

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Enniskillen BID	205.3%	-71.8%	287.2%	-60.3%	70.7%	31.2%
Northern Ireland	130.4%	-64.5%	133.6%	-38.0%	26.1%	12.9%
UK	153.3%	-66.9%	131.7%	-34.8%	5.7%	8.0%

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 3,241,723 which is 66.2% up on the previous year.

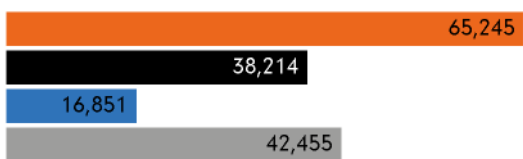
The total number of visitors for the year to date is 537,925 which is 205.3% up on the previous year.

The total number of visitors to Enniskillen BID in week commencing 14 March 2022 was 65,245.

The busiest day in week commencing 14 March 2022 was Friday with 15,783 visitors.






















The peak hour of the week was 15:00 on Friday 18 March 2022 with footfall of 2,767.

Footfall by week

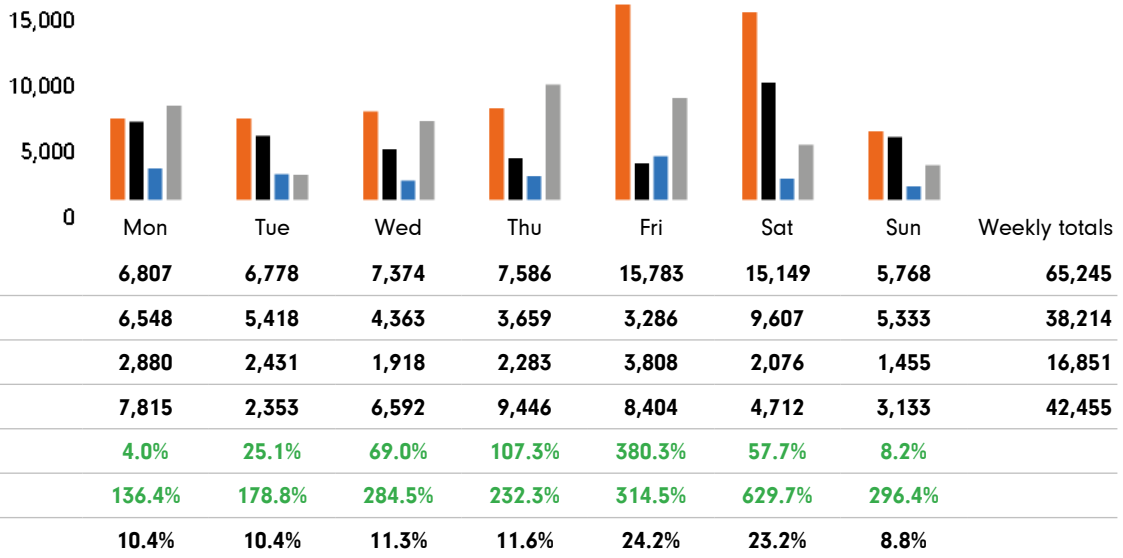


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

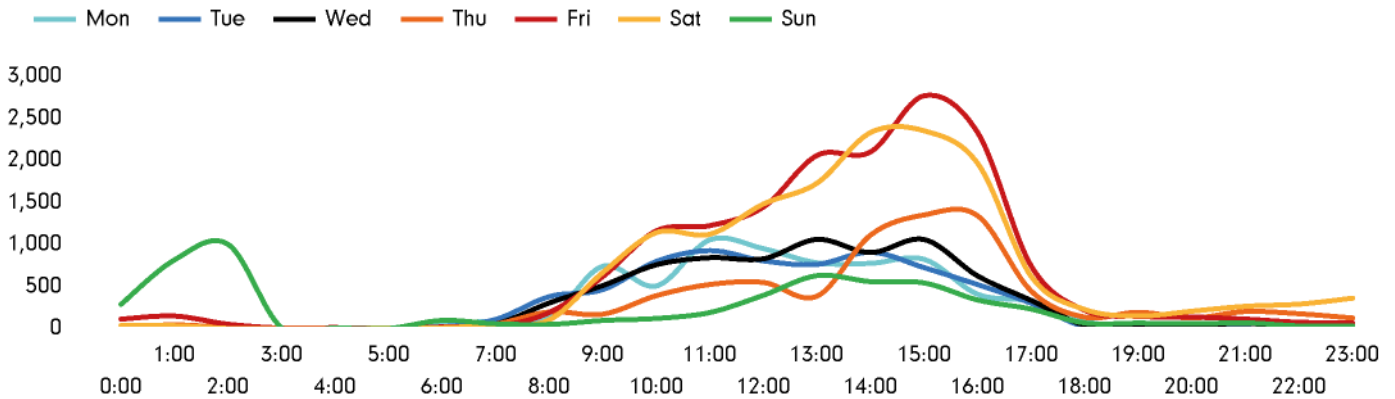
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 10°	 8°	 10°	 11°	 15°	 13°	 11°
Previous week	 8°	 8°	 9°	 10°	 9°	 9°	 9°
Previous year	 12°	 13°	 12°	 11°	 12°	 10°	 11°

