

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Enniskillen BID	-71.5 %	-8.8 %	-71.2 %	-14.5 %	-18.1 %	-19.2 %
Northern Ireland	-69.0 %	-5.9 %	-69.4 %	-6.0 %	-5.2 %	-3.3 %
UK	-72.4 %	-2.5 %	-73.8 %	-3.4 %	-7.3 %	2.0 %

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 43.5% down on the previous year.

Footfall for the year to date is 71.5% down on the previous year.

The number of visitors counted for week commencing 11 January 2021 was 16,356.

The busiest day in week commencing 11 January 2021 was Saturday with 2,916 visitors.






















The peak hour of the week was 14:00 on Saturday 16 January 2021 with footfall of 421

Footfall by week

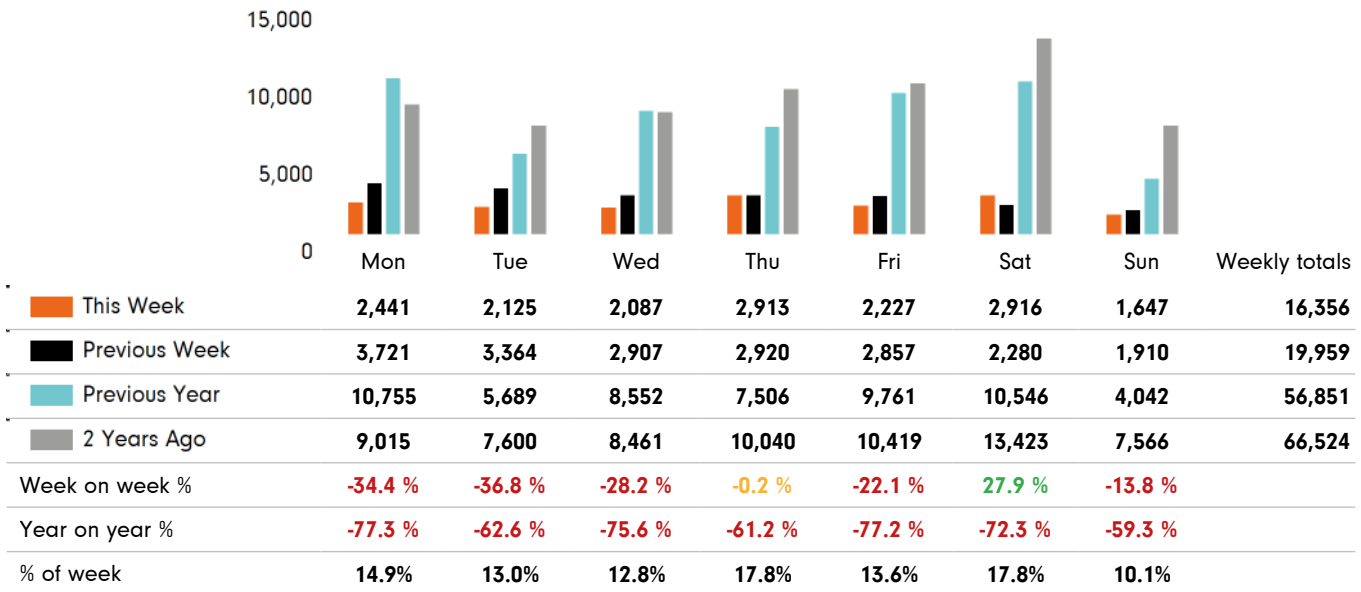


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

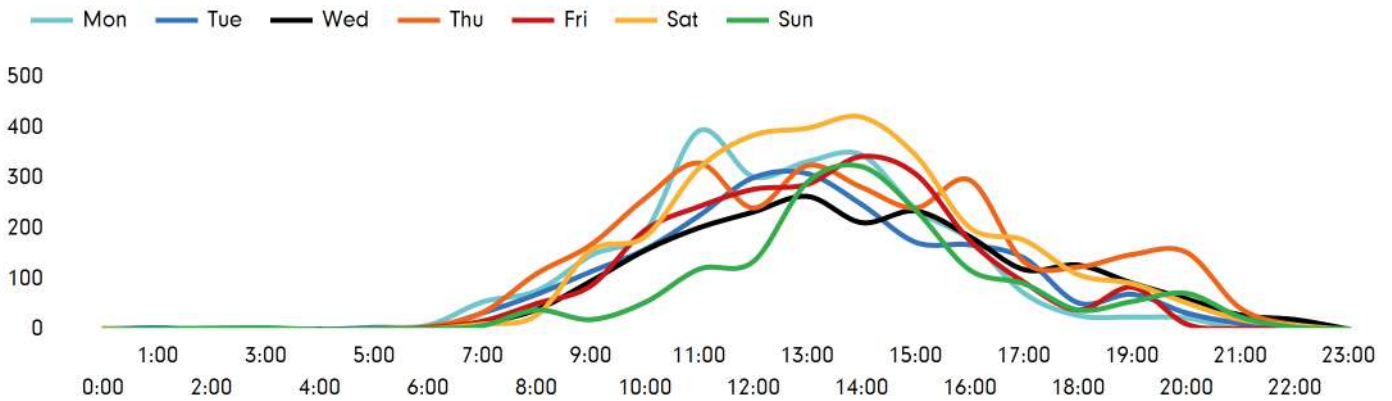
