

# 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	-3.3%	0.0%	-3.3%	0.0%	15.4%	22.0%
South East	-4.3%	9.2%	-4.3%	9.2%	3.0%	0.6%
UK	0.6%	19.7%	0.6%	19.7%	-3.2%	-8.1%

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 2,758,315 which is 1.7% up on the previous year.

The total number of visitors for the year to date is 47,290 which is 3.3% down on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 1 January 2024 was 47,290.

The busiest day in week commencing 1 January 2024 was Saturday with 10,181 visitors.

The peak hour of the week was 15:00 on Saturday 6 January 2024 with footfall of 1,349.

## Footfall Counts by week

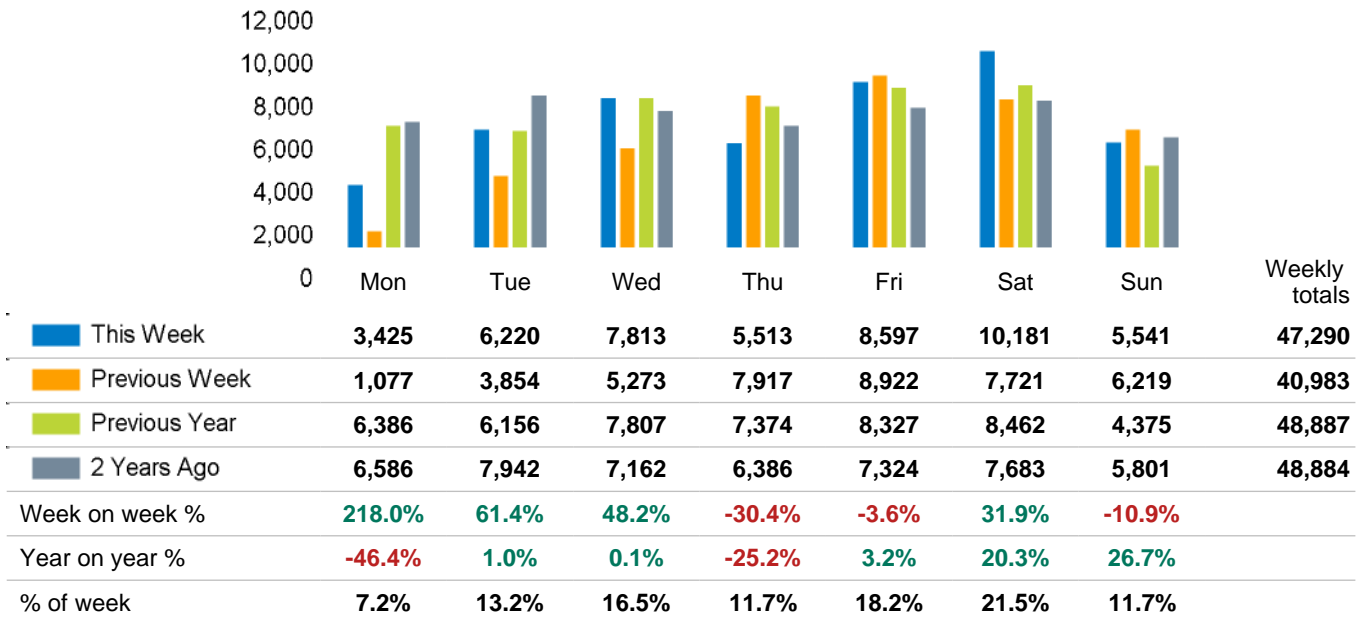


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

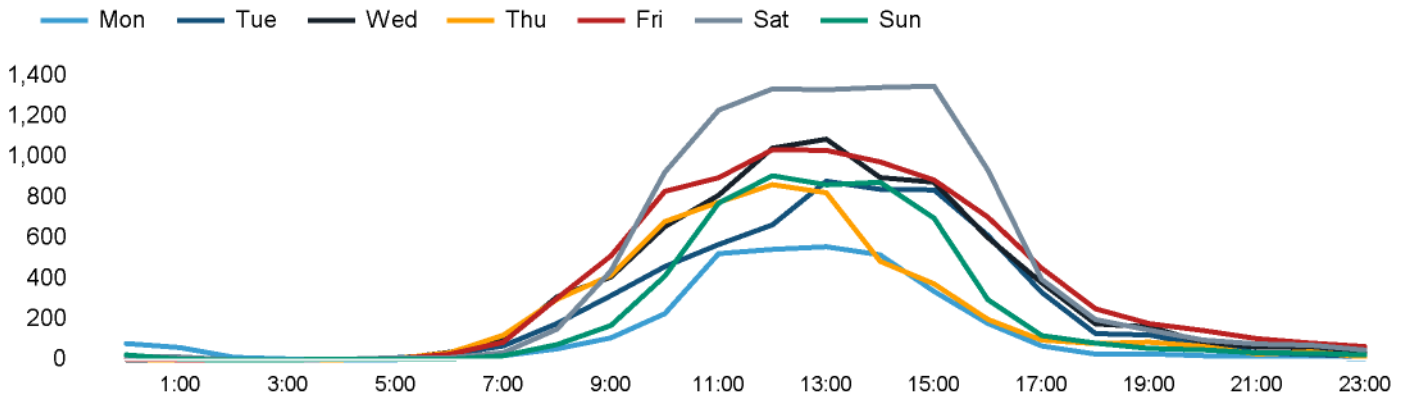
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week							
	12°	13°	13°	12°	9°	7°	7°
Previous week							