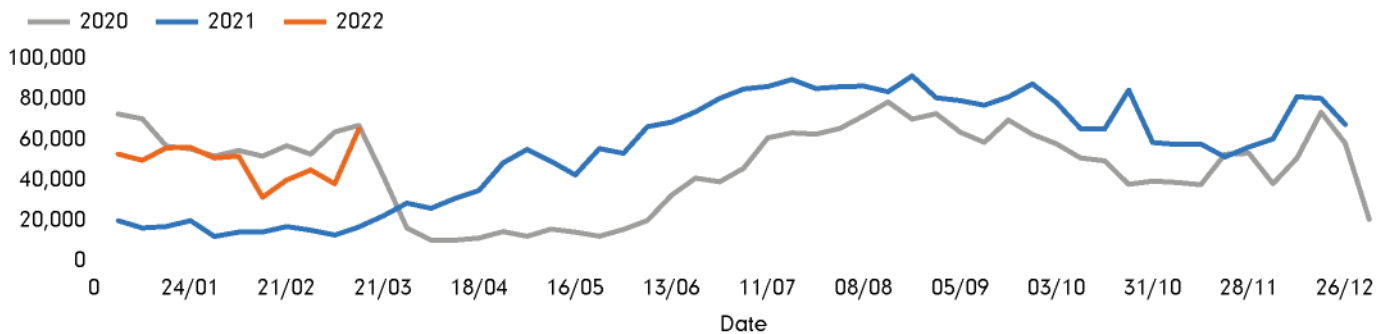
Footfall by day



Footfall by hour

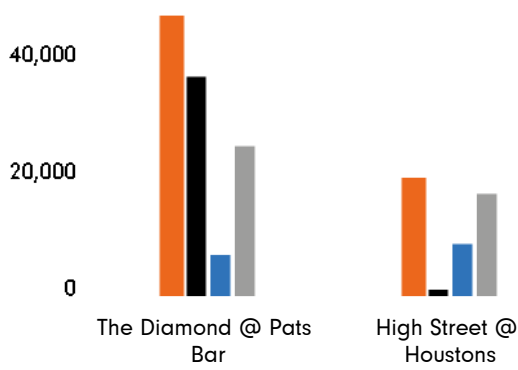


Footfall by week



Footfall by location

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



This Week	45,635	19,610
Previous Week	36,198	2,016
Previous Year	7,536	9,315
2 Years Ago	25,090	17,365
Week on week %	26.1 %	872.7 %
Year on Year %	505.6 %	110.5 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2022 to Week 11, 2022 Vs Week 1, 2021 to Week 11, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 11, 2022 Vs Week 11, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 11 2022 Vs Week 10 2022

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Enniskillen BID

2019 comparison for Enniskillen BID

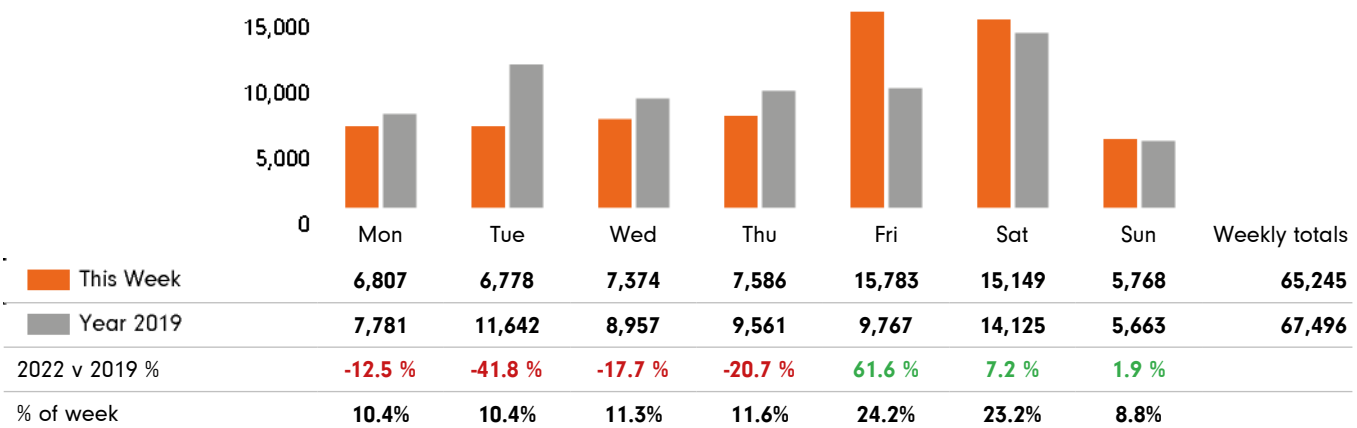
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your 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	-31.5 %	-3.3 %
Northern Ireland	-27.8 %	-10.5 %
UK	-23.4 %	-17.3 %

Enniskillen BID is compared to the high street index.

Footfall by day



Footfall by location

