

Footfall Report for: Godalming Town Centre

Weeks This Month: 4
 Weeks Last Month: 4

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2024	2023	2024	2023	2024	2023
Godalming Town Centre	2.0%	2.2%	6.3%	0.0%	-0.2%	-1.1%
South East	-3.1%	3.7%	0.5%	3.6%	5.2%	2.2%
UK	-1.1%	7.1%	-1.0%	4.5%	5.1%	3.4%

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

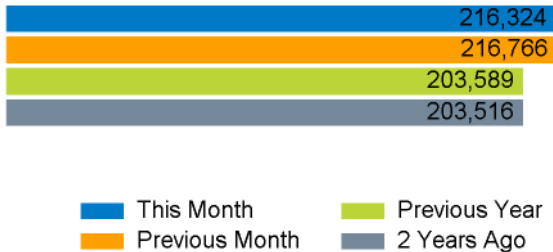
The total number of visitors for the year to date is 1,079,067 which is 2% up on the previous year.

The total number of visitors to Godalming Town Centre in month commencing 29 April 2024 was 216,324.

The busiest day in month commencing 29 April 2024 was Saturday 4 May with 15,600 visitors.

The peak hour of the month was 12:00 on Saturday 4 May 2024 with footfall of 2,226.




Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



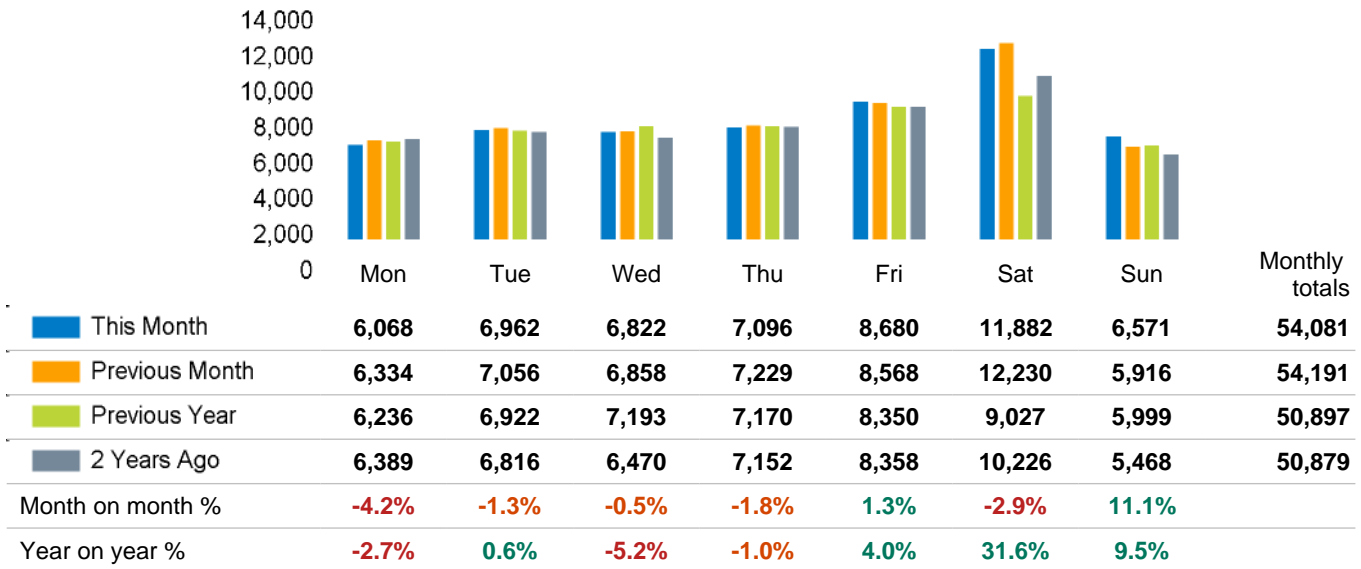
			
Number of days this month	15	11	2
Number of days same month last year	17	6	5
Number of days same month two years ago	13	7	8