	15°	13°	12°	12°	12°	12°	12°
Previous year							
	12°	8°	12°	14°	13°	12°	12°

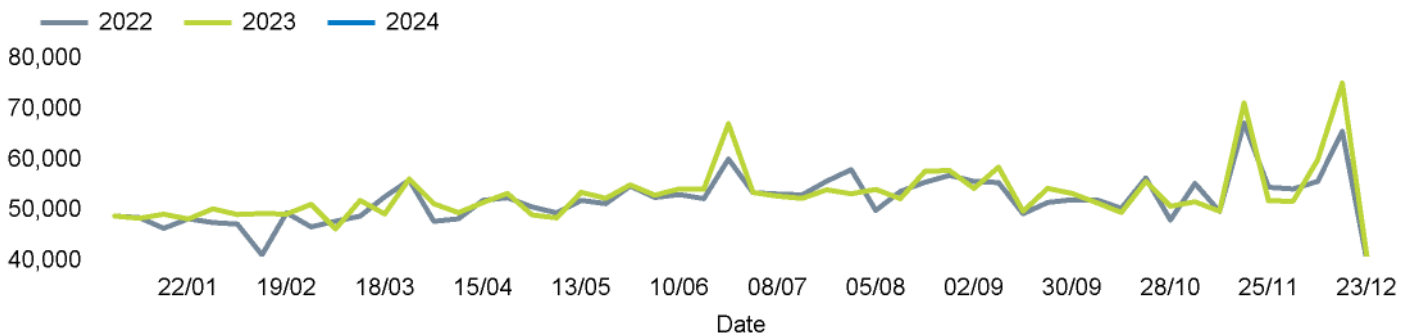
## Footfall Counts by day



## Footfall Counts by hour



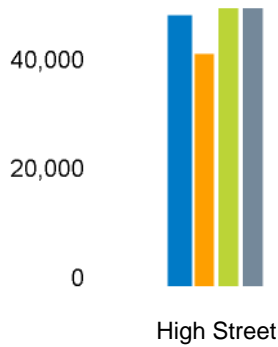
## Footfall Counts by week



## Footfall Counts by location

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This week Previous week Previous year 2 Years ago



This Week	<b>47,290</b>
Previous Week	<b>40,983</b>
Previous Year	<b>48,887</b>
2 Years Ago	<b>48,884</b>
Week on week %	<b>15.4 %</b>
Year on Year %	<b>-3.3 %</b>

## Reporting dates

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This week - 01 January 2024 - 07 January 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 1, 2024 Vs Week 1, 2023 to Week 1, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 1, 2024 Vs Week 1, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 1 2024 Vs Week 52 2023



