

Footfall Report for: Enniskillen BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2020	2019	2020	2019	2020	2019
Enniskillen BID	-40.8 %	-14.3 %	-71.7 %	-14.3 %	-64.7 %	-22.4 %
Northern Ireland	-39.8 %	-4.2 %	-77.9 %	-4.2 %	-70.4 %	-14.7 %
UK	-45.4 %	0.0 %	-65.2 %	0.0 %	-22.6 %	-1.5 %

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

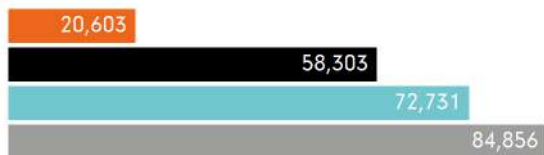
Footfall for the year to date is 40.8% down on the previous year.

The number of visitors counted for week commencing 28 December 2020 was 20,603.

The busiest day in week commencing 28 December 2020 was Thursday with 4,946 visitors.

The peak hour of the week was 12:00 on Tuesday 29 December 2020 with footfall of 839

Footfall by week

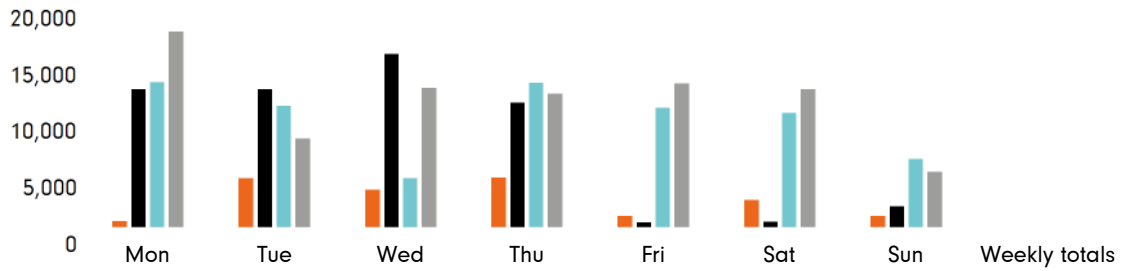


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

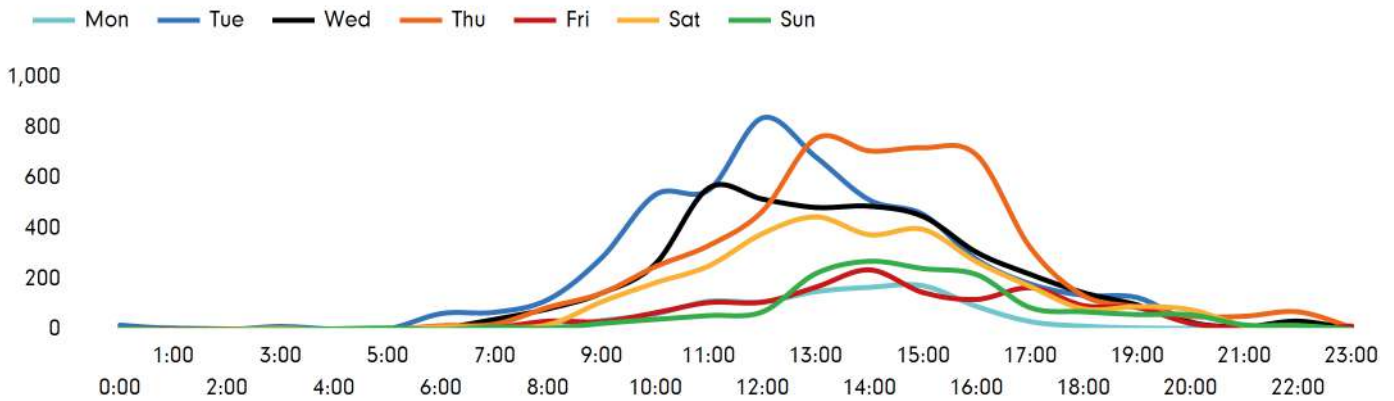
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	5°	5°	3°	5°	5°	4°	4°
Previous week	6°	4°	6°	5°	8°	8°	4°
Previous year	10°	6°	6°	11°	8°	9°	11°