Average temperature

	Maximum temperature	Minimum temperature
2024	20°	8°
2023	18°	8°
2022	19°	8°

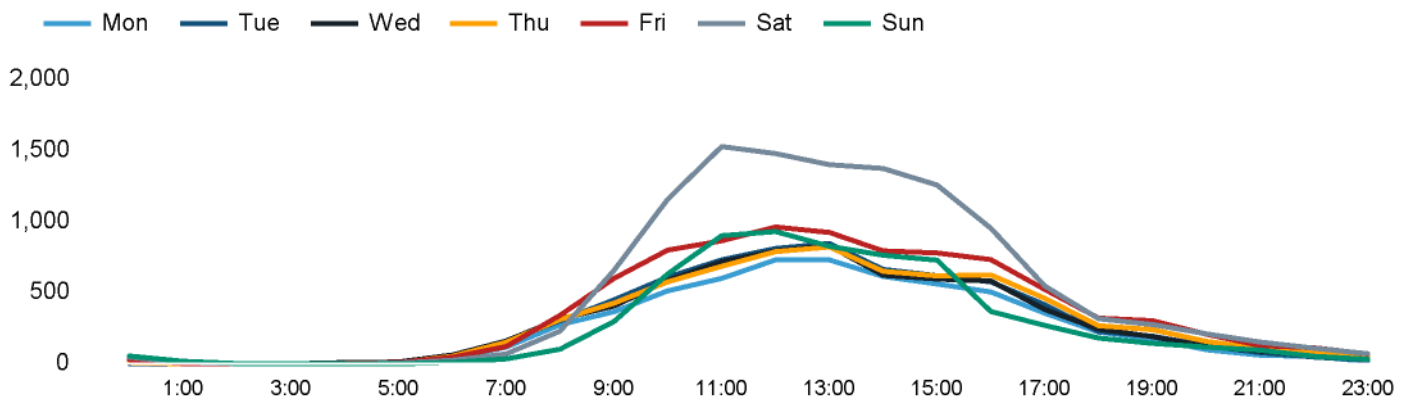
Footfall Counts by day

The figures shown below are calculated using weekly averages.



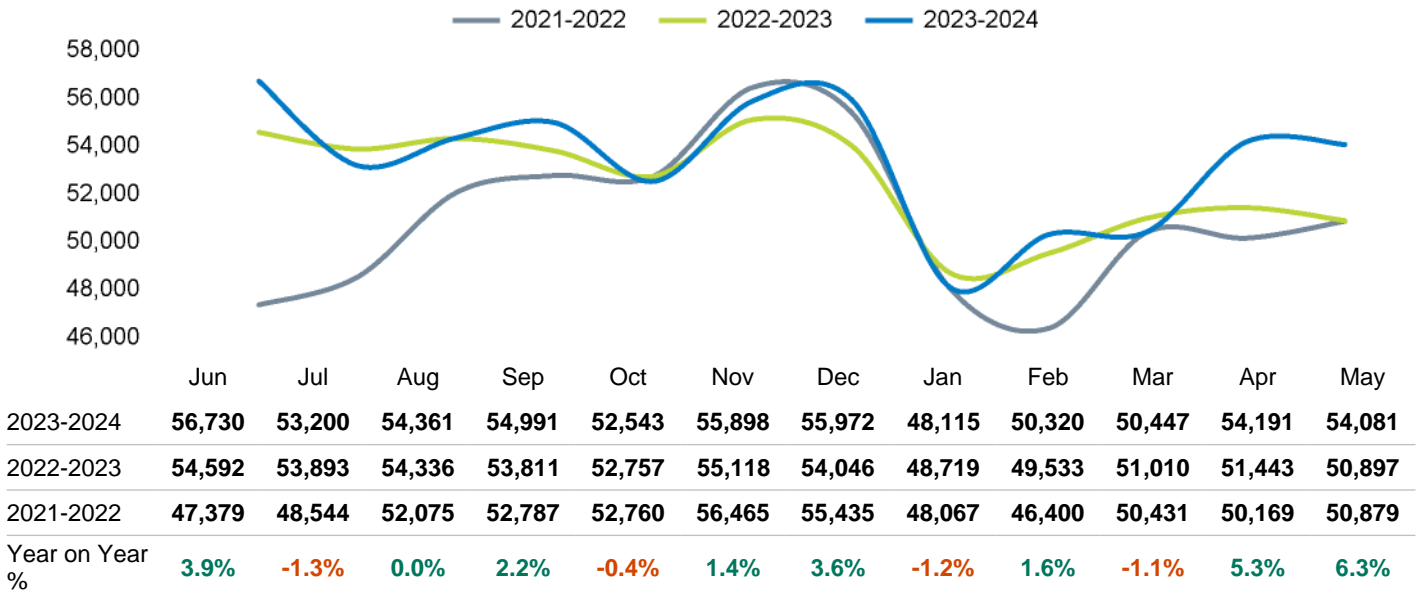
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

