

# 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	2.0%	2.3%	1.7%	3.1%	6.9%	10.4%
South East	-3.2%	3.6%	-1.2%	3.7%	-1.6%	2.2%
UK	-0.7%	7.0%	-2.6%	5.8%	-1.1%	8.9%

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 2,779,982 which is 1.7% up on the previous year.

The total number of visitors for the year to date is 1,025,118 which is 2% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 13 May 2024 was 54,481.

The busiest day in week commencing 13 May 2024 was Saturday with 10,627 visitors.

The peak hour of the week was 11:00 on Saturday 18 May 2024 with footfall of 1,453.

## Footfall Counts by week

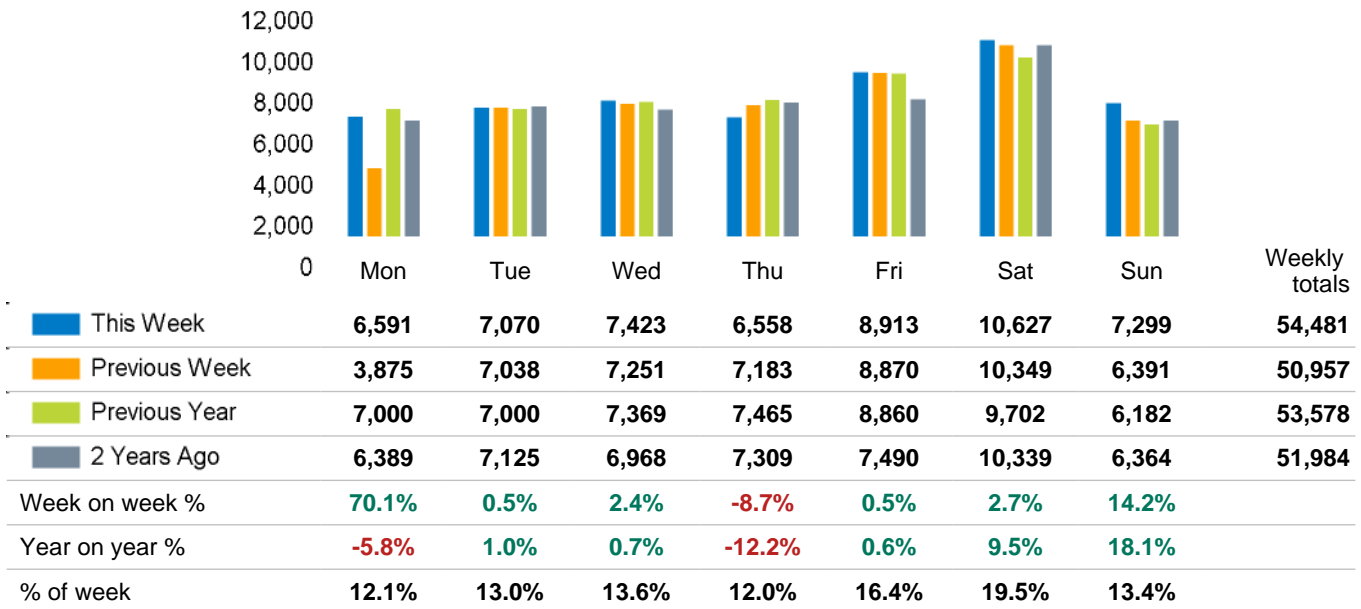


■ This Week     ■ Previous Year  
■ Previous Week     ■ 2 Years Ago

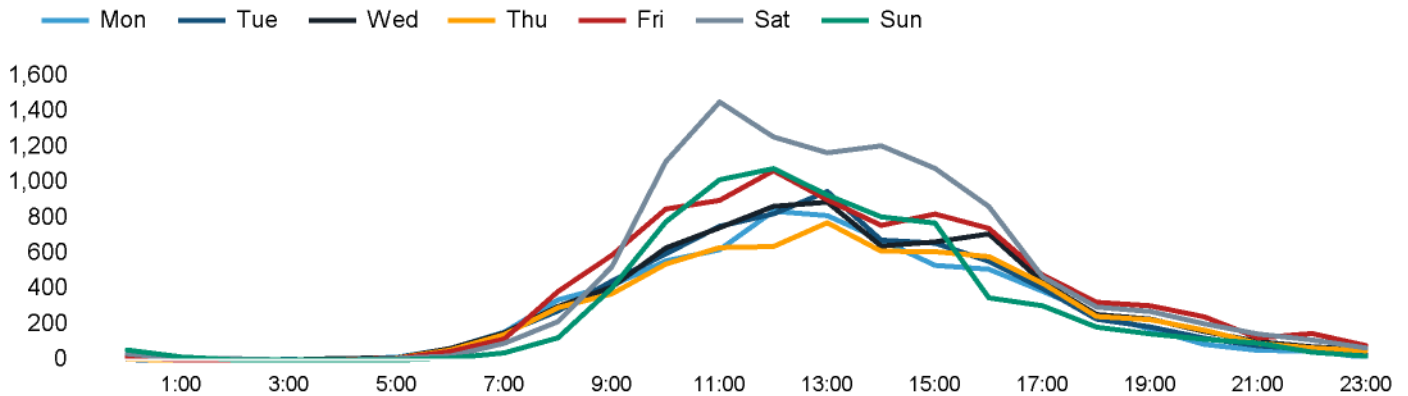
## Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	26°	17°	19°	19°	21°	21°	23°
Previous week	17°	21°	21°	23°	24°	24°	26°
Previous year	21°	16°	17°	18°	19°	18°	20°

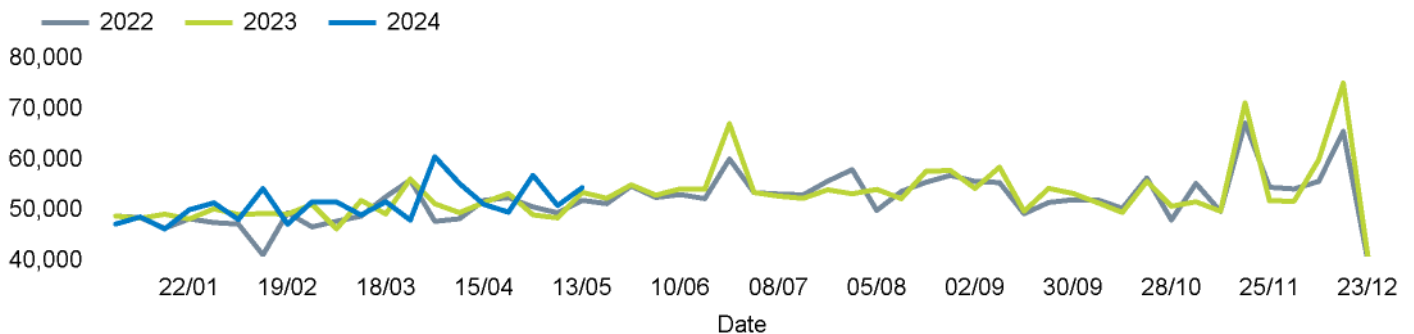
## Footfall Counts by day



## 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

60,000  
40,000  
20,000  
0

High Street

This Week	<b>54,481</b>
Previous Week	<b>50,957</b>
Previous Year	<b>53,578</b>
2 Years Ago	<b>51,984</b>
Week on week %	<b>6.9 %</b>
Year on Year %	<b>1.7 %</b>



## Reporting dates

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This week - 13 May 2024 - 19 May 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 20, 2024 Vs Week 1, 2023 to Week 20, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 20, 2024 Vs Week 20, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 20 2024 Vs Week 19 2024