

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Enniskillen BID	-68.7 %	-12.8 %	-61.5 %	-25.8 %	17.0 %	-6.5 %
Northern Ireland	-69.9 %	-3.6 %	-69.1 %	-3.7 %	8.8 %	-2.4 %
UK	-72.7 %	-1.6 %	-72.7 %	0.1 %	2.3 %	0.4 %

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 total number of visitors to Enniskillen BID for the last 52 weeks is 2,237,546 which is 44.8% down on the previous year.

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 week commencing 25 January 2021 was 19,987.

The busiest day in week commencing 25 January 2021 was Friday with 4,491 visitors.






















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

Footfall by week

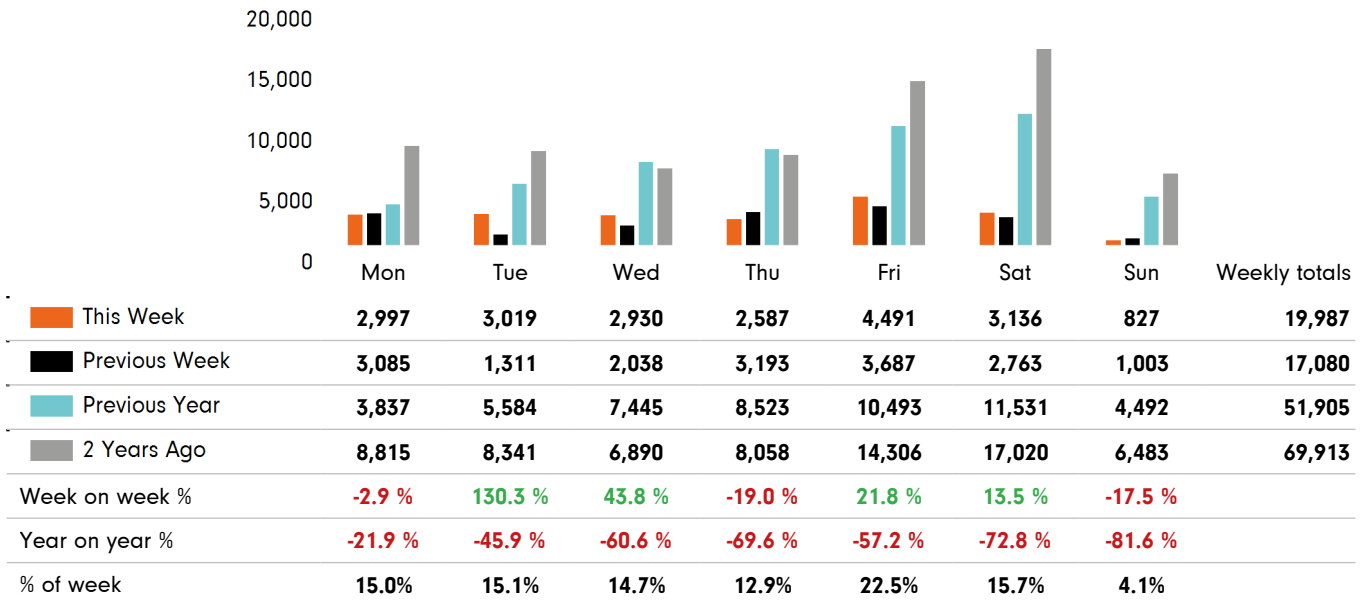


