

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	1.6%	2.9%	-0.7%	-0.8%	-7.5%	4.0%
South East	-3.6%	3.8%	0.0%	-3.4%	-6.2%	0.7%
UK	-0.8%	7.8%	-1.5%	1.9%	-3.2%	3.4%

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 2,772,531 which is 1.4% up on the previous year.

The total number of visitors for the year to date is 813,100 which is 1.6% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 15 April 2024 was 51,184.

The busiest day in week commencing 15 April 2024 was Saturday with 10,835 visitors.

The peak hour of the week was 12:00 on Saturday 20 April 2024 with footfall of 1,348.

Footfall Counts by week

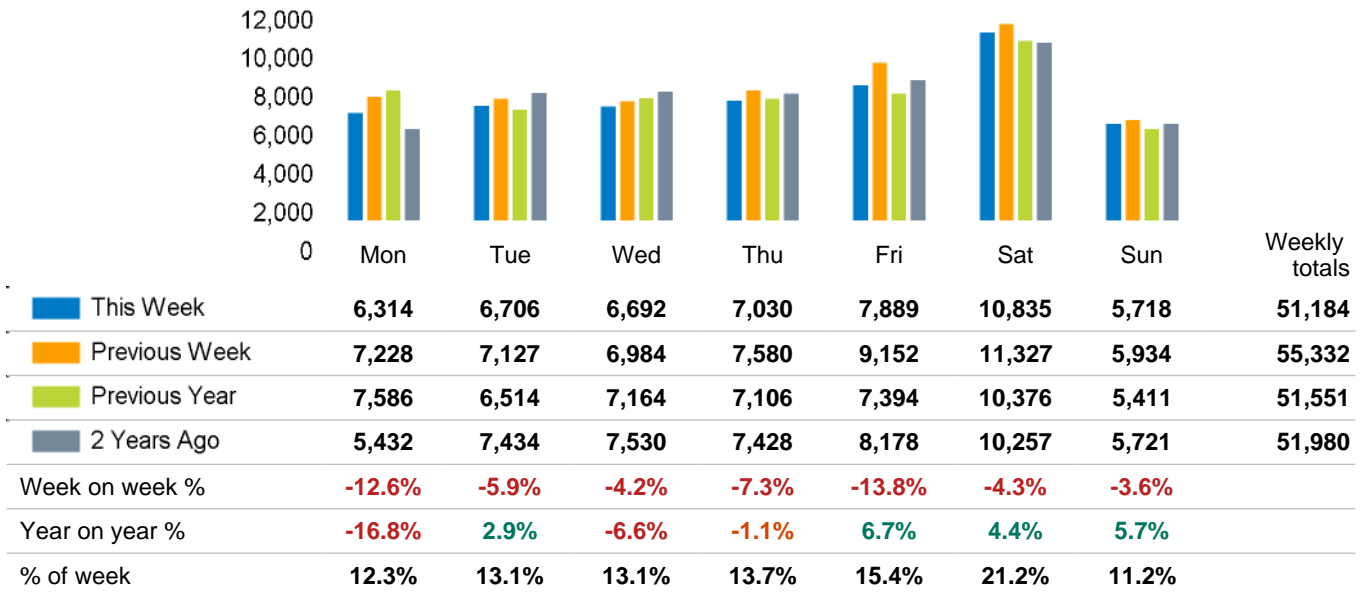


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

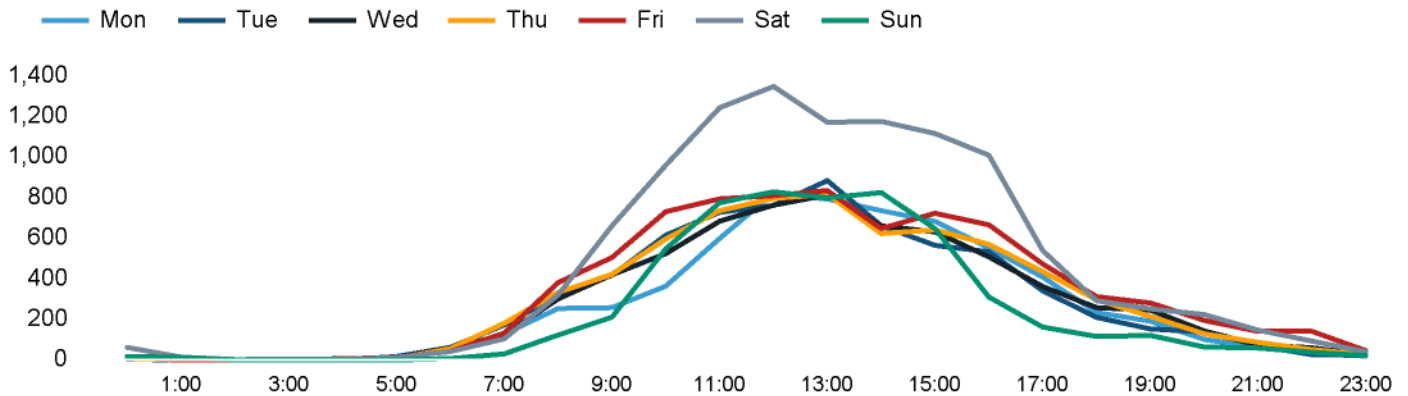
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week							
	15°	15°	15°	15°	15°	15°	12°
Previous week							
	17°	17°	13°	18°	20°	20°	19°
Previous year							
	15°	12°	12°	16°	10°	14°	14°

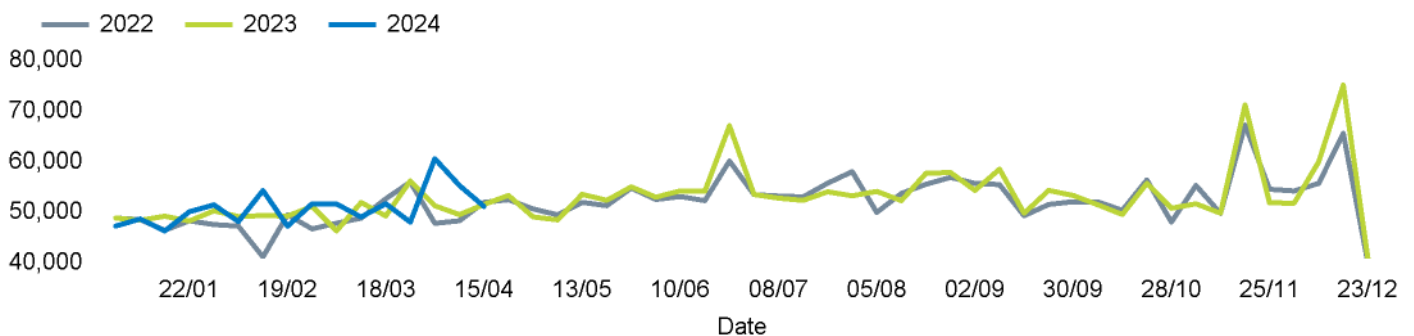
Footfall Counts by day



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	51,184
Previous Week	55,332
Previous Year	51,551
2 Years Ago	51,980
Week on week %	-7.5 %
Year on Year %	-0.7 %



Reporting dates

This week - 15 April 2024 - 21 April 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 16, 2024 Vs Week 1, 2023 to Week 16, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 16, 2024 Vs Week 16, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 16 2024 Vs Week 15 2024