

Footfall Report for: Enniskillen BID

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2020	2019	2020	2019	2020	2019
Enniskillen BID	-40.8 %	-8.9 %	-44.2 %	-18.3 %	5.8 %	14.6 %
Northern Ireland	-39.8 %	-2.9 %	-52.6 %	-6.5 %	-7.1 %	18.7 %
UK	-45.4 %	-2.2 %	-50.8 %	-3.6 %	31.9 %	5.8 %

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

Footfall for the year to date is 40.8% down on the previous year.

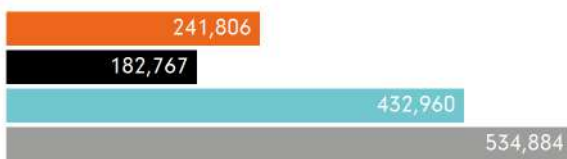
The number of visitors counted for month commencing 30 November 2020 was 241,806.

The busiest day in month commencing 30 November 2020 was Wednesday 23 December with 16,267 visitors.

The peak hour of the month was 13:00 on Wednesday 23 December 2020 with footfall of 2,307

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Weather



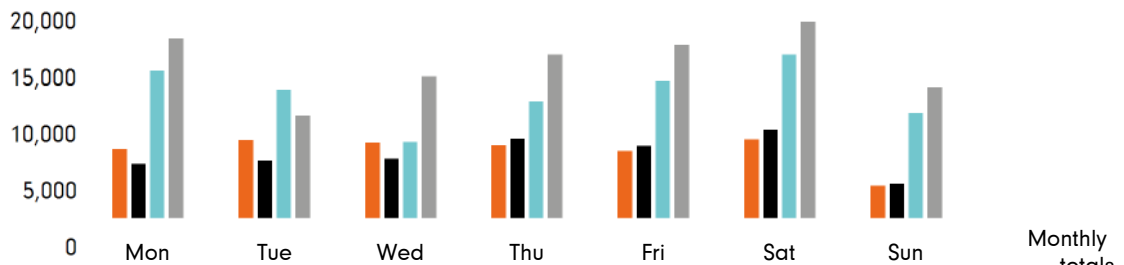
	Sun	Cloud	Rain	Snow	Wind
Number of days this month	2	3	27	1	2
Number of days same month last year	7	3	22	1	2

Average temperature

	Maximum temperature	Minimum temperature
2020	7°	3°
2019	8°	4°

Footfall by day

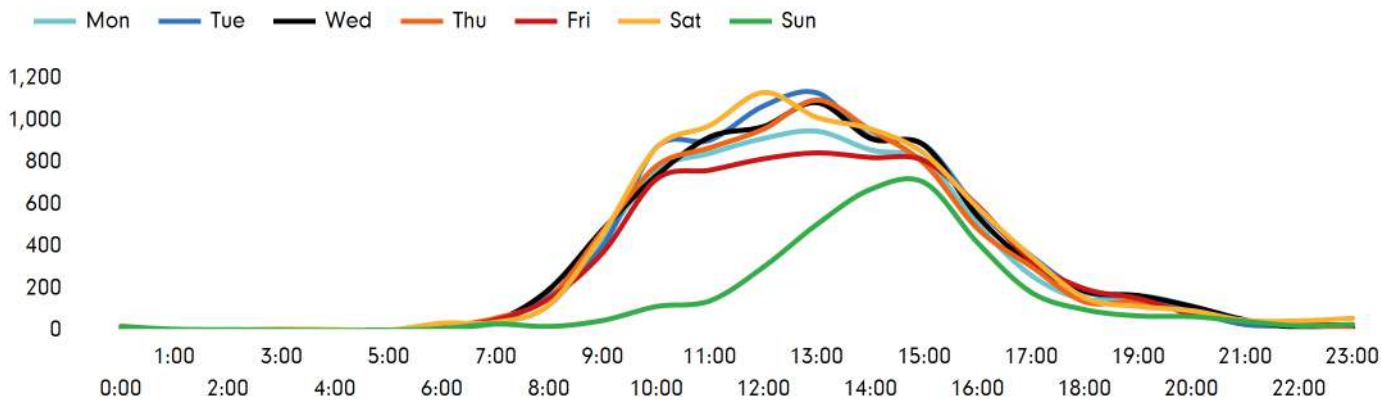
The figures shown below are calculated using weekly averages.



This Month	7,031	7,879	7,679	7,424	6,845	7,968	3,535	48,361
Previous Month	5,642	5,927	6,135	8,029	7,348	8,893	3,720	45,694
Previous Year	14,546	12,694	7,706	11,589	13,528	16,031	10,497	86,591
2 Years Ago	17,611	10,219	13,954	16,063	16,995	19,207	12,928	106,977
Month on month %	24.6 %	32.9 %	25.2 %	-7.5 %	-6.9 %	-10.4 %	-5.0 %	
Year on year %	-51.7 %	-37.9 %	-0.4 %	-35.9 %	-49.4 %	-50.3 %	-66.3 %	

