

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	15.7%	-46.0%	13.0%	-31.1%	3.5%	11.6%
South West	15.3%	-46.1%	26.4%	-38.0%	6.5%	6.8%
High Street Index(Coastal Town)	13.6%	-41.3%	11.4%	-29.7%	-0.7%	7.9%
High Street Index - BDSU(BDSU - Speciality)	7.3%	-45.3%	30.5%	-42.9%	1.6%	8.0%
UK	1.8%	-46.1%	26.8%	-43.9%	1.5%	4.5%

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

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 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors to Burnham on Sea for the last 52 weeks is 1,706,896 which is 9.8% down on the previous year.

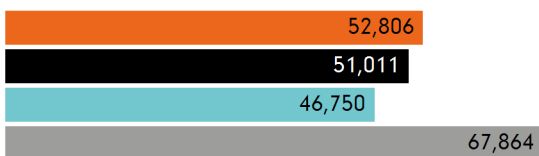
The total number of visitors for the year to date is 923,902 which is 15.7% up on the previous year.

The total number of visitors to Burnham on Sea in week commencing 26 July 2021 was 52,806.

The busiest day in week commencing 26 July 2021 was Saturday with 8,666 visitors.

The peak hour of the week was 12:00 on Saturday 31 July 2021 with footfall of 1,174.

Footfall by week

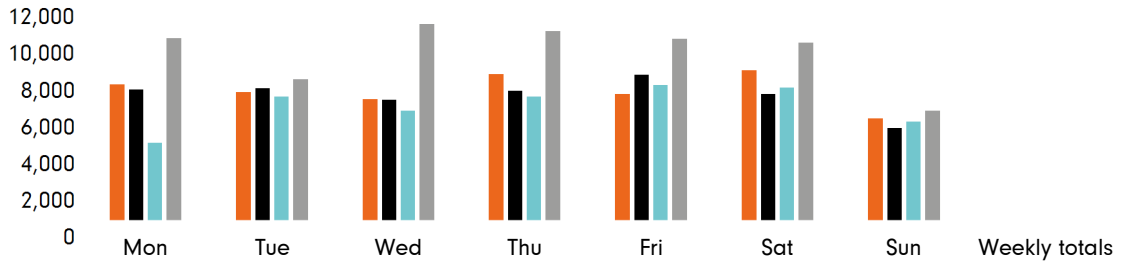


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

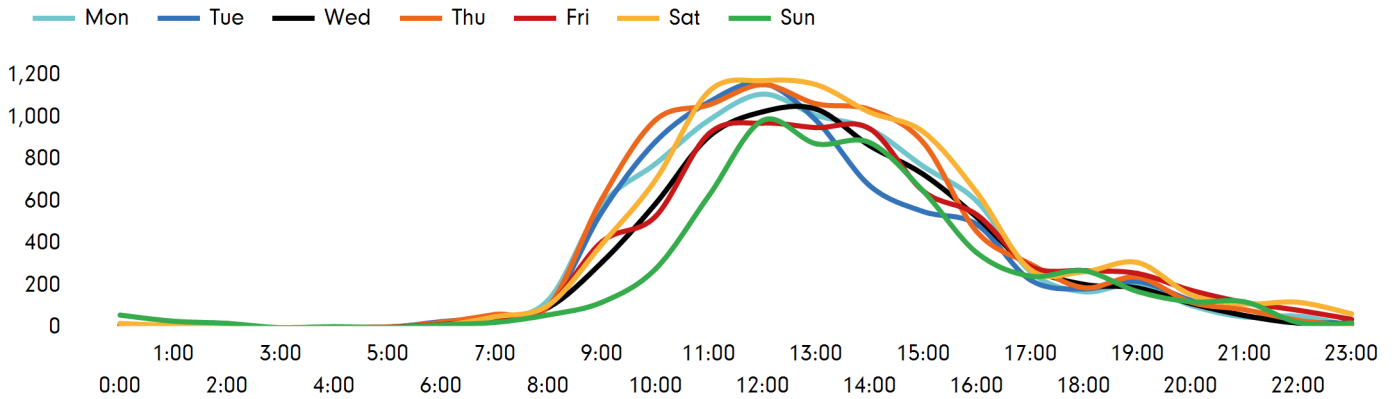
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	23°	20°	18°	19°	19°	19°	20°
Previous week	29°	26°	28°	29°	27°	21°	22°
Previous year	21°	17°	19°	26°	27°	19°	19°

