

Footfall Report for: Enniskillen BID



Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Enniskillen BID	-40.6 %	-7.2 %	-38.9 %	-21.9 %	33.2 %	3.1 %
Northern Ireland	-39.3 %	-2.8 %	-48.7 %	-8.5 %	63.0 %	6.9 %
UK	-44.9 %	-2.1 %	-39.1 %	-6.2 %	11.9 %	-2.8 %

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 39.5% down on the previous year.

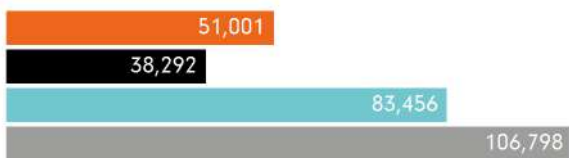
Footfall for the year to date is 40.6% down on the previous year.

The number of visitors counted for week commencing 7 December 2020 was 51,001.

The busiest day in week commencing 7 December 2020 was Saturday with 14,229 visitors.

The peak hour of the week was 12:00 on Saturday 12 December 2020 with footfall of 1,801

Footfall by week

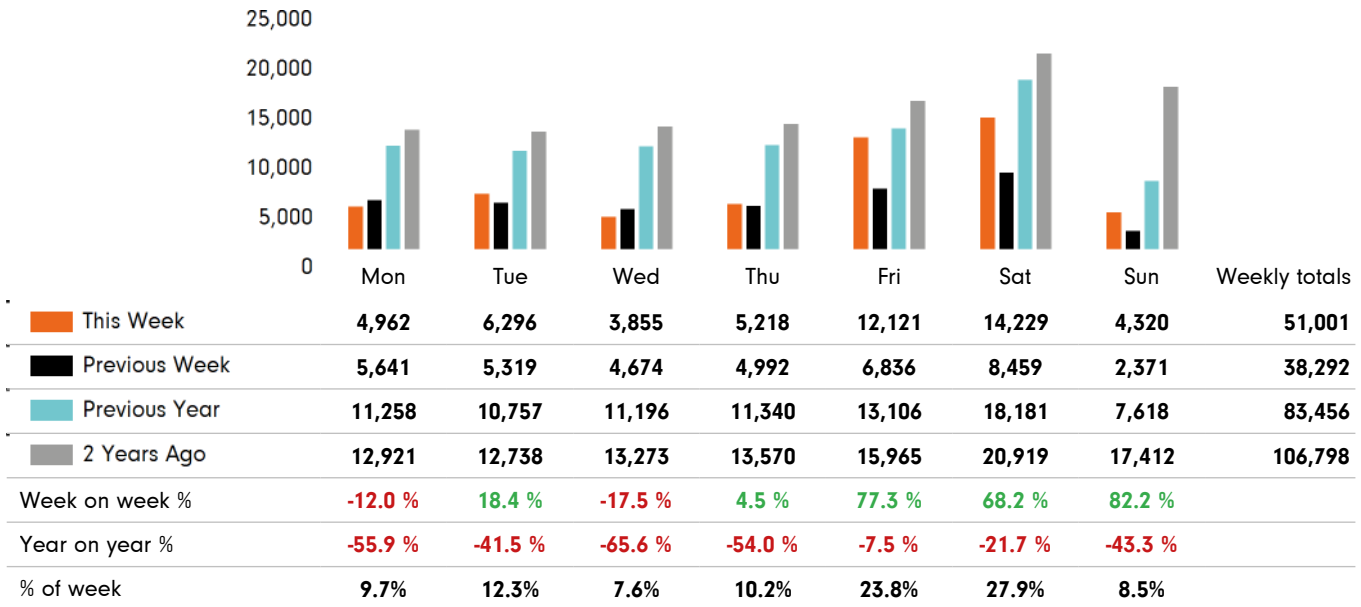


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

