

Weekly Footfall

| | Year to date % | | Year on year % | | Week on week % | |
|------------------|----------------|---------------|----------------|----------------|----------------|---------------|
| | 2021 | 2020 | 2021 | 2020 | 2021 | 2020 |
| Enniskillen BID | -70.8 % | -9.6 % | -69.2 % | -12.2 % | 4.4 % | -2.4 % |
| Northern Ireland | -70.1 % | -3.6 % | -72.3 % | 3.3 % | -2.6 % | 6.5 % |
| UK | -72.6 % | -2.0 % | -73.2 % | -0.6 % | 6.2 % | 3.4 % |

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 44.3% down on the previous year.

Footfall for the year to date is 70.8% down on the previous year.

The number of visitors counted for week commencing 18 January 2021 was 17,080.

The busiest day in week commencing 18 January 2021 was Friday with 3,687 visitors.






















The peak hour of the week was 13:00 on Friday 22 January 2021 with footfall of 487

Footfall by week

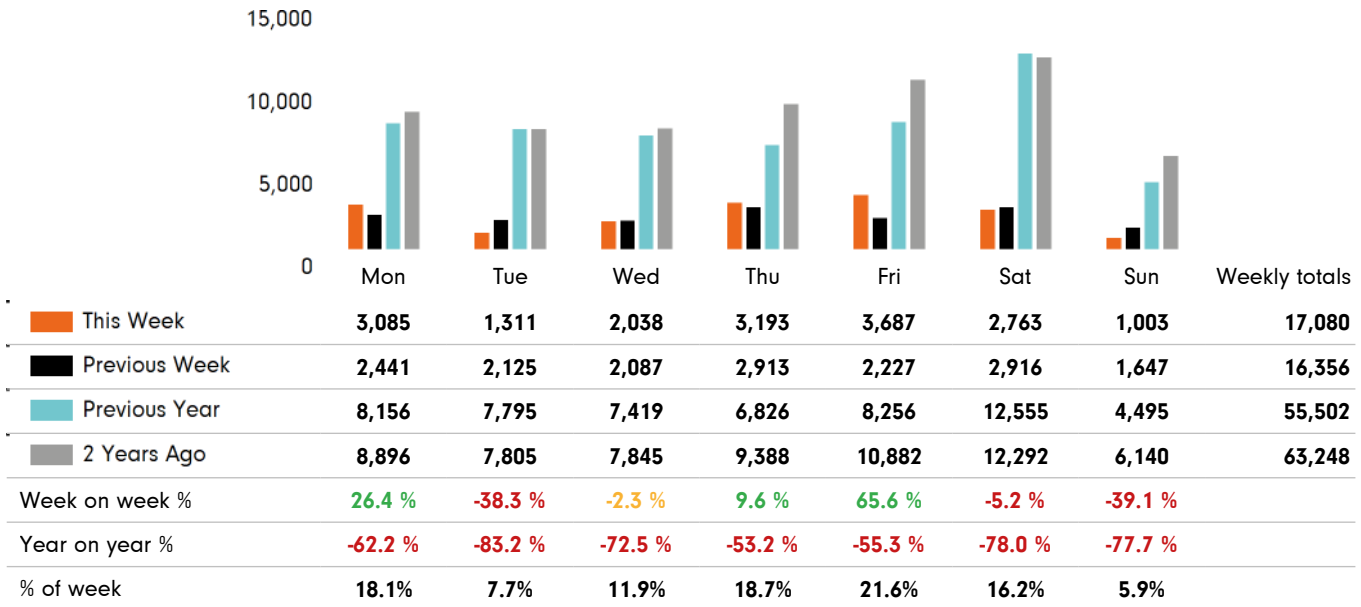


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

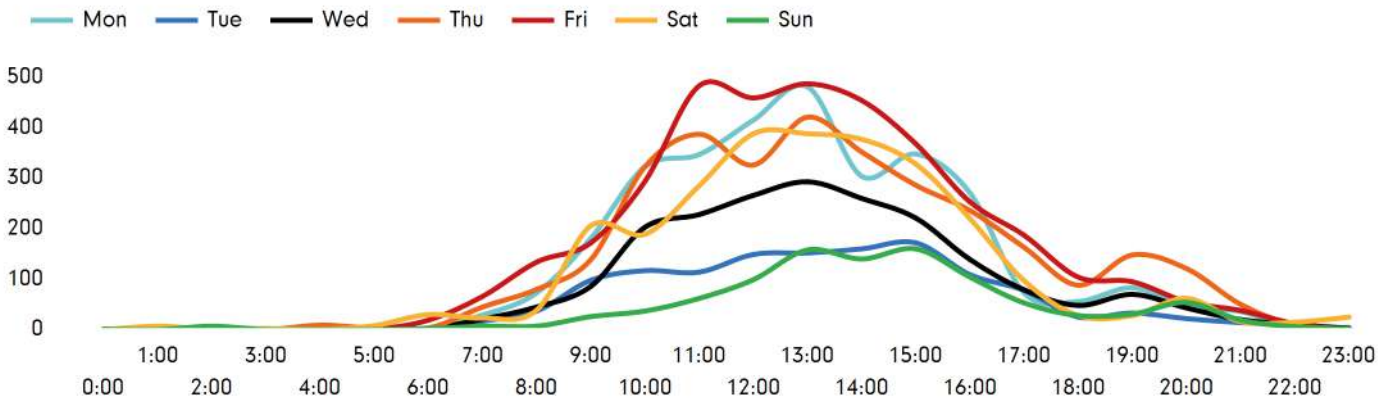
Weather

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

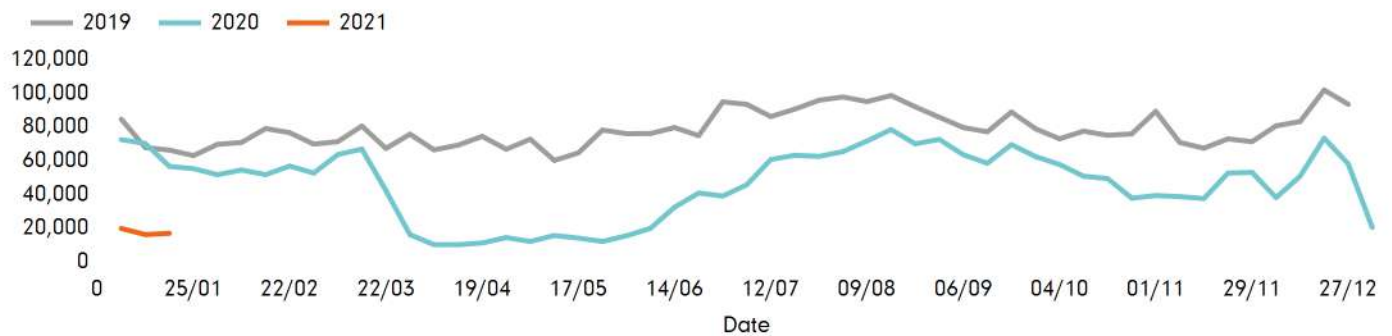
Footfall by day



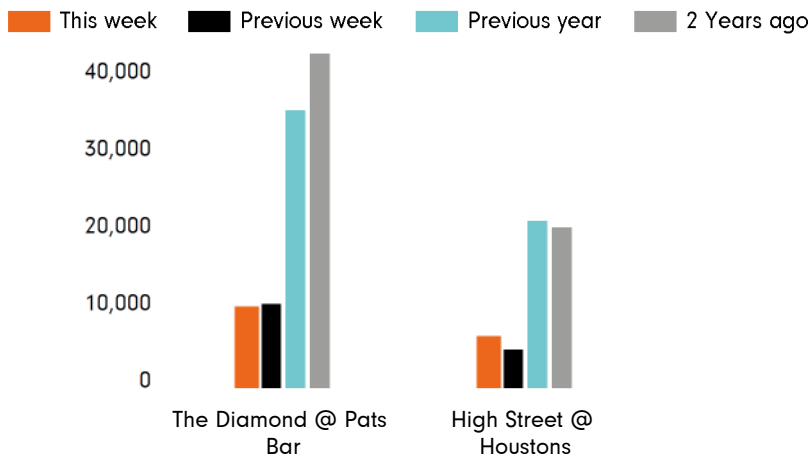
Footfall by hour



Footfall by week



Footfall by location



| | | |
|----------------|----------------|----------------|
| This Week | 10,329 | 6,751 |
| Previous Week | 10,953 | 5,403 |
| Previous Year | 34,490 | 21,012 |
| 2 Years Ago | 42,975 | 20,273 |
| Week on week % | -5.7 % | 24.9 % |
| Year on Year % | -70.1 % | -67.9 % |

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 3, 2021 Vs Week 1, 2020 to Week 3, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week3, 2021 Vs Week 3, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week3 2021 Vs Week 2 2021