

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	30.7%	211.8%	25.3%	262.8%	0.2%	8.5%
Greater London	25.4%	194.8%	17.7%	202.1%	1.1%	6.6%
High Street Index(Westminster)	39.5%	499.7%	26.6%	529.3%	-1.6%	7.1%
High Street Index - BDSU(BDSU - Multifunctional)	11.8%	158.8%	13.4%	157.1%	4.4%	2.7%
UK	14.6%	169.3%	13.0%	169.5%	1.7%	3.1%

Please note that Fitzrovia comprises counters we have year on year data for: Tottenham Court Road at Dominion, Tottenham Court Road at Maple House, Charlotte St at William Hill, Tottenham Court at Sainsburys, Tottenham Court Road at HealsBenchmark 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 Fitzrovia BID for the last 52 weeks is 37,527,151 which is 47% up on the previous year.

The total number of visitors for the year to date is 3,625,011 which is 30.7% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 29 January 2023 was 821,373.

The busiest day in week commencing 29 January 2023 was Thursday with 146,707 visitors.

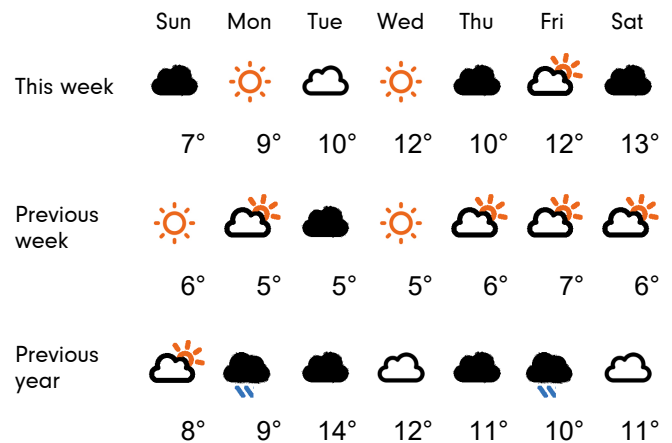
The peak hour of the week was 13:00 on Tuesday 31 January 2023 with footfall of 13,911.

