

Footfall Report for: Enniskillen BID

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2022	2021	2022	2021	2022	2021
Enniskillen BID	241.6%	-70.9%	329.6%	-73.3%	-18.8%	-21.2%
Northern Ireland	135.3%	-67.4%	123.6%	-64.9%	0.8%	12.3%
UK	162.4%	-70.3%	153.8%	-67.9%	12.4%	19.4%

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

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 for the year to date is 389,435 which is 241.6% up on the previous year.

The total number of visitors to Enniskillen BID in month commencing 31 January 2022 was 174,493.

The busiest day in month commencing 31 January 2022 was Saturday 5 February with 9,852 visitors.

The peak hour of the month was 13:00 on Wednesday 9 February 2022 with footfall of 1,614.

Footfall by month

Figures shown below are calculated using monthly totals.



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

Weather



Number of days this month		2	22	4
Number of days same month last year	5	4	16	3
Number of days same month two years ago	3	1	18	6

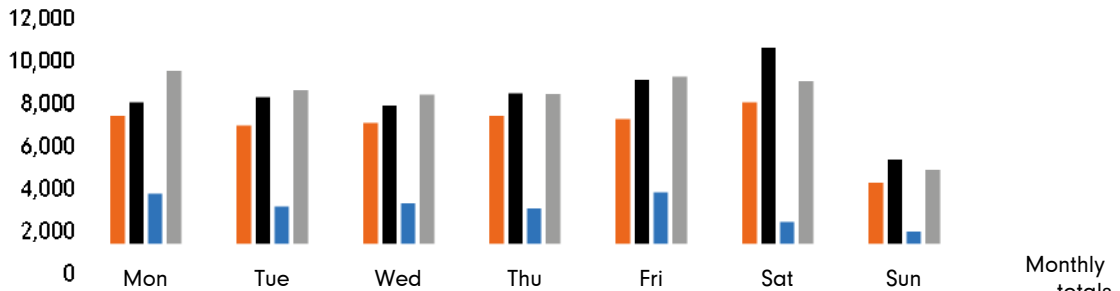
Average temperature

	Maximum temperature	Minimum temperature
2022	8°	4°
2021	8°	3°
2020	7°	2°

SPRINGBOARD.

Footfall by day

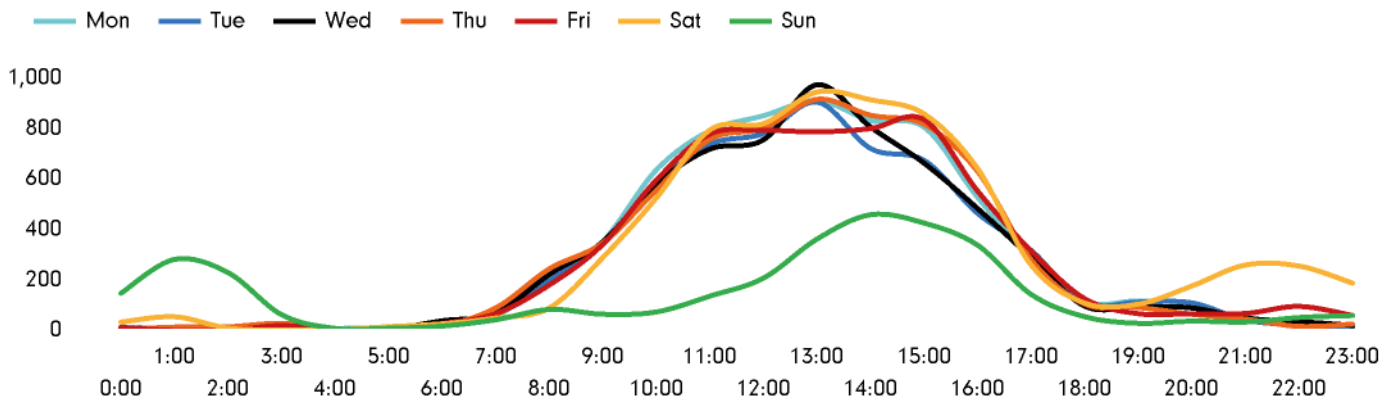
The figures shown below are calculated using weekly averages.