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

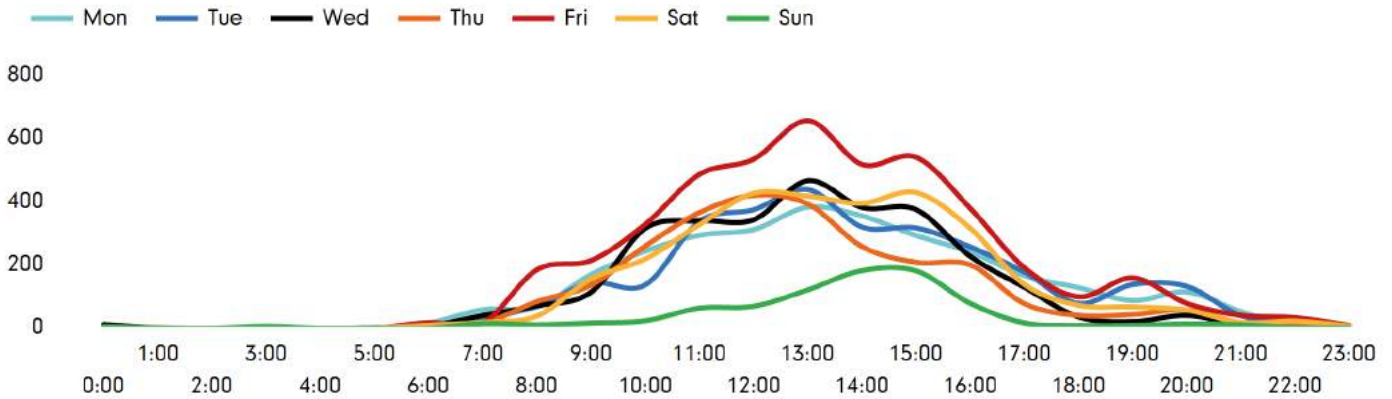
Weather

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

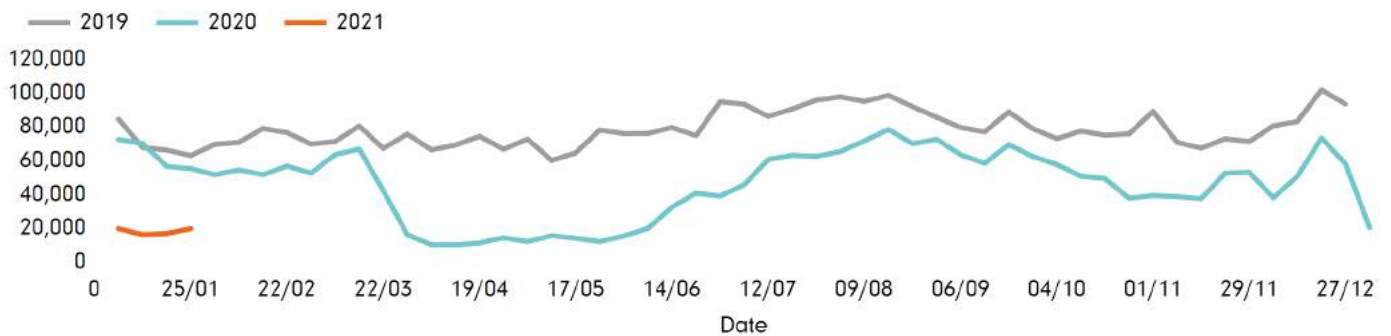
Footfall by day



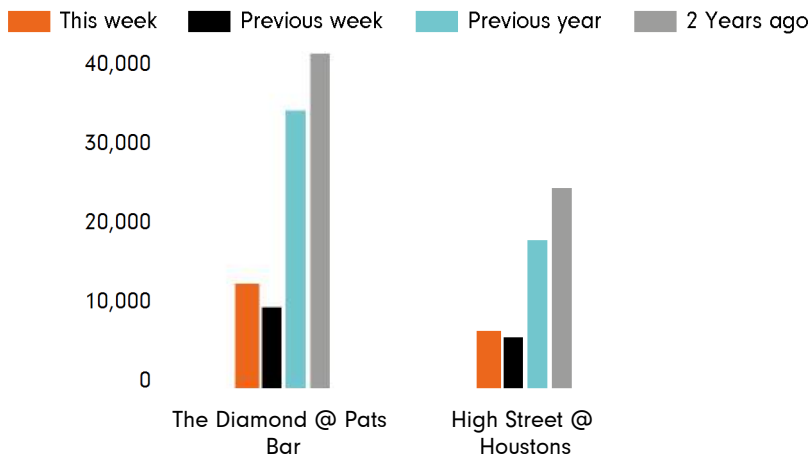
Footfall by hour



Footfall by week



Footfall by location



This Week	12,806	7,181
Previous Week	10,329	6,751
Previous Year	33,649	18,256
2 Years Ago	45,478	24,435
Week on week %	24.0 %	6.4 %
Year on Year %	-61.9 %	-60.7 %

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 4, 2021 Vs Week 1, 2020 to Week 4, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week4, 2021 Vs Week 4, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week4 2021 Vs Week 3 2021