

Footfall Report for: Godalming Town Centre

Weekly Footfall Counts

| | Year to date % | | Year on year % | | Week on week % | |
|-----------------------|----------------|-------|----------------|-------|----------------|------|
| | 2023 | 2022 | 2023 | 2022 | 2023 | 2022 |
| Godalming Town Centre | 2.0% | 25.2% | -3.0% | 11.0% | 3.2% | 5.1% |
| South East | 3.5% | 42.8% | 2.1% | 14.4% | 2.4% | 6.7% |
| UK | 5.7% | 55.5% | 0.0% | 21.8% | 4.7% | 7.7% |

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

Headlines

The total number of visitors to Godalming Town Centre for the last 52 weeks is 2,742,014 which is 1.2% up on the previous year.

The total number of visitors for the year to date is 1,553,882 which is 2% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 24 July 2023 was 54,071.

The busiest day in week commencing 24 July 2023 was Saturday with 9,492 visitors.






















The peak hour of the week was 11:00 on Saturday 29 July 2023 with footfall of 1,192.

Footfall Counts by week

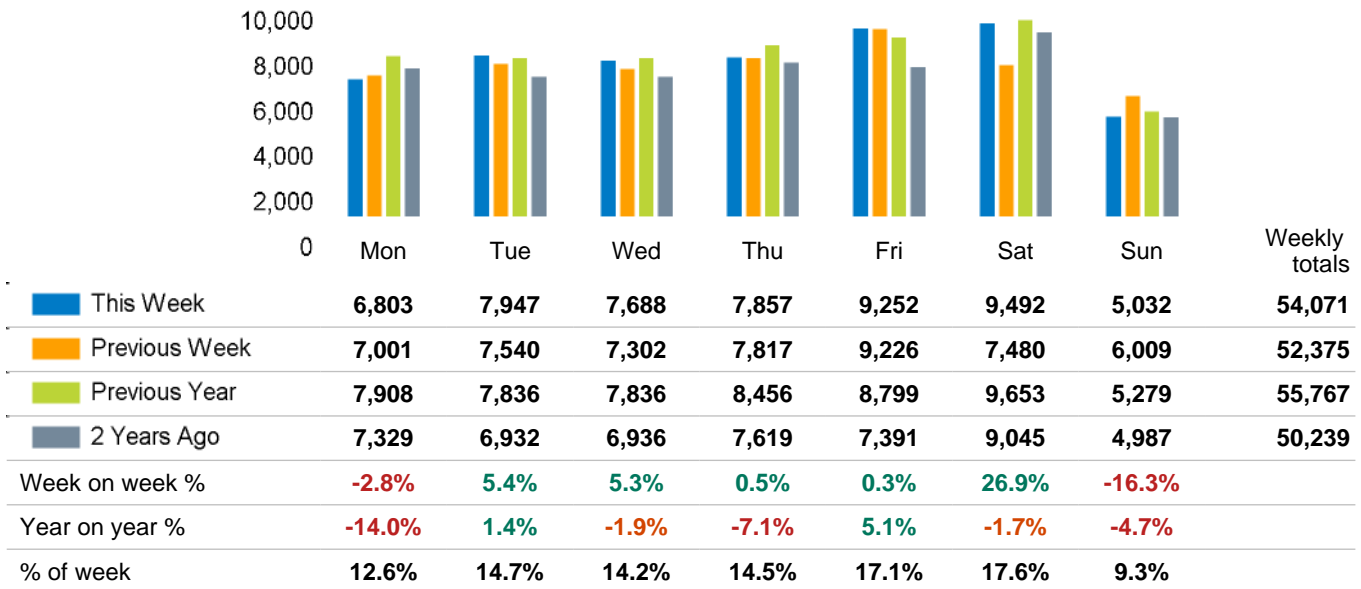