Footfall by day

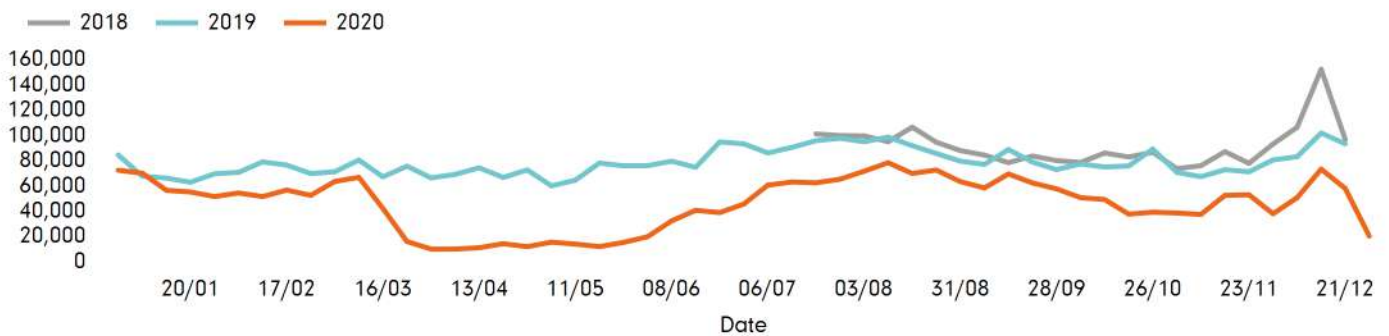


Week on week %	-92.3 %	-62.2 %	-76.1 %	-58.1 %	68.2 %	214.5 %	-37.1 %	
Year on year %	-92.7 %	-57.3 %	-21.3 %	-63.8 %	-87.3 %	-73.3 %	-77.7 %	
% of week	4.9%	23.9%	18.9%	24.0%	7.0%	14.1%	7.2%	

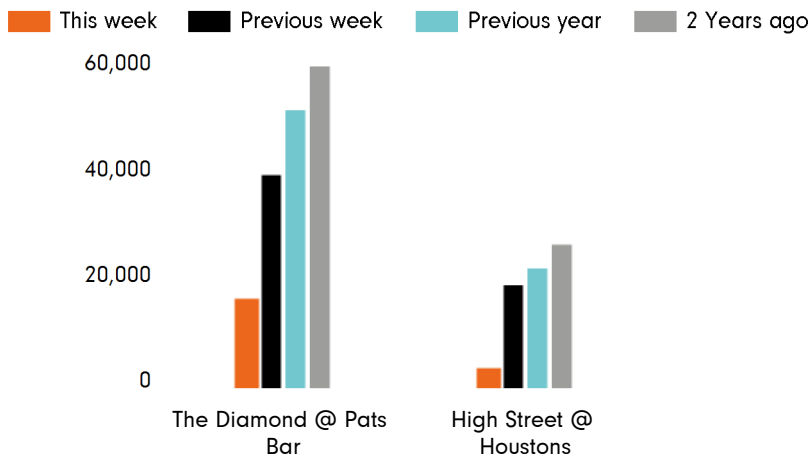
Footfall by hour



Footfall by week



Footfall by location



This Week	16,448	4,155
Previous Week	38,914	19,389
Previous Year	50,463	22,268
2 Years Ago	58,320	26,536
Week on week %	-57.7 %	-78.6 %
Year on Year %	-67.4 %	-81.3 %

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 53, 2020 Vs Week 1, 2019 to Week 53, 2019

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week53, 2020 Vs Week 53, 2019

Week on Week % Change is the % change in footfall for this week from the previous week. Week53 2020 Vs Week 52 2020