

Footfall Report for: Enniskillen BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Enniskillen BID	192.9%	-68.7%	181.3%	-61.5%	0.4%	17.0%
Northern Ireland	148.5%	-69.9%	150.7%	-69.1%	0.3%	8.8%
UK	171.0%	-72.7%	182.3%	-72.7%	4.9%	2.3%

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

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors to Enniskillen BID for the last 52 weeks is 3,021,528 which is 35% up on the previous year.

The total number of visitors for the year to date is 214,942 which is 192.9% up on the previous year.

The total number of visitors to Enniskillen BID in week commencing 24 January 2022 was 56,223.

The busiest day in week commencing 24 January 2022 was Saturday with 11,912 visitors.






















The peak hour of the week was 13:00 on Saturday 29 January 2022 with footfall of 1,607.

Footfall by week

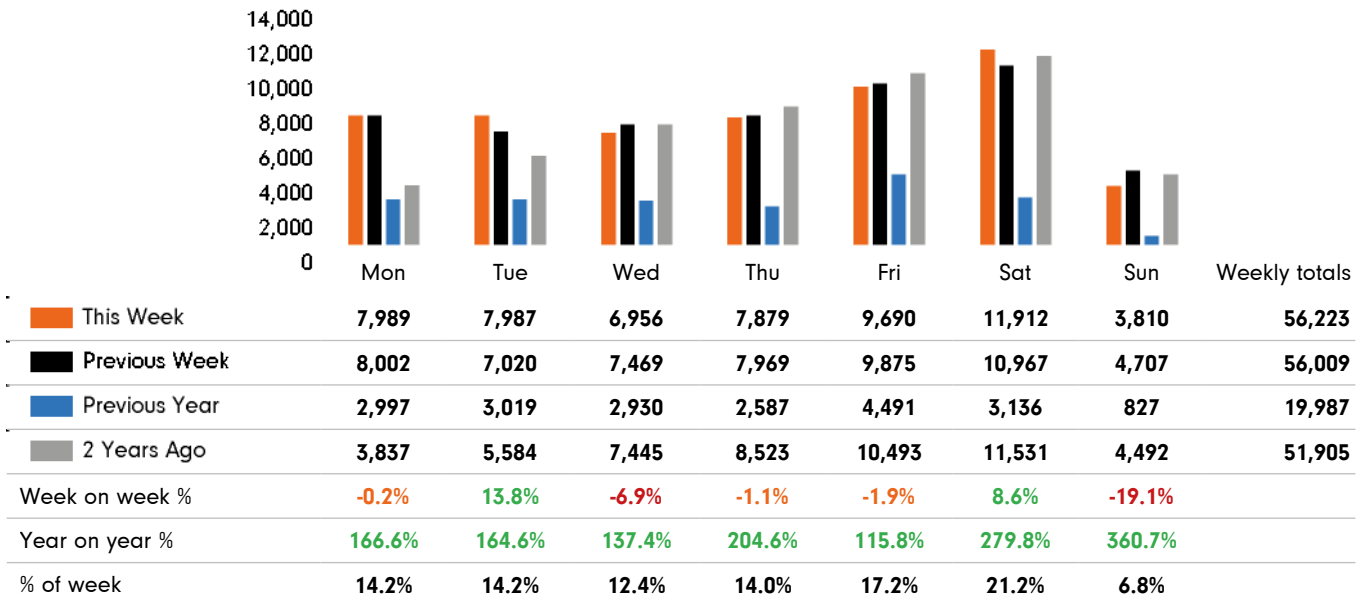


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

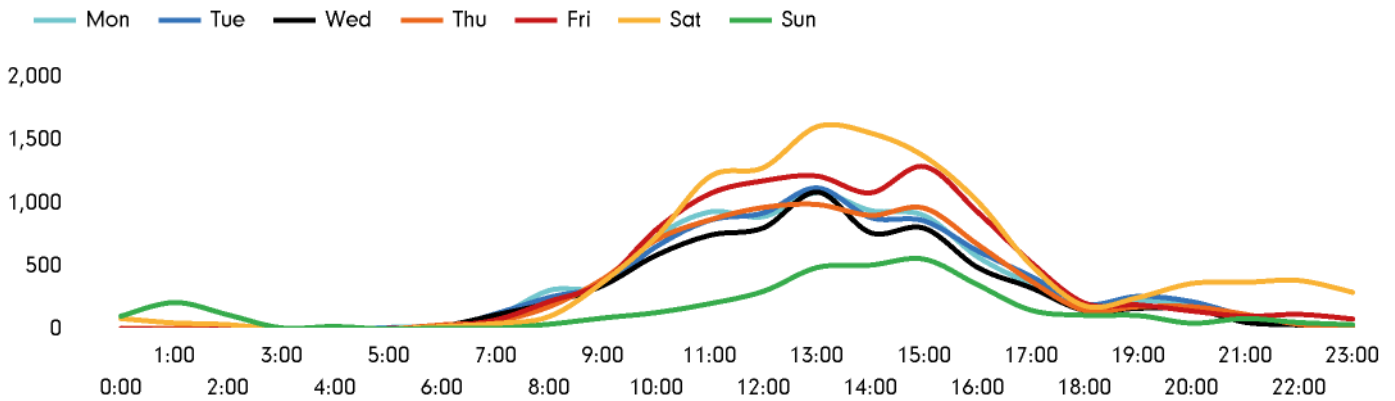
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 9°	 7°	 10°	 10°	 11°	 13°	 9°
Previous week	 6°	 9°	 8°	 8°	 7°	 9°	 7°
Previous year	 5°	 9°	 8°	 10°	 8°	 4°	 4°

