-65.3%	-2.9%	-5.2%	1.3%

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 Burnham on Sea for the last 52 weeks is 1,360,128 which is 47.7% down on the previous year.

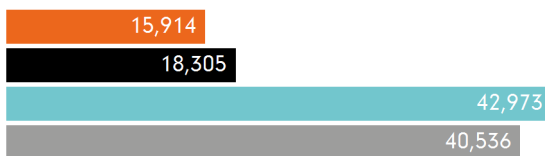
The total number of visitors for the year to date is 126,862 which is 63.6% down on the previous year.

The total number of visitors to Burnham on Sea in week commencing 1 March 2021 was 15,914.

The busiest day in week commencing 1 March 2021 was Saturday with 2,699 visitors.

The peak hour of the week was 12:00 on Saturday 6 March 2021 with footfall of 389.

Footfall by week

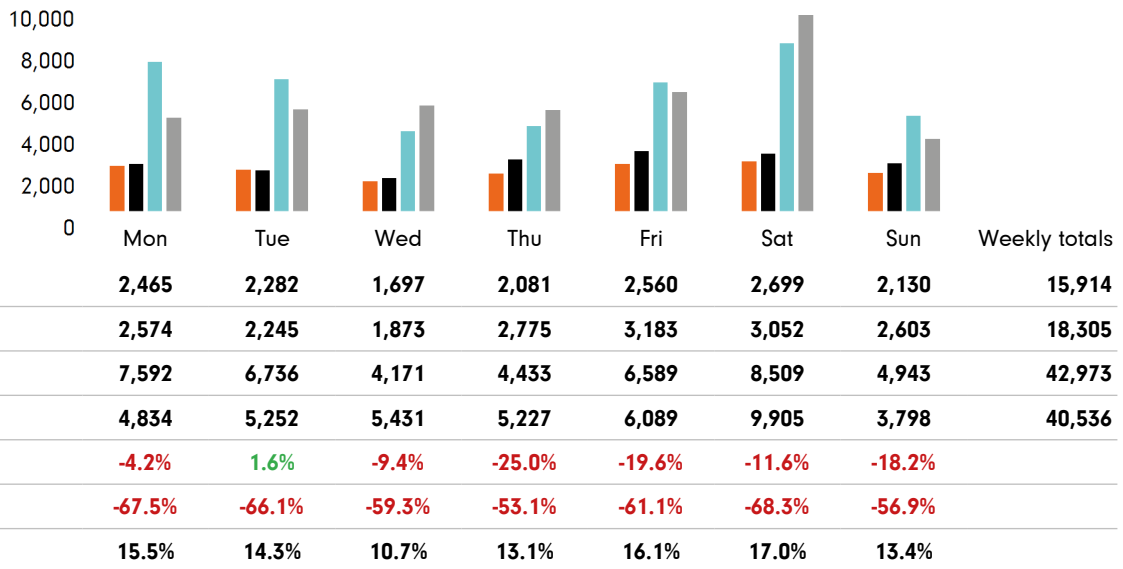


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

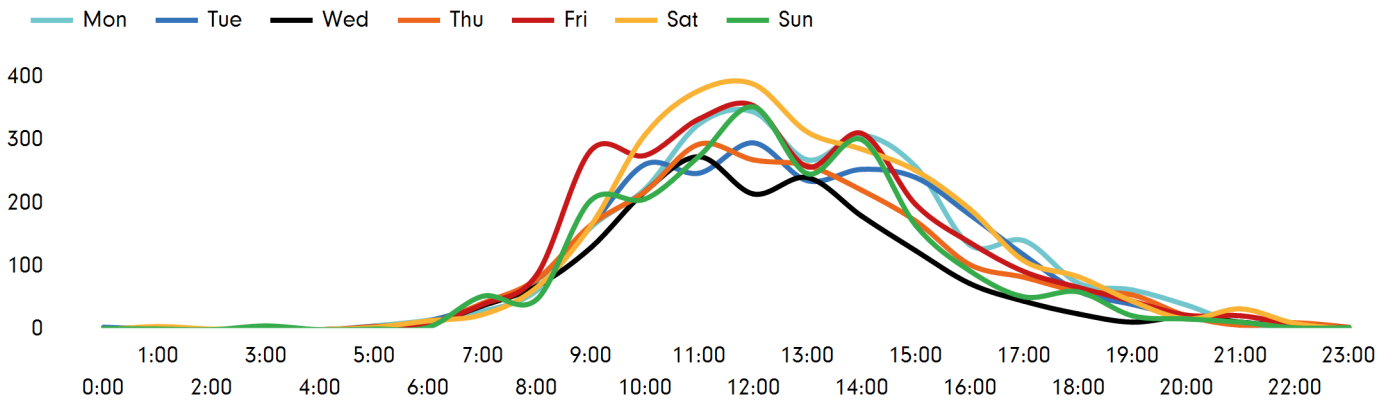
