

## Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
Enniskillen BID	<b>-68.7 %</b>	<b>-12.8 %</b>	<b>-68.7 %</b>	<b>-12.8 %</b>	<b>-62.1 %</b>	<b>-28.8 %</b>
Northern Ireland	<b>-69.9 %</b>	<b>-4.4 %</b>	<b>-69.9 %</b>	<b>-4.4 %</b>	<b>-56.9 %</b>	<b>-30.0 %</b>
UK	<b>-72.7 %</b>	<b>-1.6 %</b>	<b>-72.8 %</b>	<b>-1.6 %</b>	<b>-54.4 %</b>	<b>-17.3 %</b>

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

## Headlines

The total number of visitors for the year to date is 73,382 which is 68.7% down on the previous year.

The total number of visitors to Enniskillen BID in month commencing 4 January 2021 was 73,382.

The busiest day in month commencing 4 January 2021 was Friday 29 January with 4,491 visitors.

The peak hour of the month was 13:00 on Friday 29 January 2021 with footfall of 657.

## Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month     ■ Previous Year  
■ Previous Month     ■ 2 Years Ago

## Weather



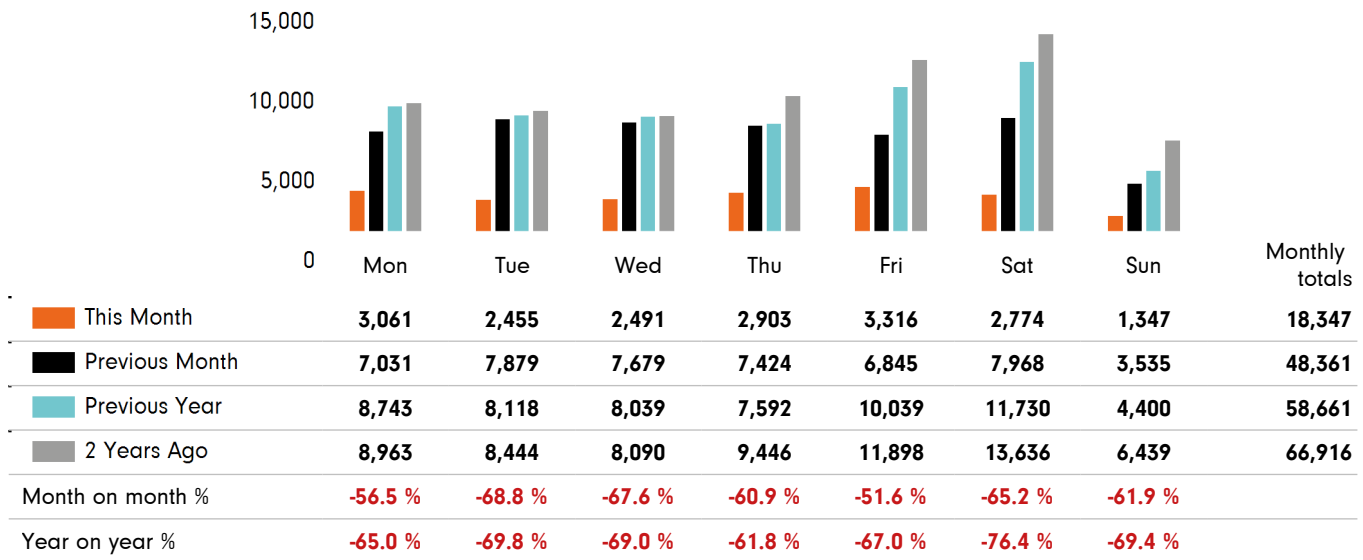
	Sun	Cloud	Rain	Snow
Number of days this month	6	3	17	2
Number of days same month last year	6	10	17	2

