

## Weekly Footfall

|                  | Year to date % |        | Year on year % |        | Week on week % |        |
|------------------|----------------|--------|----------------|--------|----------------|--------|
|                  | 2022           | 2021   | 2022           | 2021   | 2022           | 2021   |
| Enniskillen BID  | 125.4%         | -35.3% | 14.4%          | 245.5% | -14.7%         | -10.7% |
| Northern Ireland | 87.3%          | -31.6% | 3.1%           | 231.5% | 1.1%           | 2.2%   |
| UK               | 93.3%          | -30.3% | 37.2%          | 198.0% | -1.3%          | 3.1%   |

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 3,472,025 which is 62.2% up on the previous year.

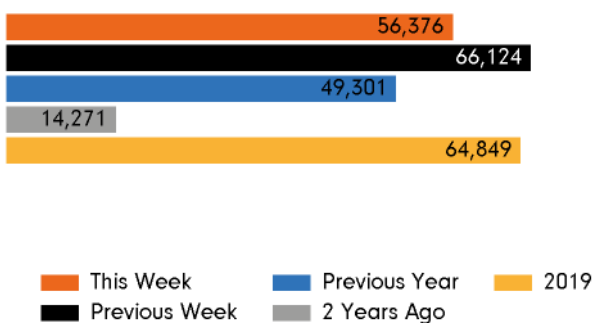
The total number of visitors for the year to date is 1,064,297 which is 125.4% up on the previous year.

The total number of visitors to Enniskillen BID in week commencing 9 May 2022 was 56,376.






















The busiest day in week commencing 9 May 2022 was Friday with 10,529 visitors.

The peak hour of the week was 15:00 on Friday 13 May 2022 with footfall of 1,444.

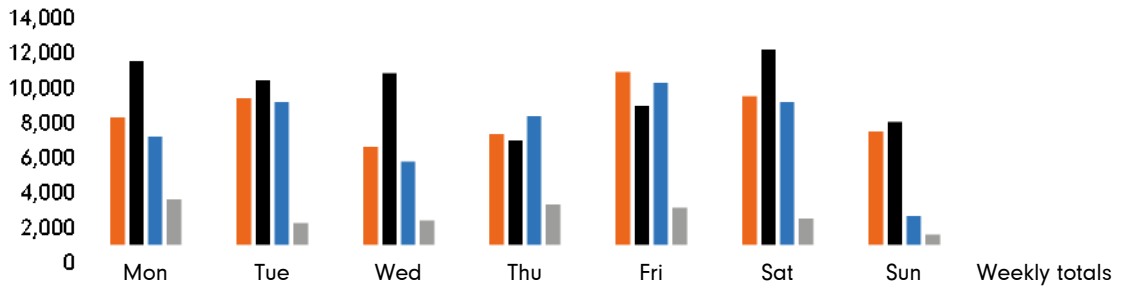
## Footfall by week



## Weather

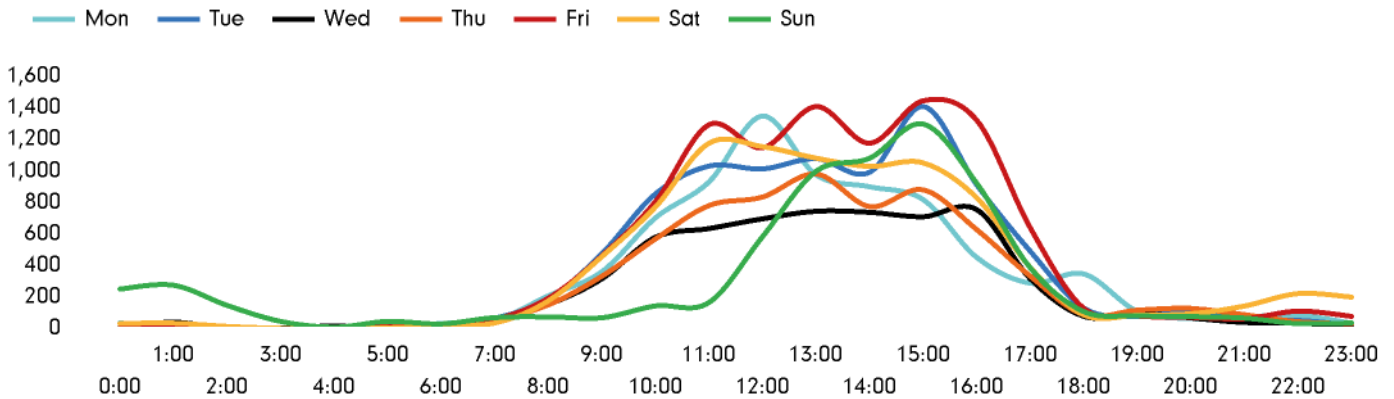
|               | Mon  | Tue  | Wed  | Thu  | Fri  | Sat  | Sun  |
|---------------|--|--|--|--|--|--|--|
| This week     | <br>15° | <br>14° | <br>13° | <br>14° | <br>17° | <br>18° | <br>18° |
| Previous week | <br>16° | <br>15° | <br>13° | <br>15° | <br>15° | <br>17° | <br>20° |
| Previous year | <br>14° | <br>15° | <br>14° | <br>14° | <br>15° | <br>13° | <br>14° |

