

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	1.6%	14.0%	5.9%	2.8%	42.9%	35.0%
South East	2.6%	25.0%	0.1%	1.8%	6.2%	1.1%
UK	3.5%	33.2%	2.6%	6.6%	8.5%	3.2%

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 2,750,278 which is 1.2% up on the previous year.

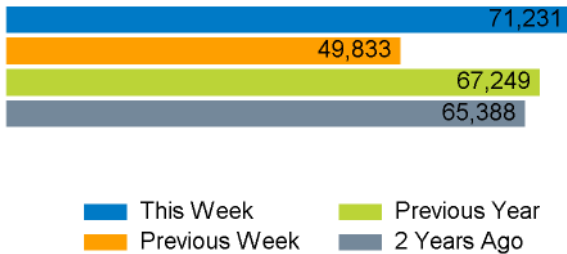
The total number of visitors for the year to date is 2,480,048 which is 1.6% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 20 November 2023 was 71,231.






















The busiest day in week commencing 20 November 2023 was Saturday with 28,795 visitors.

The peak hour of the week was 16:00 on Saturday 25 November 2023 with footfall of 5,118.

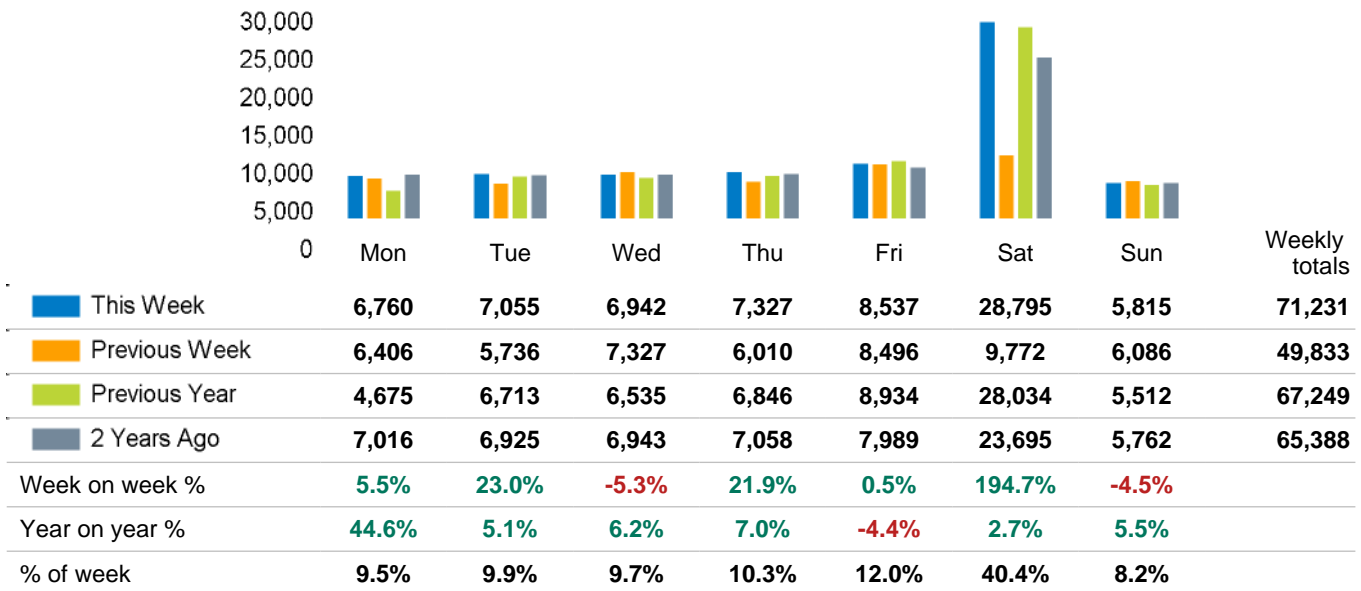
Footfall Counts by week



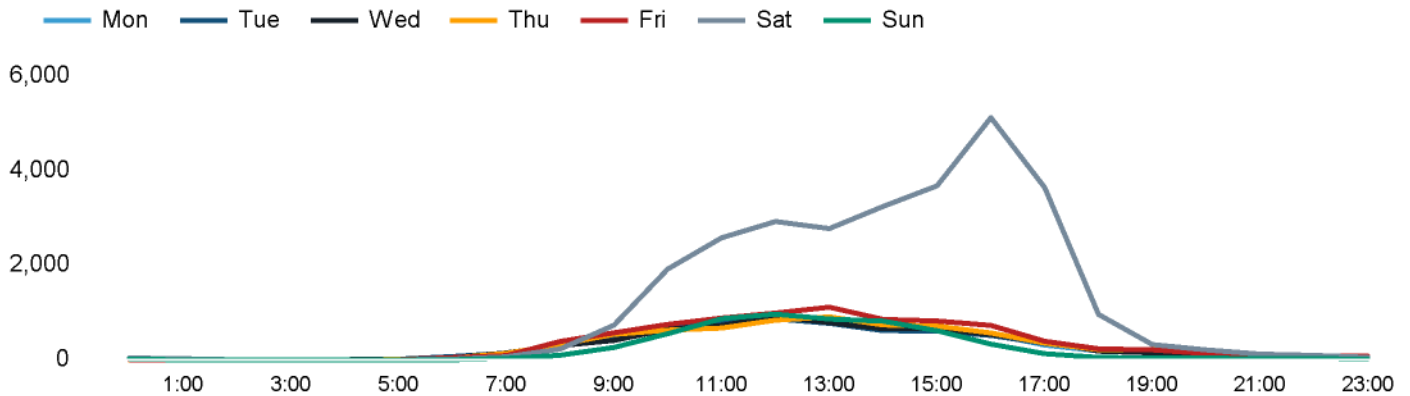