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 9°	 5°	 11°	 8°	 7°	 8°	 7°
Previous week	 3°	 3°	 2°	 4°	 2°	 4°	 6°
Previous year	 7°	 4°	 8°	 10°	 6°	 6°	 6°

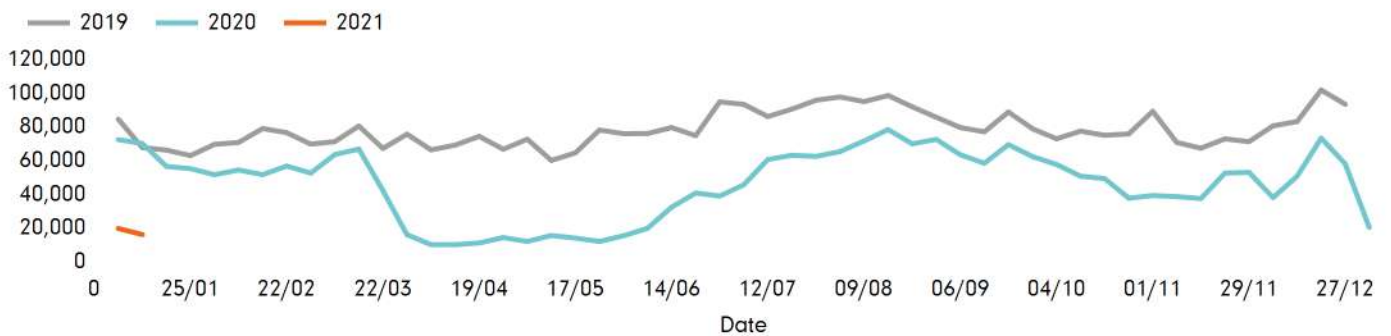
Footfall by day



Footfall by hour

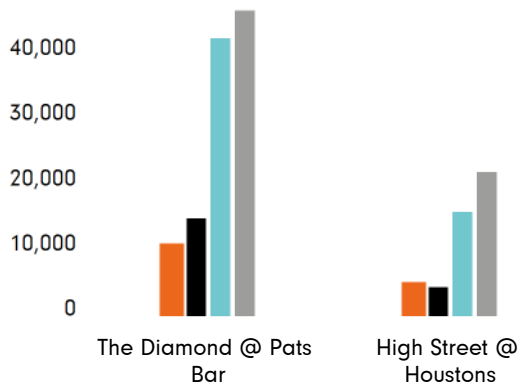


Footfall by week



Footfall by location

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



This Week	10,953	5,403
Previous Week	14,970	4,989
Previous Year	40,943	15,908
2 Years Ago	44,920	21,604
Week on week %	-26.8 %	8.3 %
Year on Year %	-73.2 %	-66.0 %

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 2, 2021 Vs Week 1, 2020 to Week 2, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week2, 2021 Vs Week 2, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week2 2021 Vs Week 1 2021