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	12°	12°	11°	7°	7°	6°	6°
Previous week	9°	12°	13°	9°	9°	10°	12°
Previous year	7°	9°	8°	7°	9°	12°	10°

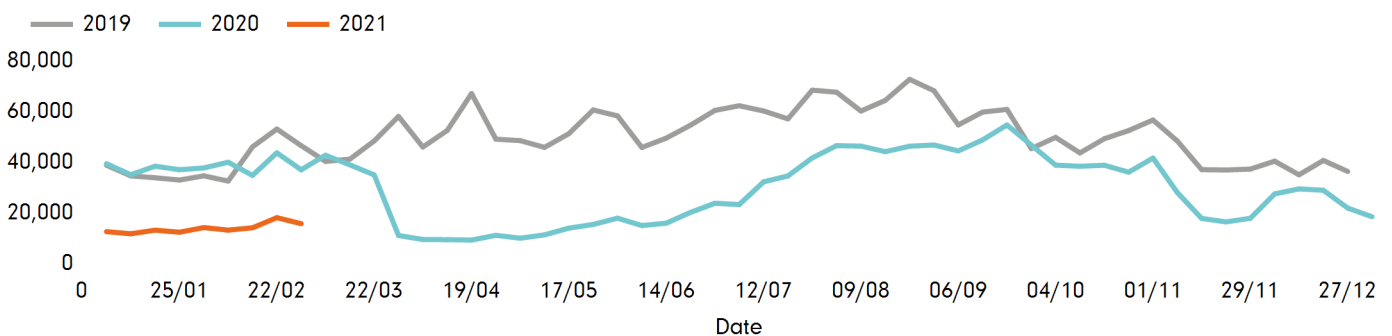
Footfall by day



Footfall by hour

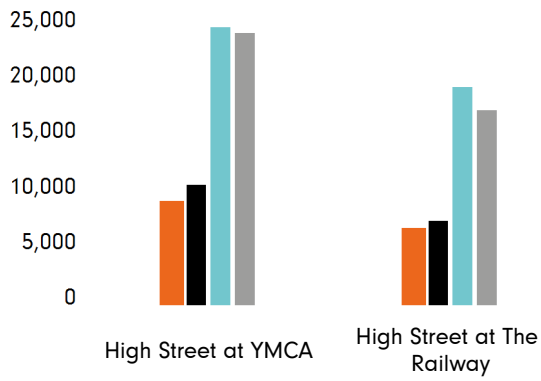


Footfall by week



Footfall by location

■ This week
 ■ Previous week
 ■ Previous year
 ■ 2 Years ago



This Week	9,102	6,812
Previous Week	10,680	7,625
Previous Year	24,030	18,943
2 Years Ago	23,522	17,014
Week on week %	-14.8 %	-10.7 %
Year on Year %	-62.1 %	-64.0 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2021 to Week 9, 2021 Vs Week 1, 2020 to Week 9, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week9, 2021 Vs Week 9, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week9 2021 Vs Week 8 2021