

Footfall Report for: Godalming Town Centre

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Godalming Town Centre	25.2%		11.0%		5.1%	3.7%
South East	42.8%	12.5%	14.4%	31.3%	6.7%	4.0%
UK	55.5%	1.8%	21.8%	26.8%	7.7%	1.5%

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 2,709,074 which is 25.2% up on the previous year.

The total number of visitors for the year to date is 1,522,761 which is 25.2% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 25 July 2022 was 55,767.

The busiest day in week commencing 25 July 2022 was Saturday with 9,653 visitors.






















The peak hour of the week was 11:00 on Saturday 30 July 2022 with footfall of 1,337.

Footfall by week

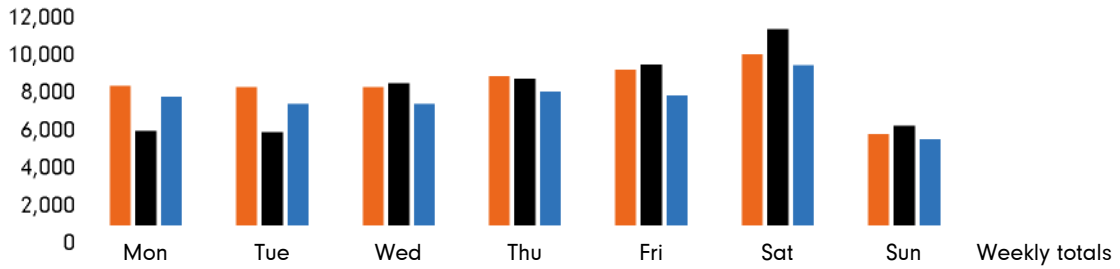


■ This Week
 ■ Previous Week
 ■ Previous Year

Weather

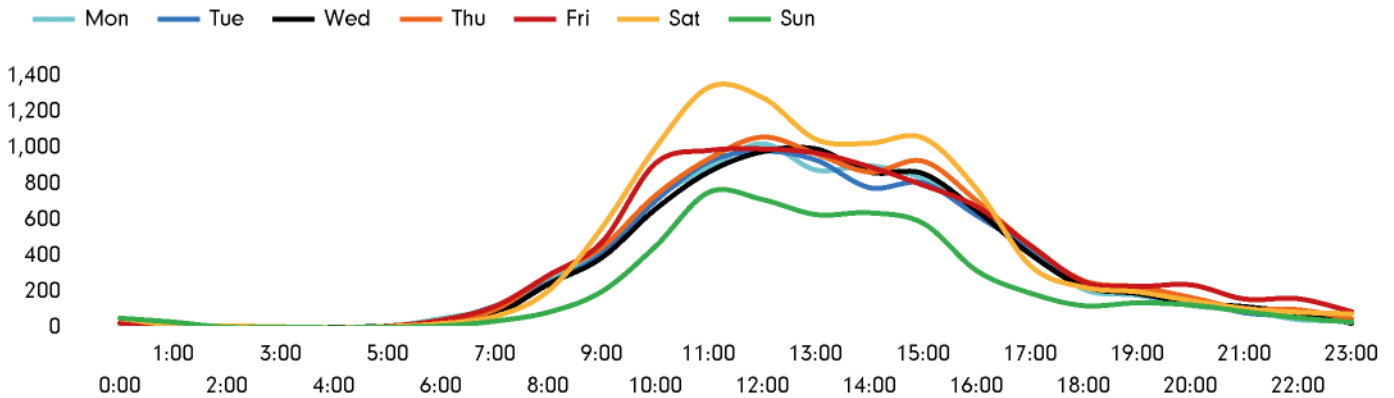
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 24°	 22°	 21°	 24°	 27°	 26°	 25°
Previous week	 36°	 36°	 26°	 25°	 22°	 25°	 26°
Previous year	 24°	 19°	 19°	 20°	 19°	 20°	 20°

Footfall by day

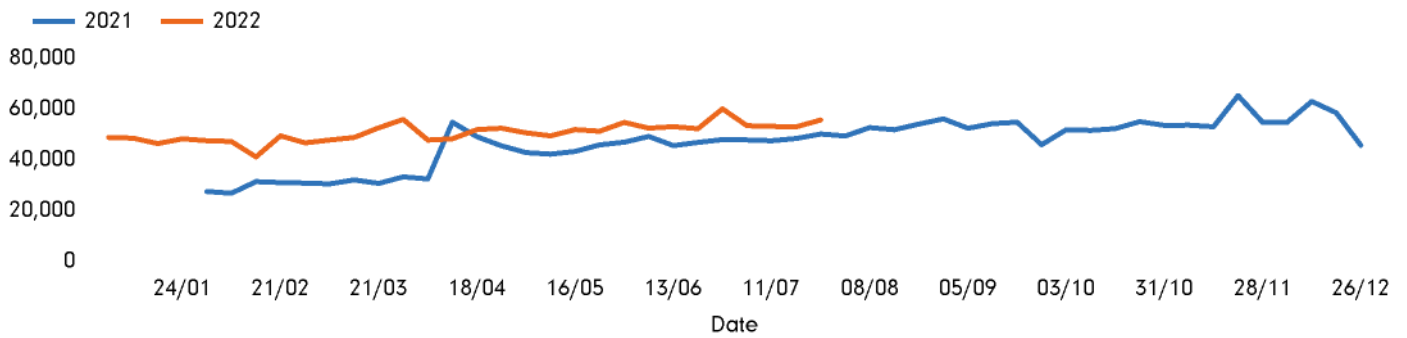


Week on week %	45.3%	45.5%	-2.8%	1.7%	-3.1%	-12.5%	-8.3%	
Year on year %	7.9%	13.0%	13.0%	11.0%	19.1%	6.7%	5.9%	
% of week	14.2%	14.1%	14.1%	15.2%	15.8%	17.3%	9.5%	

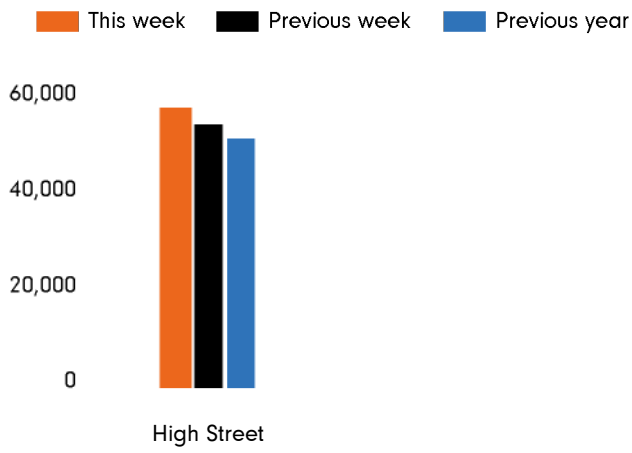
Footfall by hour



Footfall by week



Footfall by location



This Week	55,767
Previous Week	53,060
Previous Year	50,239
Week on week %	5.1 %
Year on Year %	11.0 %

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2022 to Week 30, 2022 Vs Week 1, 2021 to Week 30, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 30, 2022 Vs Week 30, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 30 2022 Vs Week 29 2022