Footfall by week

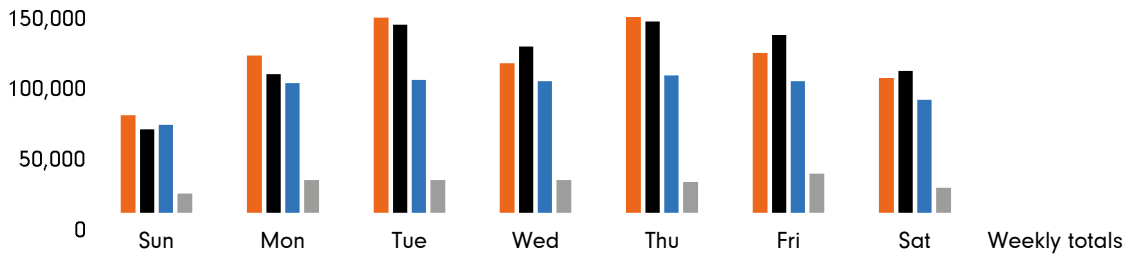


■ This Week ■ Previous Year ■ 2019
■ Previous Week ■ 2 Years Ago

Weather

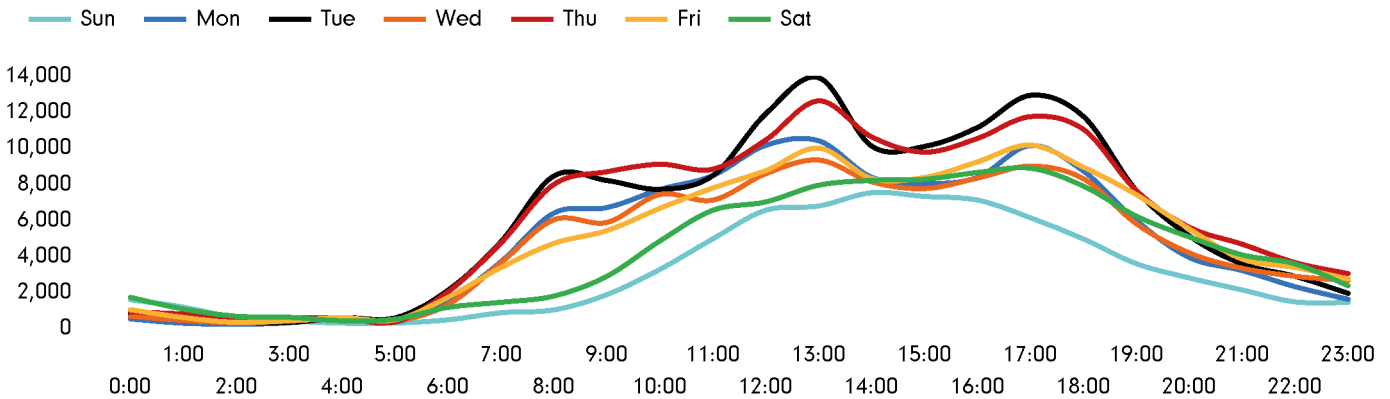


Footfall by day

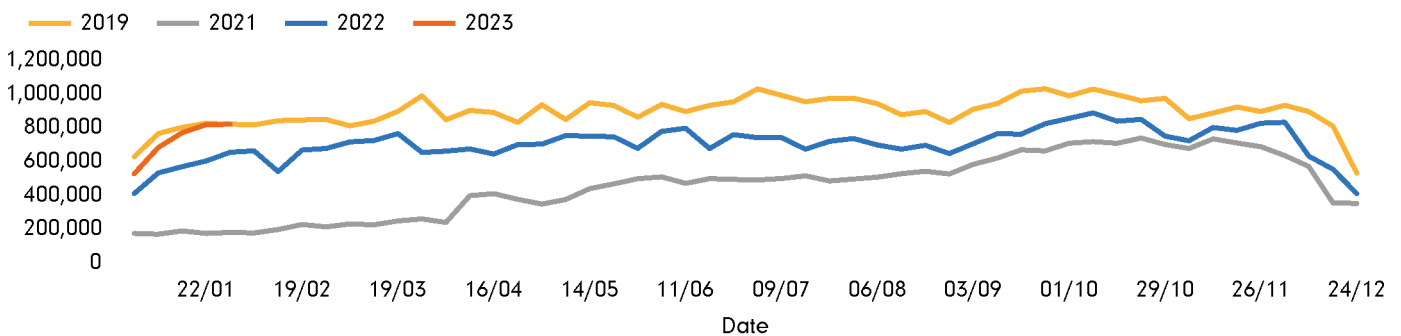


Week on week %	15.8%	12.7%	3.7%	-9.6%	2.4%	-10.1%	-4.8%	
Year on year %	10.7%	20.5%	45.6%	13.3%	41.4%	20.5%	18.5%	
% of week	9.1%	14.4%	17.8%	13.7%	17.9%	14.6%	12.4%	