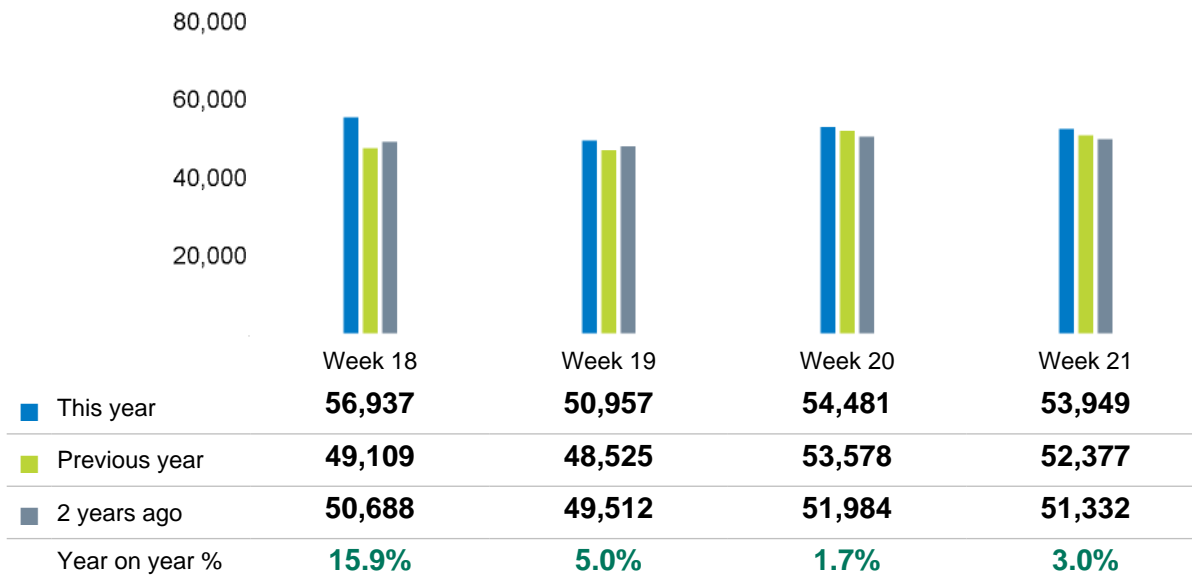
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for May compares May 2024 to May 2023

Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.

■ This month ■ Previous month ■ Previous year ■ 2 Years ago

60,000
40,000
20,000
0

High Street

This Month	54,081
Previous Month	54,191
Previous Year	50,897
2 Years Ago	50,879
Year on Year %	6.3 %



Reporting dates

This month - 29 April 2024 - 26 May 2024

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

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 5 2024 Vs 4 2024