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 14°	 12°	 11°	 13°	 13°	 11°	 10°
Previous week	 16°	 16°	 13°	 12°	 11°	 15°	 15°
Previous year	 11°	 9°	 10°	 12°	 13°	 12°	 12°

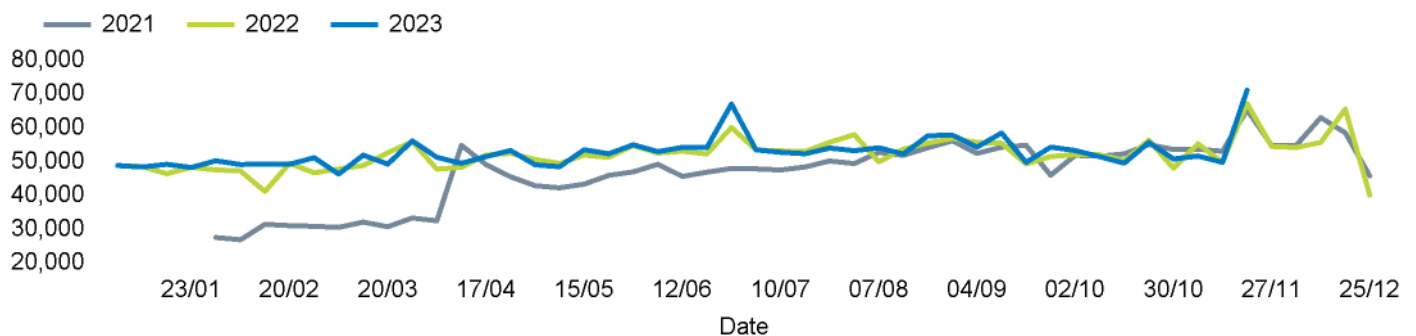
Footfall Counts by day



Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location

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

80,000
60,000
40,000
20,000
0

High Street

This Week	71,231
Previous Week	49,833
Previous Year	67,249
2 Years Ago	65,388
Week on week %	42.9 %
Year on Year %	5.9 %

Reporting dates

This week - 20 November 2023 - 26 November 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 47, 2023 Vs Week 1, 2022 to Week 47, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 47, 2023 Vs Week 47, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 47 2023 Vs Week 46 2023