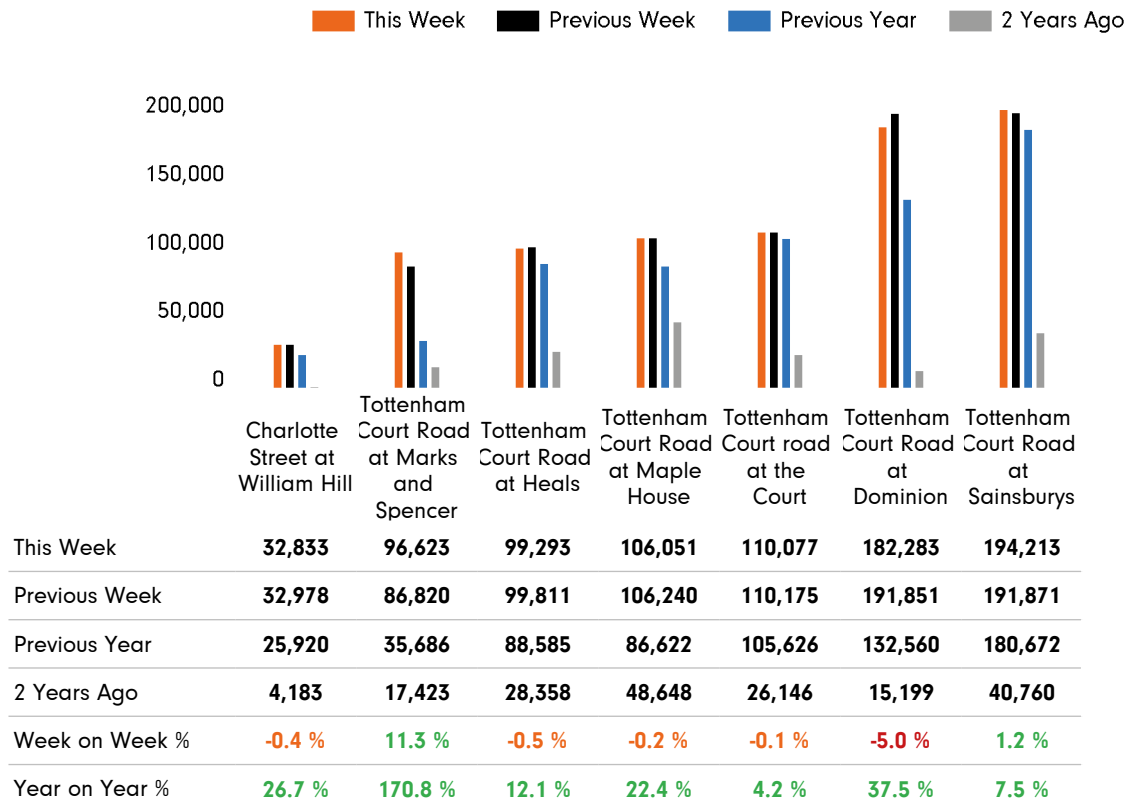
Footfall by hour



Footfall by week



Footfall by location



Footfall by location



Reporting dates

This week - 29 January 2023 - 04 February 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2023 to Week 5, 2023 Vs Week 1, 2022 to Week 5, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 5, 2023 Vs Week 5, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 5 2023 Vs Week 4 2023

2019 comparison for Fitzrovia BID

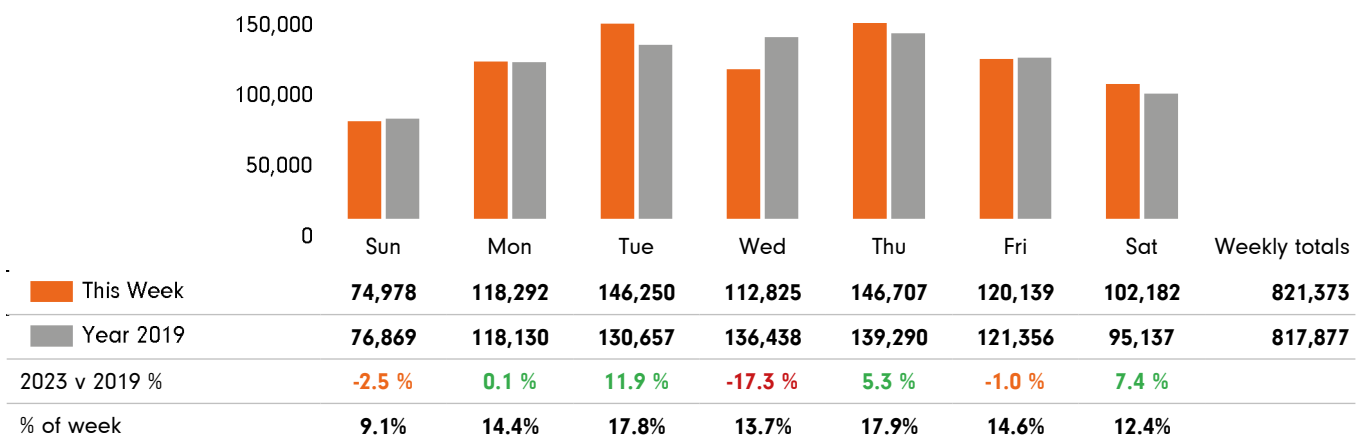
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2022 against the similar time period in 2019

Headlines









	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Fitzrovia BID	-10.2 %	0.4 %
Greater London	-14.1 %	-12.3 %
High Street Index(Westminster)	-16.2 %	-16.5 %
High Street Index - BDSU(BDSU - Multifunctional)	-15.9 %	-11.8 %
UK	-15.0 %	-11.0 %

Fitzrovia BID is compared to the high street index.

Footfall by day



Footfall by location

	This week	2019	2023 - 2019 %	 This week  Year 2019
Charlotte Street at William Hill	32,833	31,310	4.9 %	
Tottenham Court Road at Dominion	182,283	154,000	18.4 %	
Tottenham Court Road at Heals	99,293	108,103	-8.1 %	
Tottenham Court Road at Maple House	106,051	115,442	-8.1 %	
Tottenham Court Road at Marks and Spencer	96,623	76,136	26.9 %	
Tottenham Court Road at Sainsburys	194,213	216,476	-10.3 %	
Tottenham Court road at the Court	110,077	116,410	-5.4 %	