## Average temperature

	Maximum temperature	Minimum temperature
2021	6°	1°
2020	8°	3°

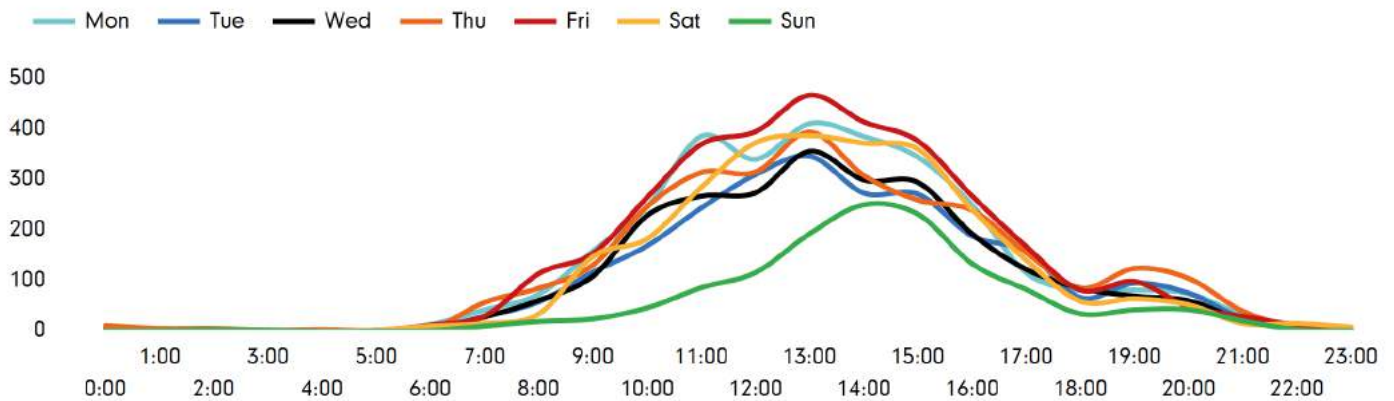
## Footfall by day

The figures shown below are calculated using weekly averages.



