

Footfall Report for: Godalming Town Centre

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2024	2023	2024	2023	2024	2023
Godalming Town Centre	0.8%	4.7%	10.0%	19.8%	12.7%	0.4%
South East	-7.4%	9.6%	-3.9%	26.7%	17.0%	10.2%
UK	-2.9%	17.7%	-1.1%	33.2%	15.2%	8.6%

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 2,762,641 which is 1.3% up on the previous year.

The total number of visitors for the year to date is 346,470 which is 0.8% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 12 February 2024 was 54,332.

The busiest day in week commencing 12 February 2024 was Saturday with 10,234 visitors.

The peak hour of the week was 14:00 on Saturday 17 February 2024 with footfall of 1,518.

Footfall Counts by week

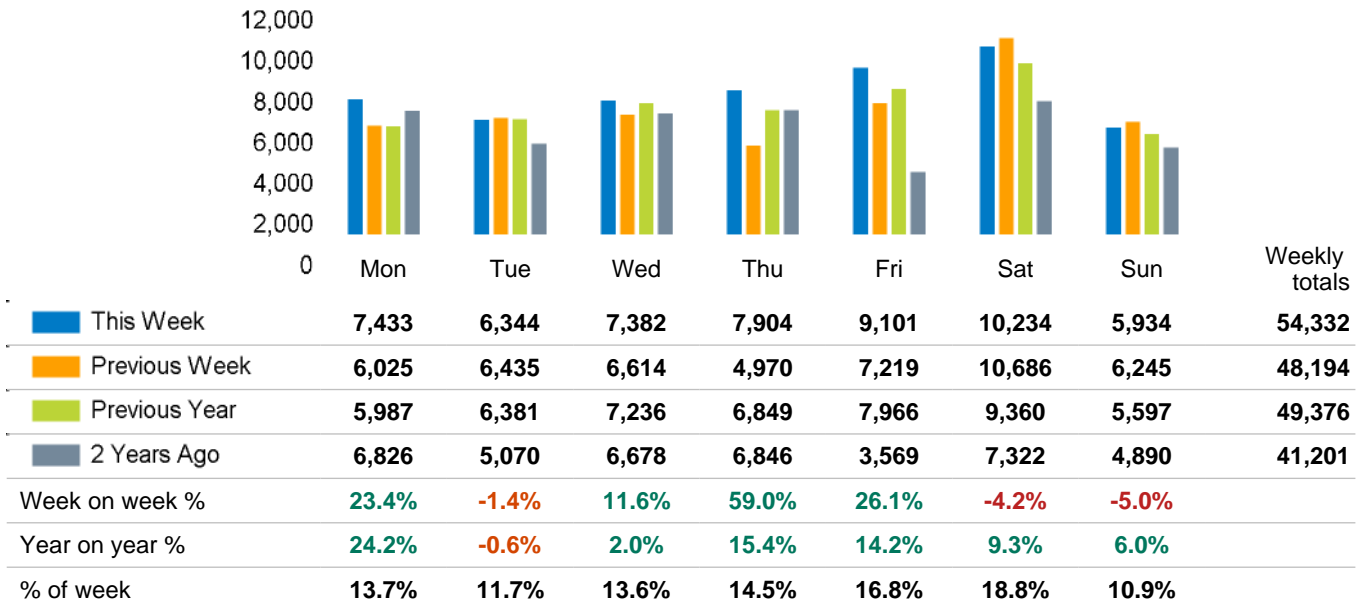


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

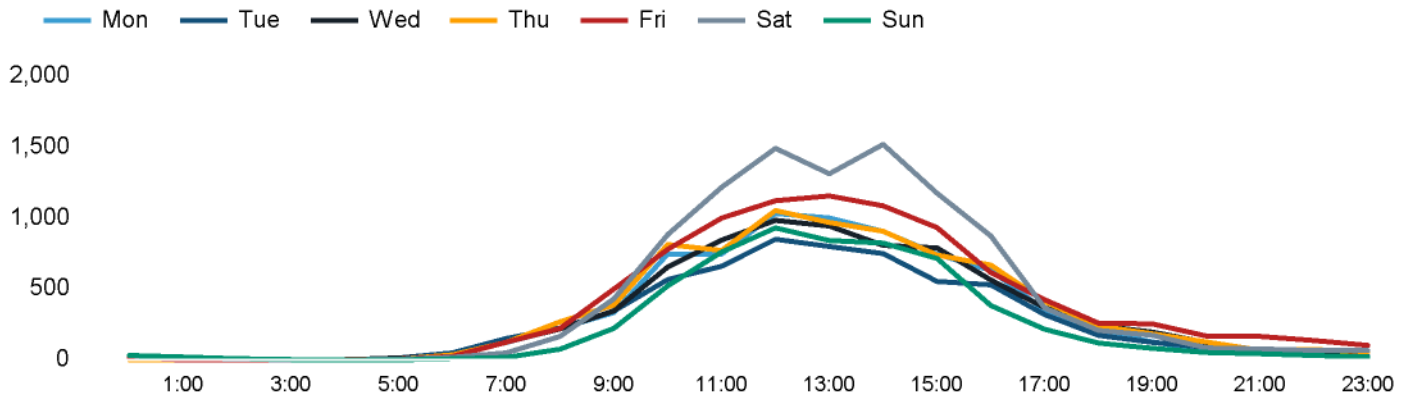
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	11°	12°	13°	17°	16°	13°	16°
Previous week	13°	14°	14°	12°	12°	12°	12°
Previous year	8°	12°	12°	15°	12°	14°	13°

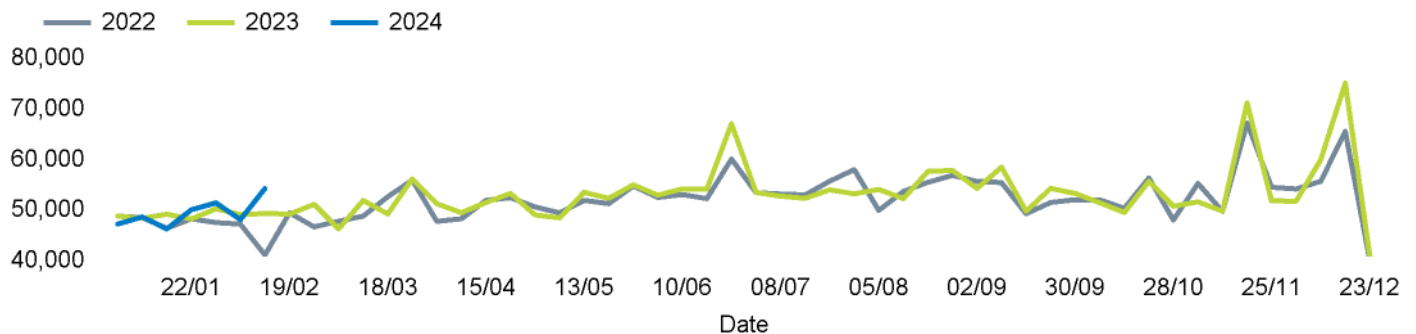
Footfall Counts by day



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	54,332
Previous Week	48,194
Previous Year	49,376
2 Years Ago	41,201
Week on week %	12.7 %
Year on Year %	10.0 %

Reporting dates

This week - 12 February 2024 - 18 February 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2024 to Week 7, 2024 Vs Week 1, 2023 to Week 7, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 7, 2024 Vs Week 7, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 7 2024 Vs Week 6 2024