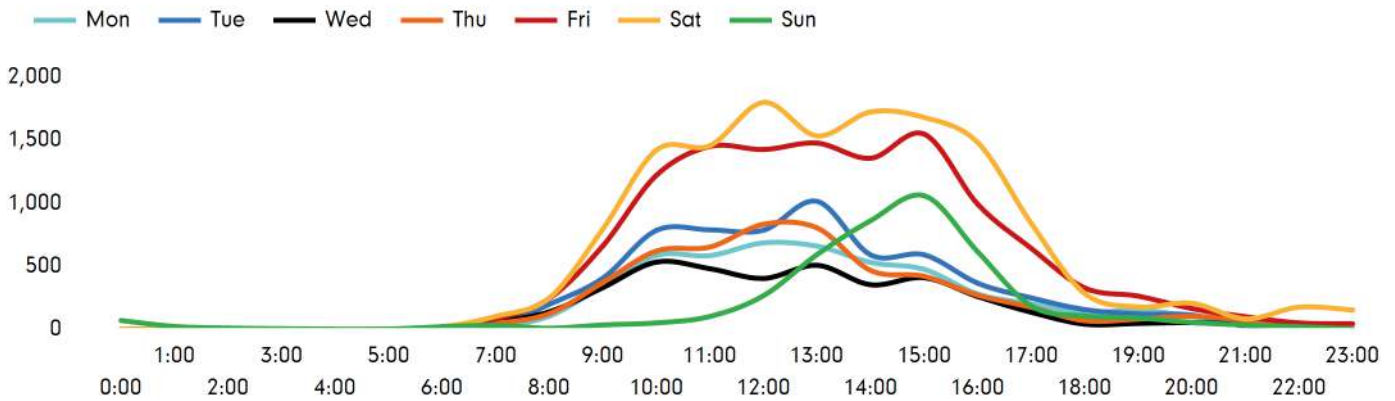
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	3°	7°	6°	7°	8°	7°	10°
Previous week	11°	10°	6°	4°	6°	7°	4°
Previous year	8°	13°	6°	8°	7°	5°	3°

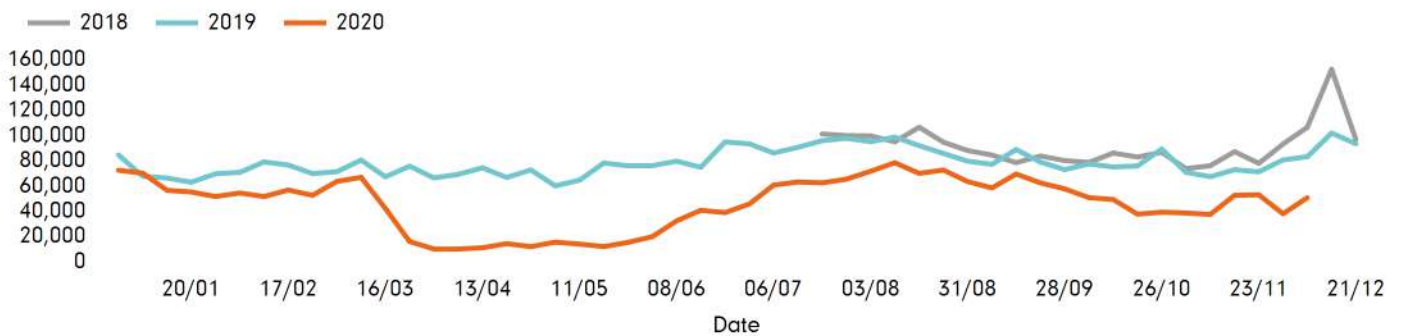
Footfall by day



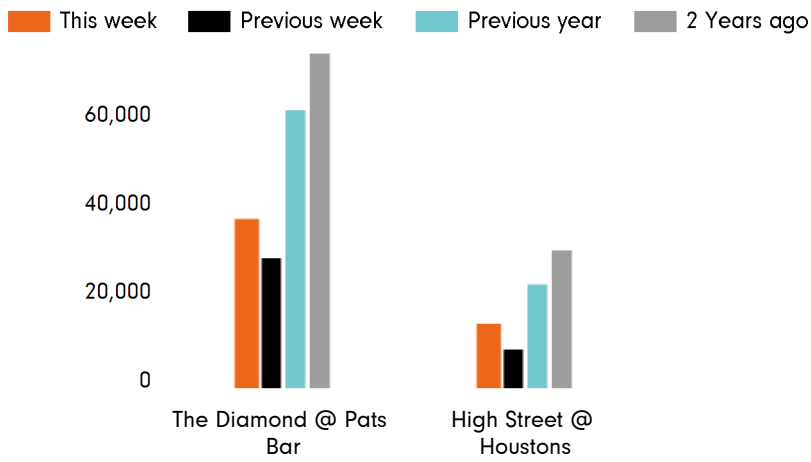
Footfall by hour



Footfall by week



Footfall by location



This Week	36,607	14,394
Previous Week	28,862	9,430
Previous Year	60,202	23,254
2 Years Ago	76,302	30,496
Week on week %	26.8 %	52.6 %
Year on Year %	-39.2 %	-38.1 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2020 to Week 50, 2020 Vs Week 1, 2019 to Week 50, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week50, 2020 Vs Week 50, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week50 2020 Vs Week 49 2020