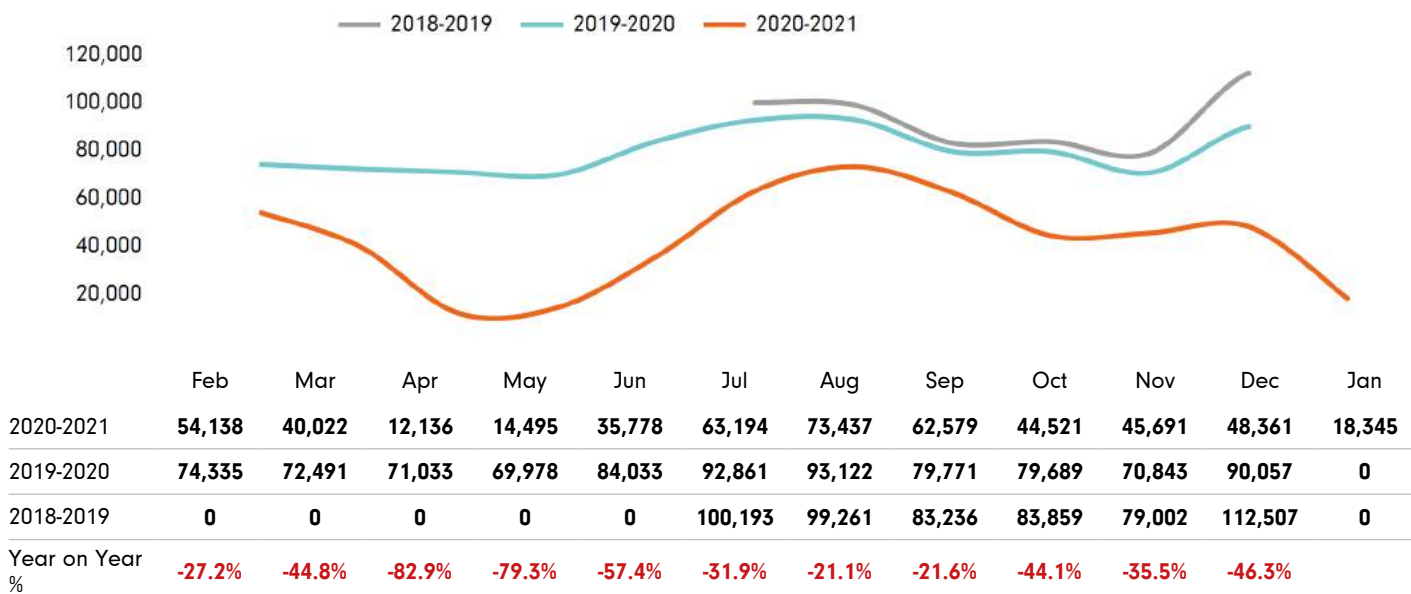
## Footfall by hour

The figures shown below are calculated using a weekly average



## Footfall - rolling 12 months

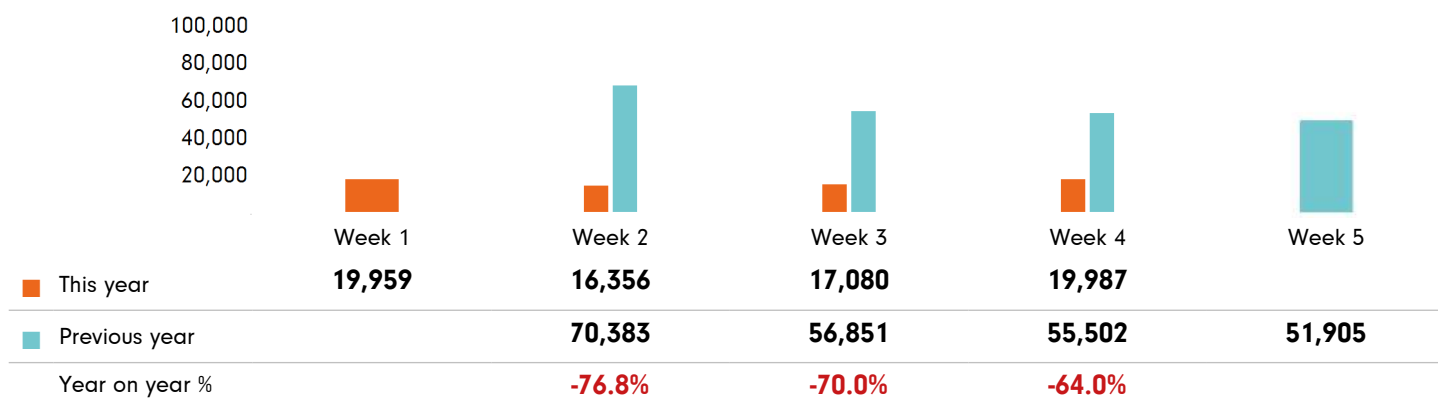
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for January compares January 2021 to January 2020

## Footfall by week of month

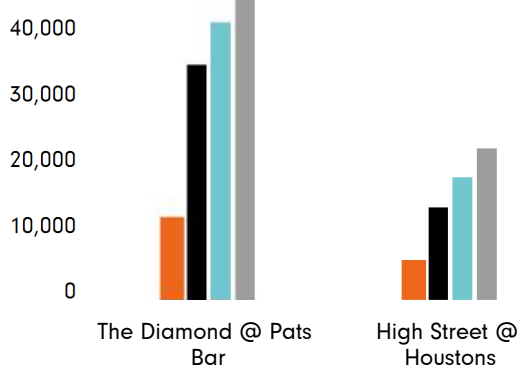
The figures shown below are calculated using weekly totals.



## Footfall by location

The figures shown below are calculated using weekly averages.

■ This month   
 ■ Previous month   
 ■ Previous year   
 ■ 2 Years ago



This Month	<b>12,264</b>	<b>6,081</b>
Previous Month	<b>34,428</b>	<b>13,933</b>
Previous Year	<b>40,425</b>	<b>18,234</b>
2 Years Ago	<b>44,524</b>	<b>22,391</b>
Year on Year %	<b>-69.7 %</b>	<b>-66.7 %</b>

### Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2021 to January, 2021 Vs January, 2020 to January, 2020

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2021 Vs December 2020