

## Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Enniskillen BID	-71.6 %	-6.4 %	-71.6 %	3.5 %	-3.1 %	-3.2 %
Northern Ireland	-68.7 %	-5.8 %	-68.7 %	-7.5 %	27.0 %	-10.3 %
UK	-70.9 %	-2.0 %	-70.9 %	-4.1 %	-24.1 %	-8.6 %

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 change in footfall for Enniskillen BID over the last 52 weeks is 42.6% down on the previous year.

Footfall for the year to date is 71.6% down on the previous year.

The number of visitors counted for week commencing 4 January 2021 was 19,959.

The busiest day in week commencing 4 January 2021 was Monday with 3,721 visitors.






















The peak hour of the week was 14:00 on Monday 4 January 2021 with footfall of 538

## Footfall by week

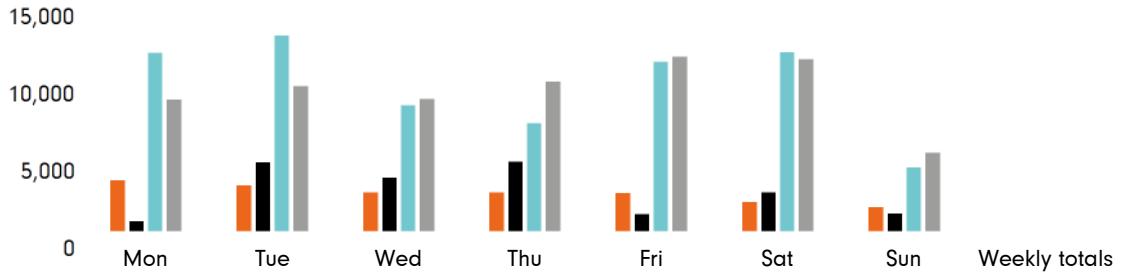


■ This Week    ■ Previous Year  
■ Previous Week    ■ 2 Years Ago

## Weather

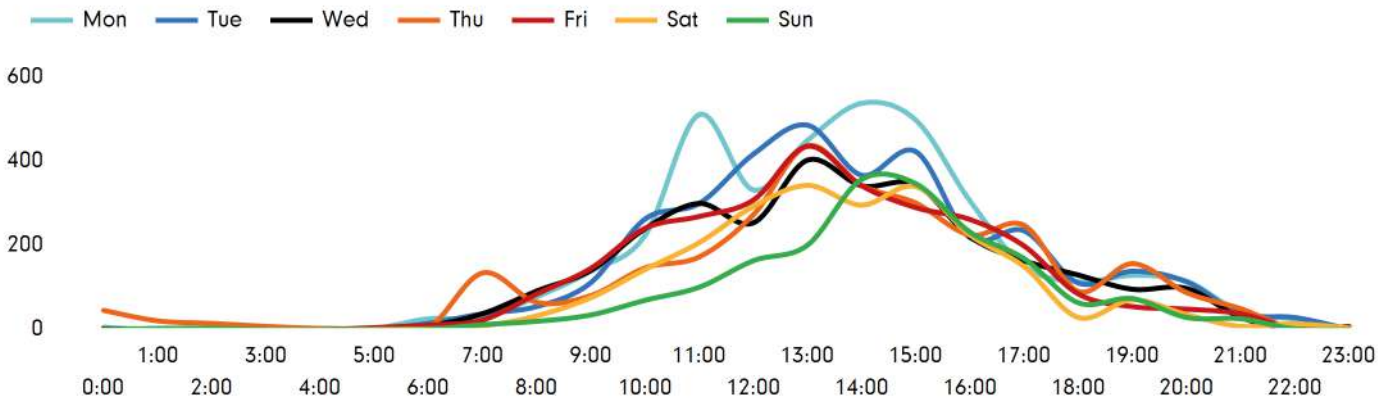
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 3°	 3°	 2°	 4°	 2°	 4°	 6°
Previous week	 5°	 5°	 3°	 5°	 5°	 4°	 4°
Previous year	 10°	 13°	 7°	 5°	 8°	 12°	 6°

## Footfall by day

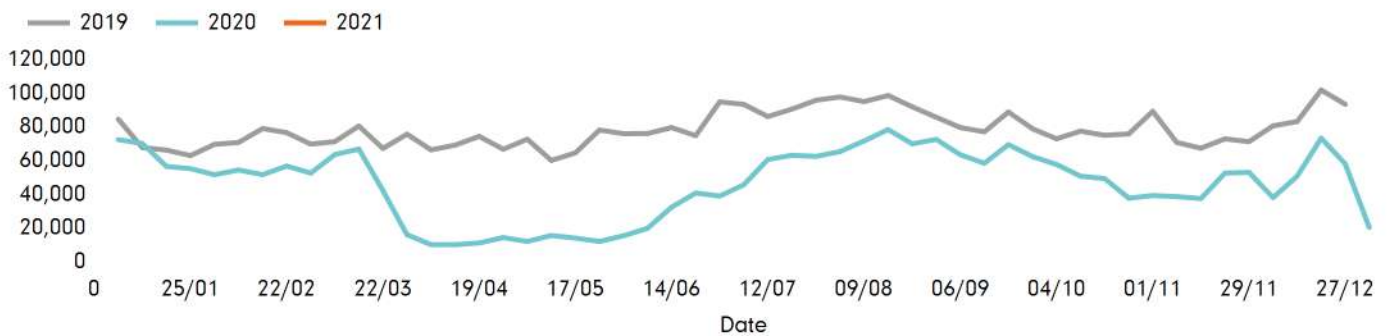


Week on week %	271.0 %	-31.7 %	-25.2 %	-41.0 %	98.7 %	-21.8 %	28.2 %	
Year on year %	-69.6 %	-74.9 %	-66.7 %	-61.1 %	-75.5 %	-81.4 %	-58.2 %	
% of week	18.6%	16.9%	14.6%	14.6%	14.3%	11.4%	9.6%	

## Footfall by hour

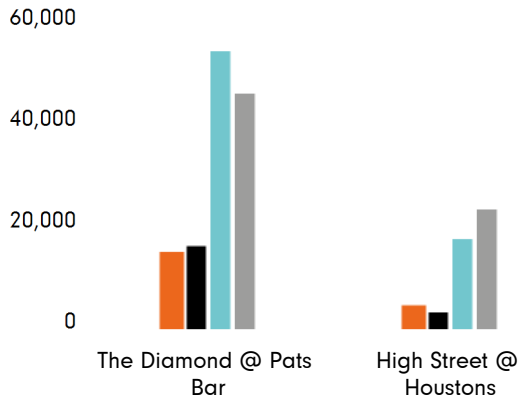


## Footfall by week



## Footfall by location

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



This Week	<b>14,970</b>	<b>4,989</b>
Previous Week	<b>16,448</b>	<b>4,155</b>
Previous Year	<b>52,620</b>	<b>17,763</b>
2 Years Ago	<b>44,726</b>	<b>23,253</b>
Week on week %	<b>-9.0 %</b>	<b>20.1 %</b>
Year on Year %	<b>-71.6 %</b>	<b>-71.9 %</b>

### 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 1, 2021 Vs Week 1, 2020 to Week 1, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week1, 2021 Vs Week 1, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 1 2021 Vs Week 52 2020