This Month	6,774	6,277	6,394	6,750	6,612	7,441	3,376	43,624
Previous Month	7,448	7,716	7,291	7,888	8,603	10,234	4,556	53,736
Previous Year	2,794	2,170	2,320	2,057	2,885	1,356	881	14,463
2 Years Ago	9,044	8,079	7,833	7,870	8,766	8,518	4,029	54,139
Month on month %	-9.1%	-18.7%	-12.3%	-14.4%	-23.1%	-27.3%	-25.9%	
Year on year %	142.5%	189.3%	175.6%	228.1%	129.2%	448.6%	283.3%	

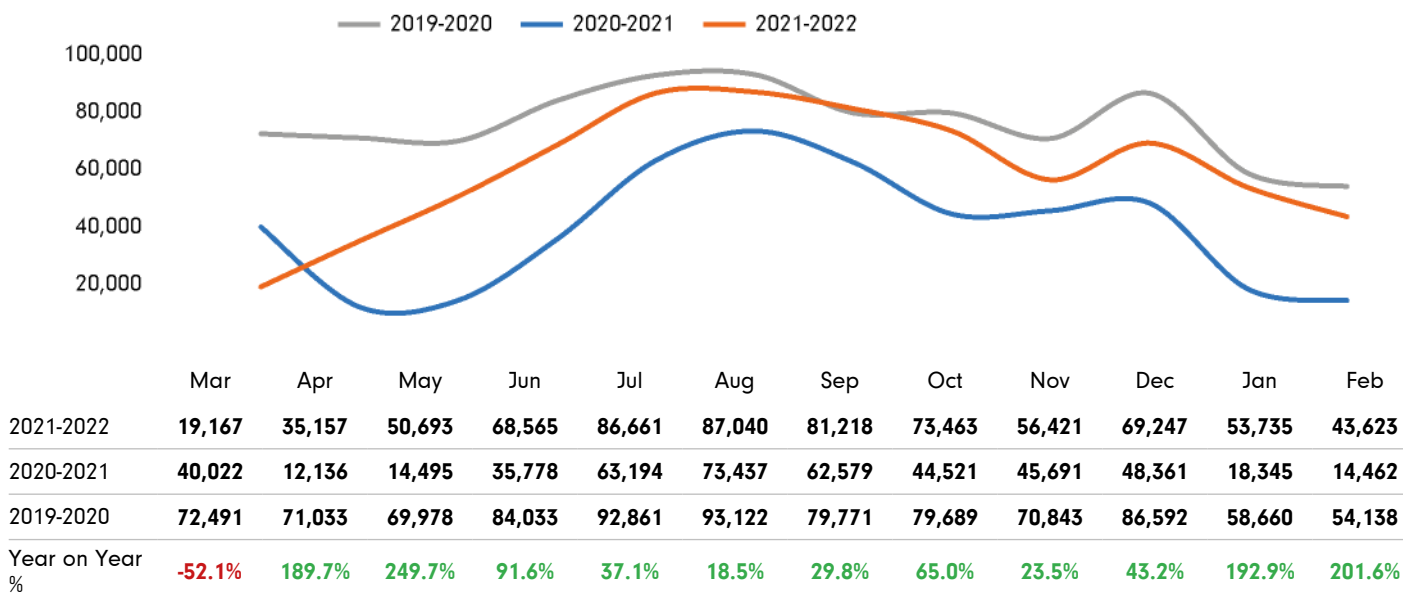
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

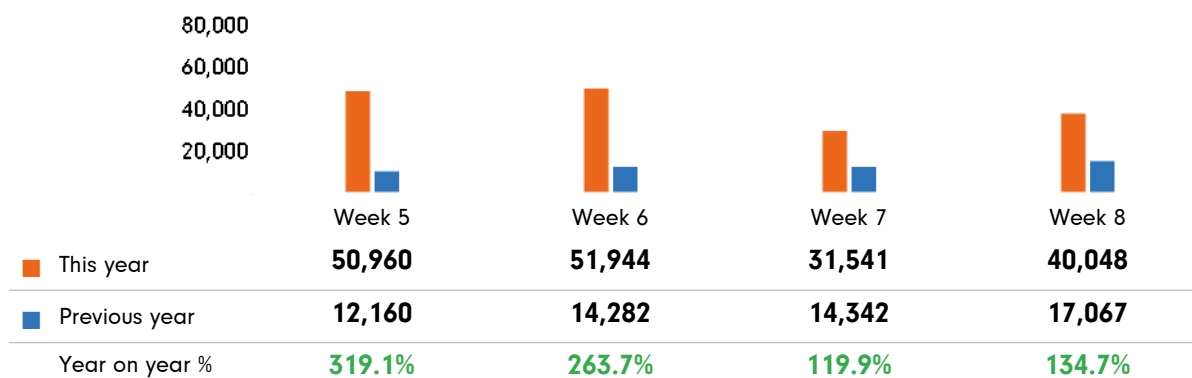
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2021-2022 period with the 2020-2021 period i.e the figure for February compares February 2022 to February 2021

Footfall by week of month

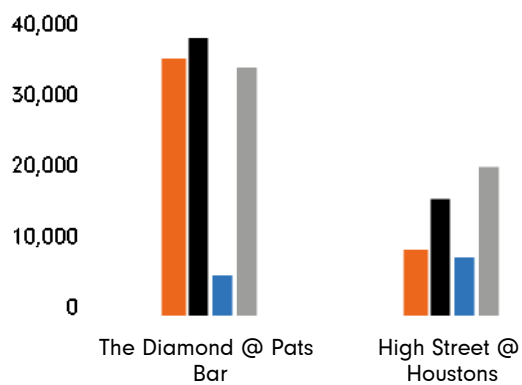
The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.