Footfall by day

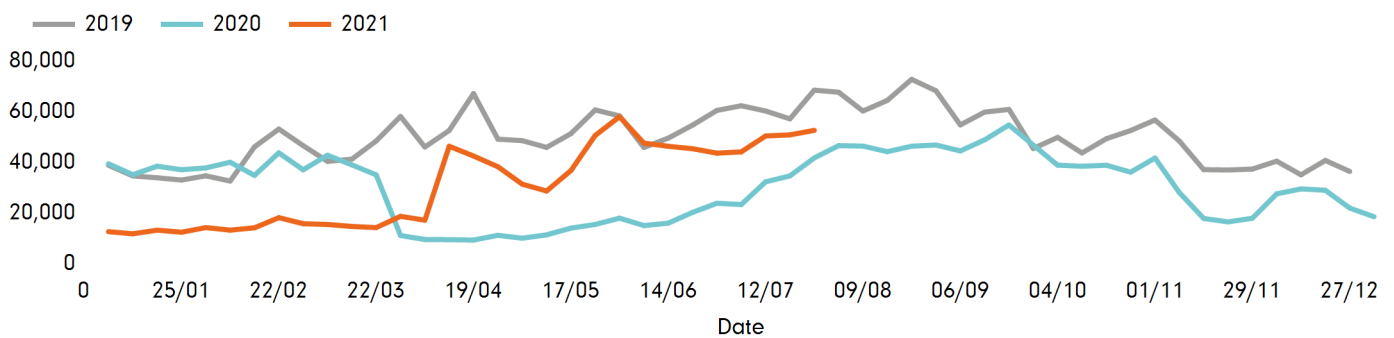


Week on week %	3.9%	-3.1%	0.7%	12.1%	-13.0%	18.3%	9.6%	
Year on year %	71.5%	3.0%	10.1%	17.5%	-6.4%	12.5%	3.2%	
% of week	14.9%	14.1%	13.4%	16.0%	13.9%	16.4%	11.3%	

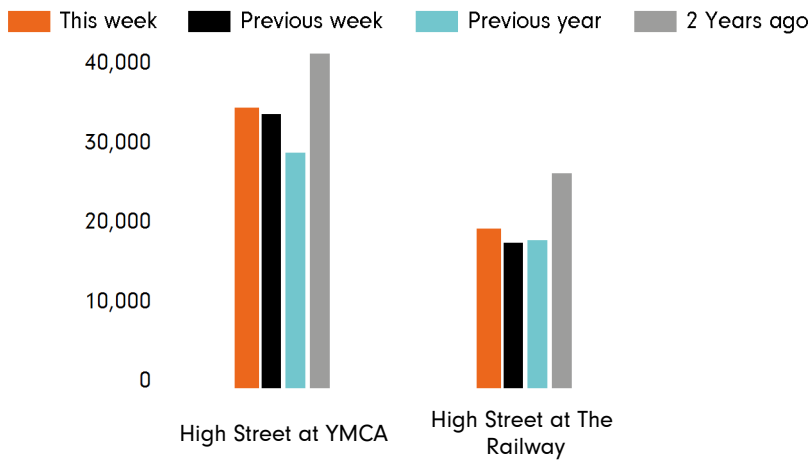
Footfall by hour



Footfall by week



Footfall by location



This Week	33,569	19,237
Previous Week	33,120	17,891
Previous Year	28,552	18,198
2 Years Ago	41,756	26,108
Week on week %	1.4 %	7.5 %
Year on Year %	17.6 %	5.7 %

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 30, 2021 Vs Week 1, 2020 to Week 30, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week30, 2021 Vs Week 30, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week30 2021 Vs Week 29 2021

2021 versus 2019 comparison follows on subsequent pages

Week 30, 2021. 26 Jul 2021 - 01 Aug 2021
2019 Comparison for:
Burnham on Sea

2019 comparison for Burnham on Sea

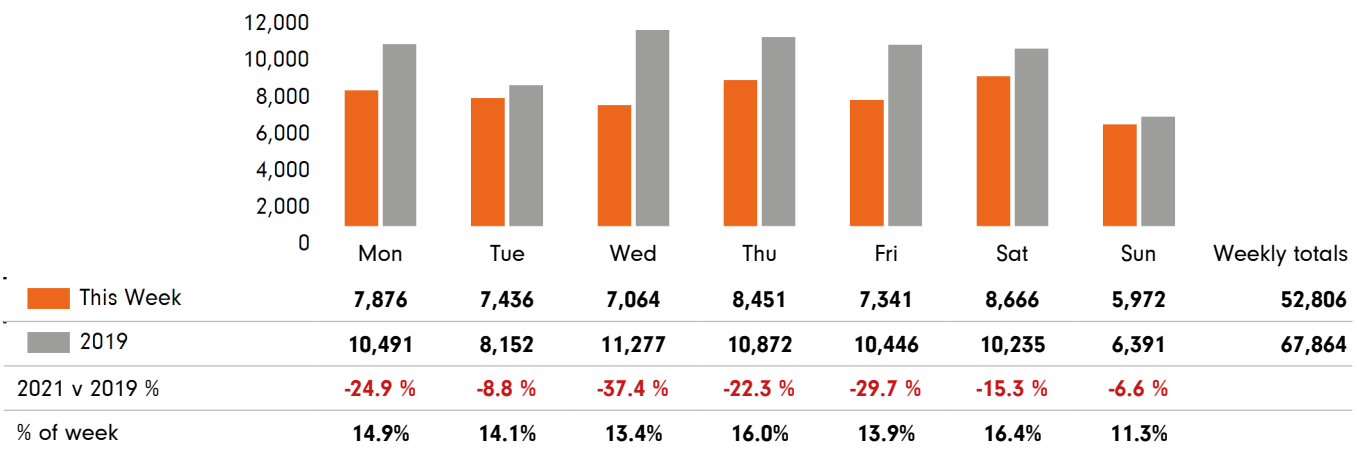
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Burnham on Sea	-39.0 %	-22.2 %
South West	-41.1 %	-21.9 %
High Street Index(Coastal Town)	-37.8 %	-23.0 %
High Street Index - BDSU(BDSU - Speciality)	-45.2 %	-25.7 %
UK	-43.6 %	-28.9 %

Burnham on Sea is compared to the high street index.

Footfall by day



Footfall by location