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

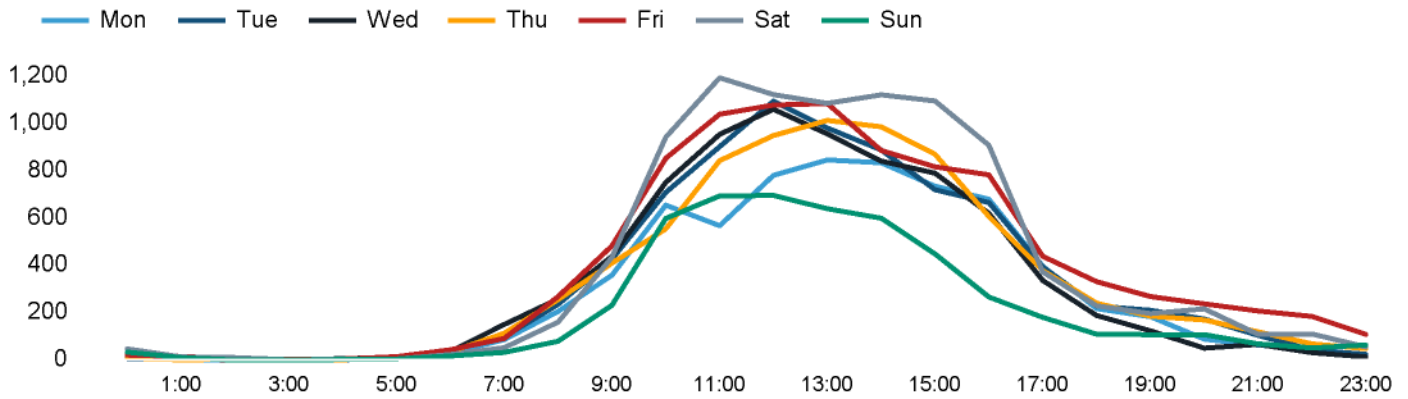
Weather

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|---|---|---|---|---|---|---|
| This week |  22° |  20° |  22° |  22° |  23° |  23° |  22° |
| Previous week |  22° |  22° |  24° |  24° |  23° |  20° |  22° |
| Previous year |  24° |  22° |  21° |  24° |  27° |  26° |  25° |

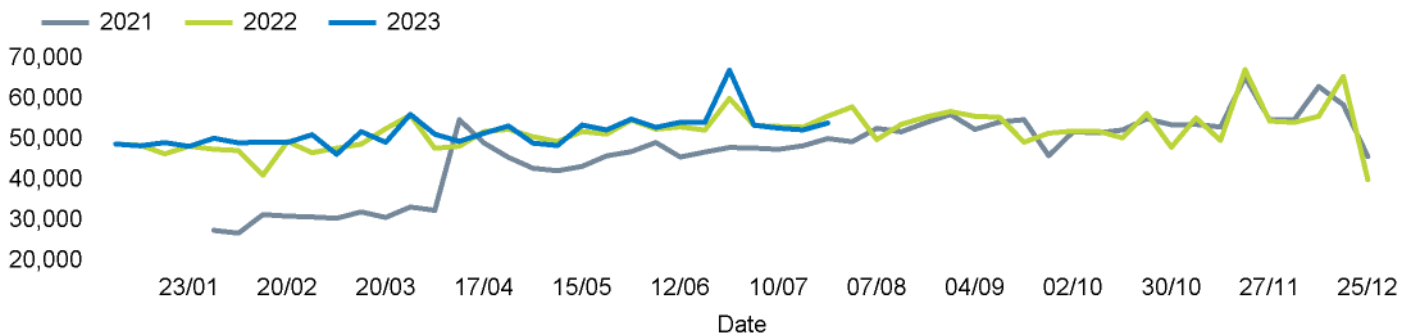
Footfall Counts by day



Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location

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

60,000
40,000
20,000
0

High Street

| | |
|----------------|---------------|
| This Week | 54,071 |
| Previous Week | 52,375 |
| Previous Year | 55,767 |
| 2 Years Ago | 50,239 |
| Week on week % | 3.2 % |
| Year on Year % | -3.0 % |

Reporting dates

This week - 24 July 2023 - 30 July 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2023 to Week 30, 2023 Vs Week 1, 2022 to Week 30, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 30, 2023 Vs Week 30, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 30 2023 Vs Week 29 2023