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



This Month	34,472	9,150
Previous Month	37,551	16,184
Previous Year	6,007	8,455
2 Years Ago	33,654	20,483
Year on Year %	473.9 %	8.2 %

Notes

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

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2022 Vs 1 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

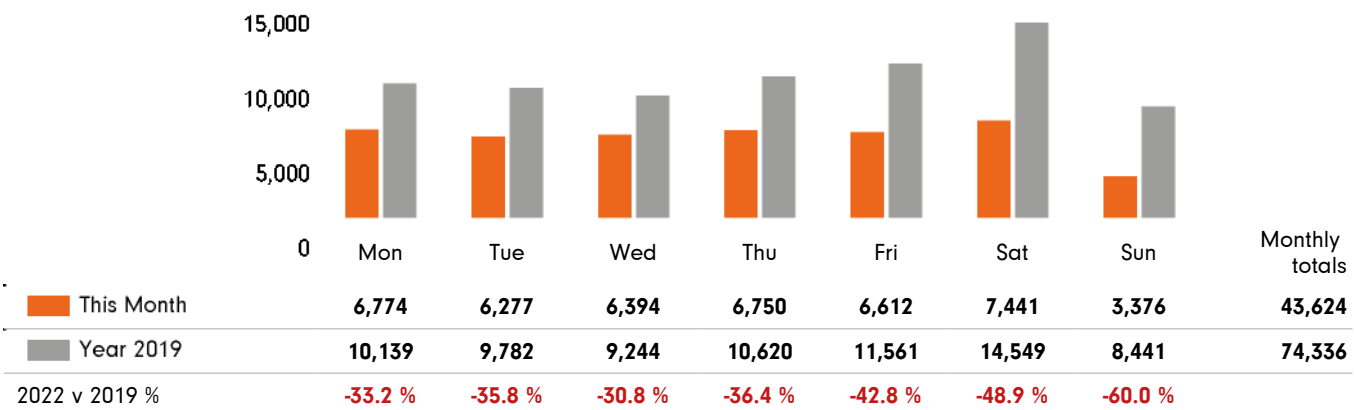
Headlines

	Year to date % 2022 Vs 2019	Year on year % 2022 Vs 2019
Enniskillen BID	-31.1 %	-41.3 %
Northern Ireland	-31.0 %	-33.6 %
UK	-25.7 %	-25.7 %

Enniskillen BID is compared to the high street index.

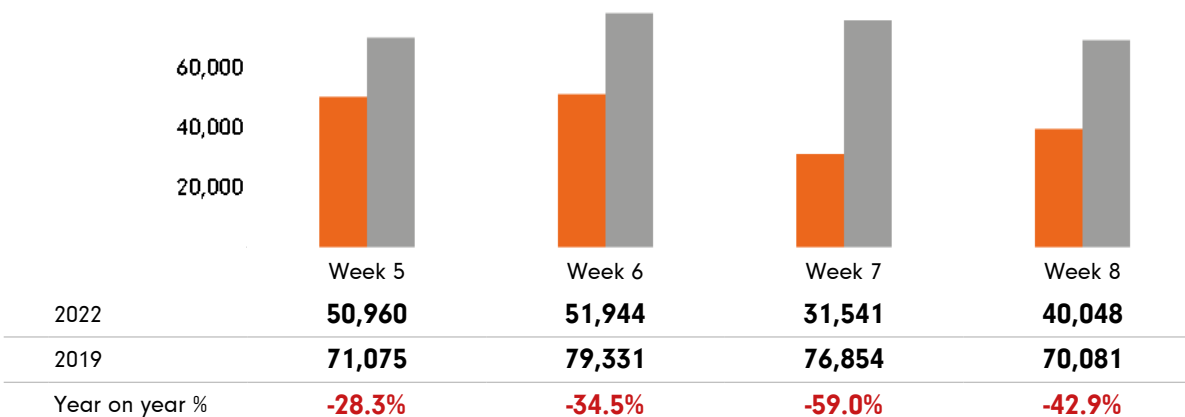
Footfall by day

The figures shown below are calculated using weekly averages.



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.