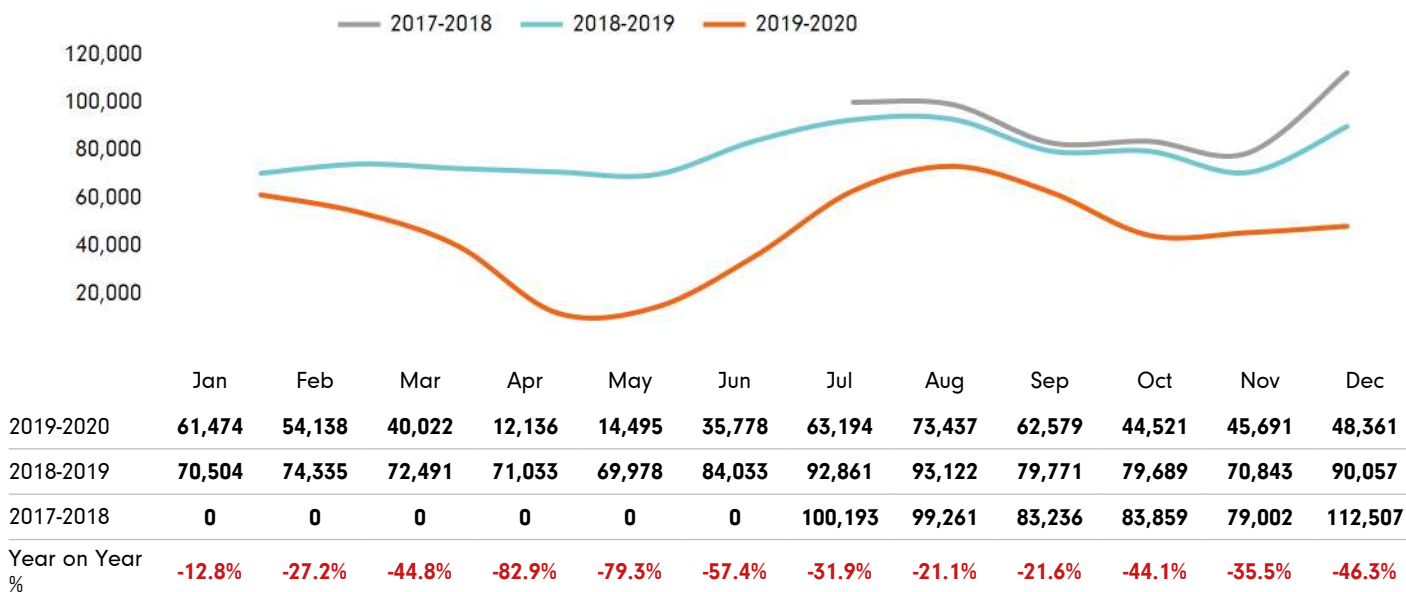
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

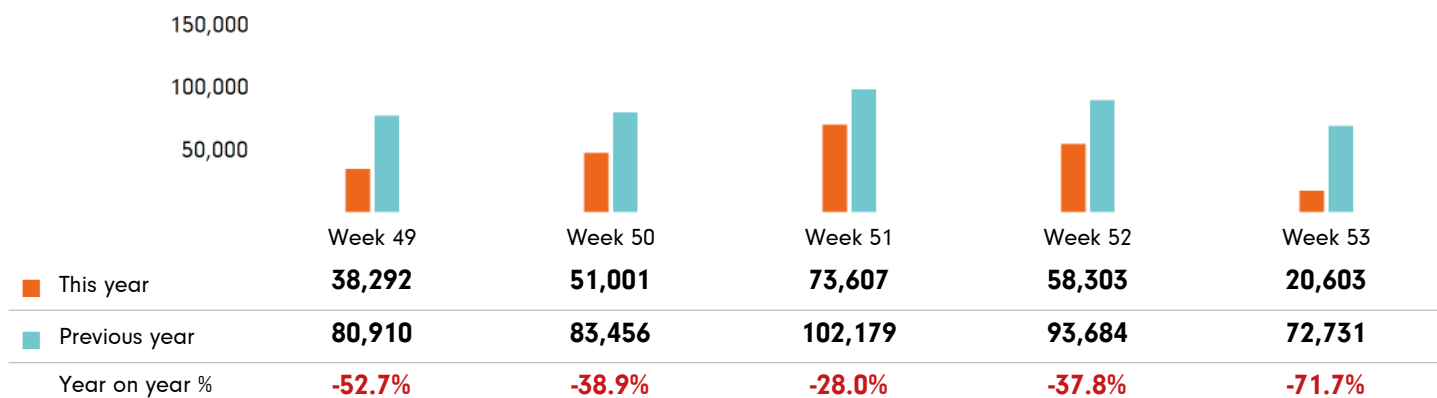
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2019-2020 period with the 2018-2019 period i.e the figure for December compares December 2020 to December 2019

Footfall by week of month

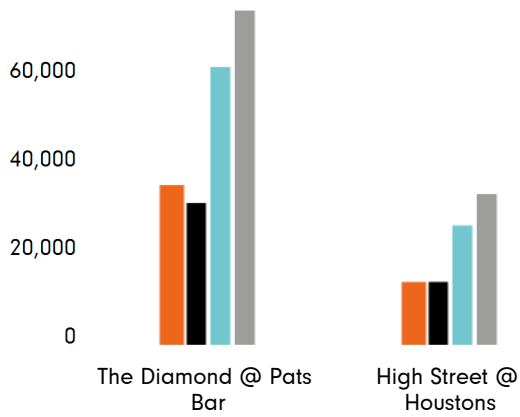
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	34,428	13,933
Previous Month	31,226	14,465
Previous Year	60,094	26,497
2 Years Ago	73,899	33,077
Year on Year %	-42.7 %	-47.4 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2020 to December, 2020 Vs January, 2019 to December, 2019

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. December, 2020 Vs December, 2019

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2020 Vs 11 2020