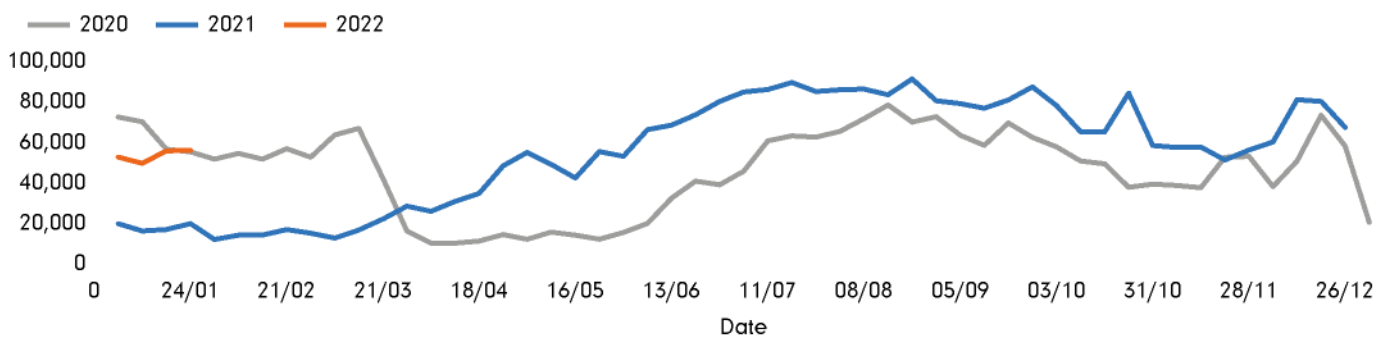
Footfall by day



Footfall by hour

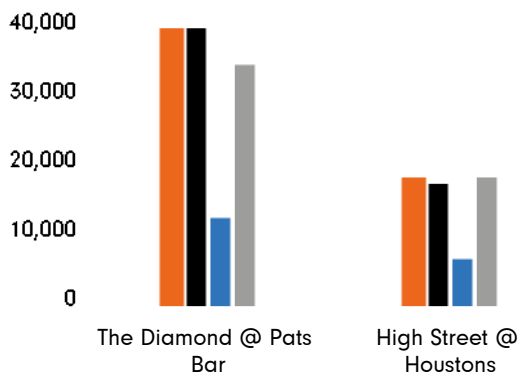


Footfall by week



Footfall by location

■ This week
 ■ Previous week
 ■ Previous year
 ■ 2 Years ago



This Week	38,272	17,951
Previous Week	38,597	17,412
Previous Year	12,806	7,181
2 Years Ago	33,649	18,256
Week on week %	-0.8 %	3.1 %
Year on Year %	198.9 %	150.0 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2022 to Week 4, 2022 Vs Week 1, 2021 to Week 4, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week4, 2022 Vs Week 4, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week4 2022 Vs Week 3 2022

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Enniskillen BID

2019 comparison for Enniskillen BID

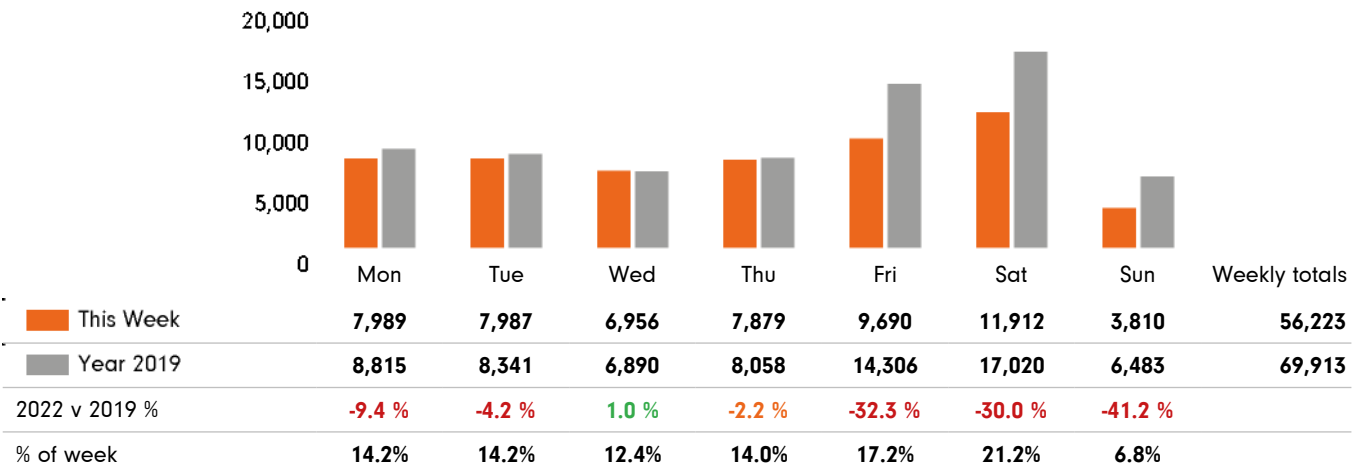
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2022 against the similar time period in 2019

Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Enniskillen BID	-19.7 %	-19.6 %
Northern Ireland	-28.3 %	-26.1 %
UK	-25.6 %	-20.3 %

Enniskillen BID is compared to the high street index.

Footfall by day



Footfall by location

