

May 2023. 01 May 2023 - 28 May 2023

Footfall Report for: Godalming Town Centre

Weeks This Month: 4 Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Godalming Town Centre	2.2%	33.4%	0.0%	16.6%	-1.1%	1.4%
South East	3.7%	63.9%	3.6%	18.6%	2.2%	-0.6%
UK	7.1%	82.7%	4.5%	32.2%	3.4%	3.3%

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

Headlines

The total number of visitors for the year to date is 1,057,425 which is 2.2% up on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 1 May 2023 was 203,589.

The busiest day in month commencing 1 May 2023 was Saturday 27 May with 10,208 visitors.

The peak hour of the month was 11:00 on Saturday 20 May 2023 with footfall of 1,270.

Footfall by month

203,589 205,772 203,516 174,529 This Month Previous Year Previous Month 2 Years Ago

Figures shown below are calculated using monthly totals.

Weather

	·O-	\Box	*
Number of days this month	17	6	5
Number of days same month last year	13	7	8
Number of days same month two years ago	7	2	19

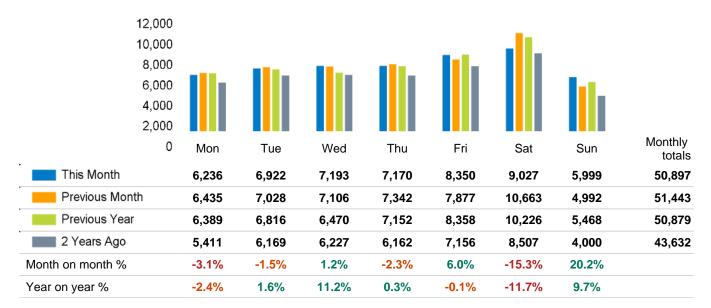
Average temperature

	Maximum temperature	Minimum temperature
2023	18°	8°
2022	19°	8°
2021	15°	6°



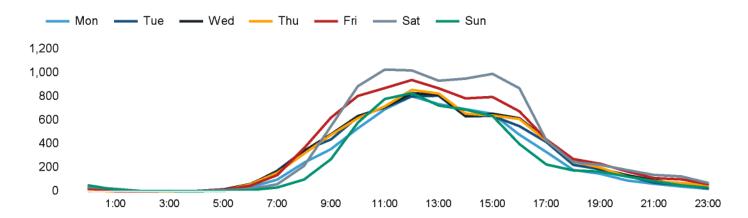
Footfall by day

The figures shown below are calculated using weekly averages.



Footfall by hour

The figures shown below are calculated using a weekly average

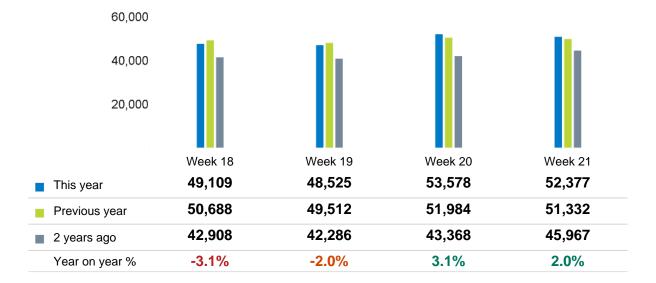


Footfall - rolling 12 months The figures shown below are calculated using weekly averages. 2021-2022 2020-2021 2022-2023 70,000 60,000 50,000 40,000 30,000 20,000 Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May 2022-2023 68,240 53,893 43,468 67,263 52,757 44,094 67,557 48,719 39,626 63,763 51,443 40,717 2021-2022 59,224 48,544 41,660 65,983 52,760 45,172 69,294 48,067 37,120 63,039 50,169 40,703 2020-2021 0 0 0 0 0 0 0 29,245 31,531 43,632 0 45,533 Year on Year 15.2% 11.0% 4.3% 1.9% 0.0% -2.4% -2.5% 1.4% 6.8% 1.1% 2.5% 0.0%

Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for May compares May 2023 to May 2022

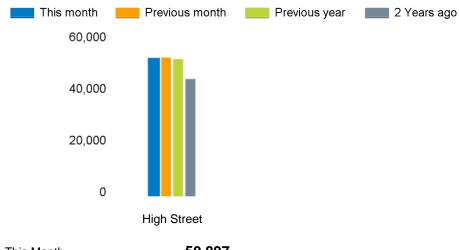
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	50,897
Previous Month	51,443
Previous Year	50,879
2 Years Ago	43,632
Year on Year %	0.0 %

Reporting dates

This month - 01 May 2023 - 28 May 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2023 to May , 2023 Vs January, 2022 to May , 2022

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. May, 2023 Vs May, 2022

Month on Month % Change is the % change in footfall for this Month from the previous Month.5 2023 Vs 4 2023