## Footfall by day

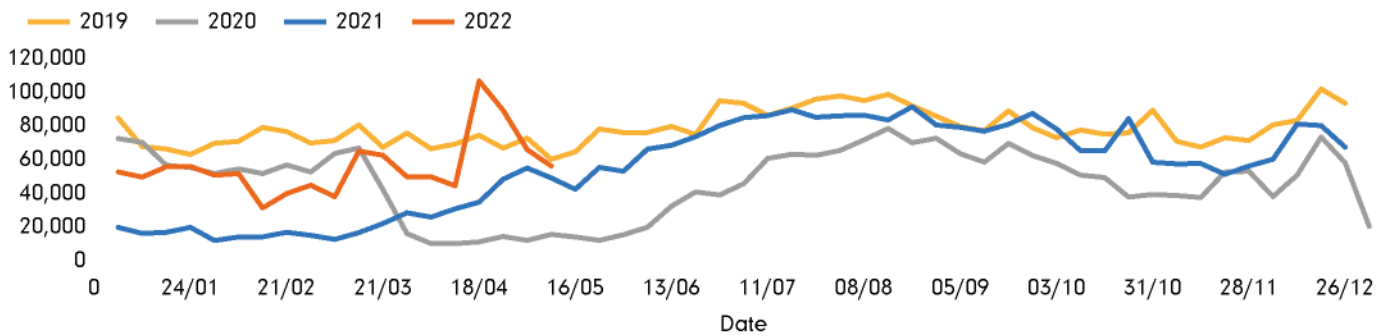


|                |        |        |        |        |       |        |        |  |
|----------------|--------|--------|--------|--------|-------|--------|--------|--|
| Week on week % | -29.8% | -10.4% | -41.7% | 5.5%   | 23.3% | -23.5% | -7.8%  |  |
| Year on year % | 16.5%  | 2.7%   | 16.4%  | -13.6% | 6.6%  | 3.7%   | 245.7% |  |
| % of week      | 13.9%  | 15.9%  | 10.8%  | 12.1%  | 18.7% | 16.1%  | 12.4%  |  |

## Footfall by hour

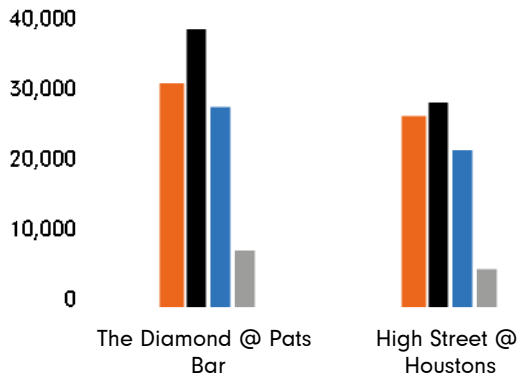


## Footfall by week



## Footfall by location

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



|                |                |               |
|----------------|----------------|---------------|
| This Week      | <b>30,390</b>  | <b>25,986</b> |
| Previous Week  | <b>37,966</b>  | <b>28,158</b> |
| Previous Year  | <b>27,541</b>  | <b>21,760</b> |
| 2 Years Ago    | <b>8,390</b>   | <b>5,881</b>  |
| Week on week % | <b>-20.0 %</b> | <b>-7.7 %</b> |
| Year on Year % | <b>10.3 %</b>  | <b>19.4 %</b> |

### 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 19, 2022 Vs Week 1, 2021 to Week 19, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week19, 2022 Vs Week 19, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 19 2022 Vs Week 18 2022

# 2019 Comparison for: Enniskillen BID

## 2019 comparison for Enniskillen BID

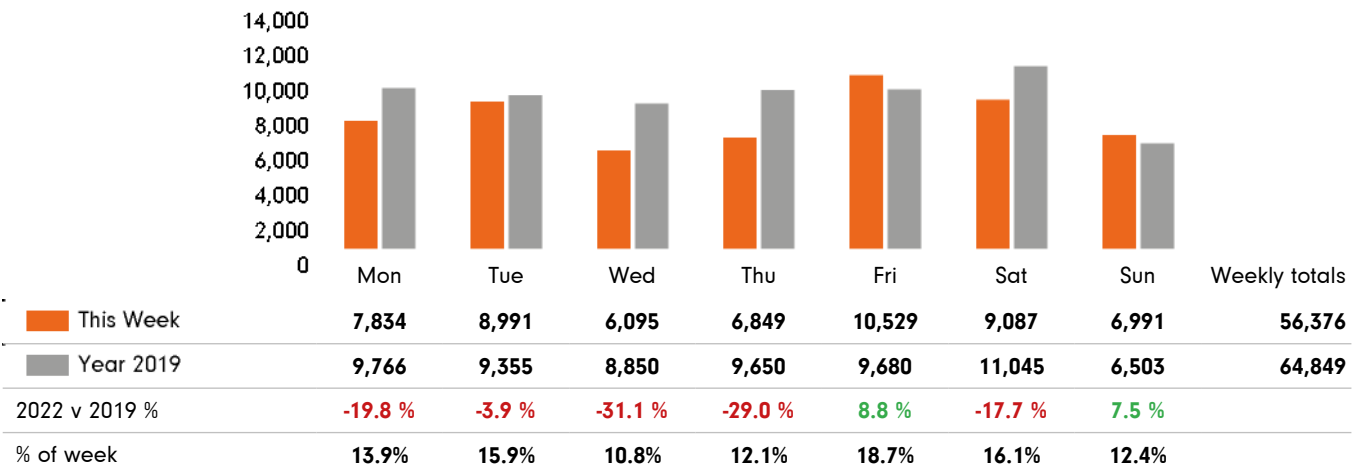
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your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

### Headlines

|                  | Year to date %<br>2022 Vs 2019 | Year on year %<br>2022 Vs 2019 |
|------------------|--------------------------------|--------------------------------|
| Enniskillen BID  | <b>-20.4 %</b>                 | <b>-13.1 %</b>                 |
| Northern Ireland | <b>-23.4 %</b>                 | <b>-18.5 %</b>                 |
| UK               | <b>-20.7 %</b>                 | <b>-18.4 %</b>                 |

Enniskillen BID is compared to the high street index.

### Footfall by day



### Footfall by location

