

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	20.2%	160.5%	10.8%	77.0%	13.1%	-0.5%
Greater London	12.8%	112.4%	11.5%	54.3%	11.2%	0.4%
High Street Index(Westminster)	19.4%	240.0%	14.3%	93.3%	10.5%	3.2%
High Street Index - BDSU(BDSU - Multifunctional)	5.0%	83.3%	5.1%	31.8%	7.7%	-1.1%
UK	7.0%	89.1%	6.9%	33.0%	6.3%	-0.6%

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 40,913,671 which is 25.6% up on the previous year.

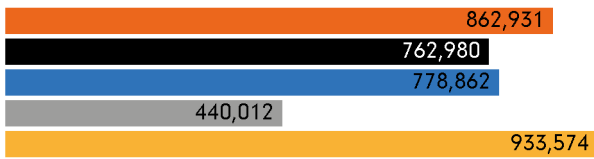
The total number of visitors for the year to date is 16,478,574 which is 20.2% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 14 May 2023 was 862,931.

The busiest day in week commencing 14 May 2023 was Tuesday with 147,167 visitors.

The peak hour of the week was 13:00 on Tuesday 16 May 2023 with footfall of 13,401.

Footfall by week

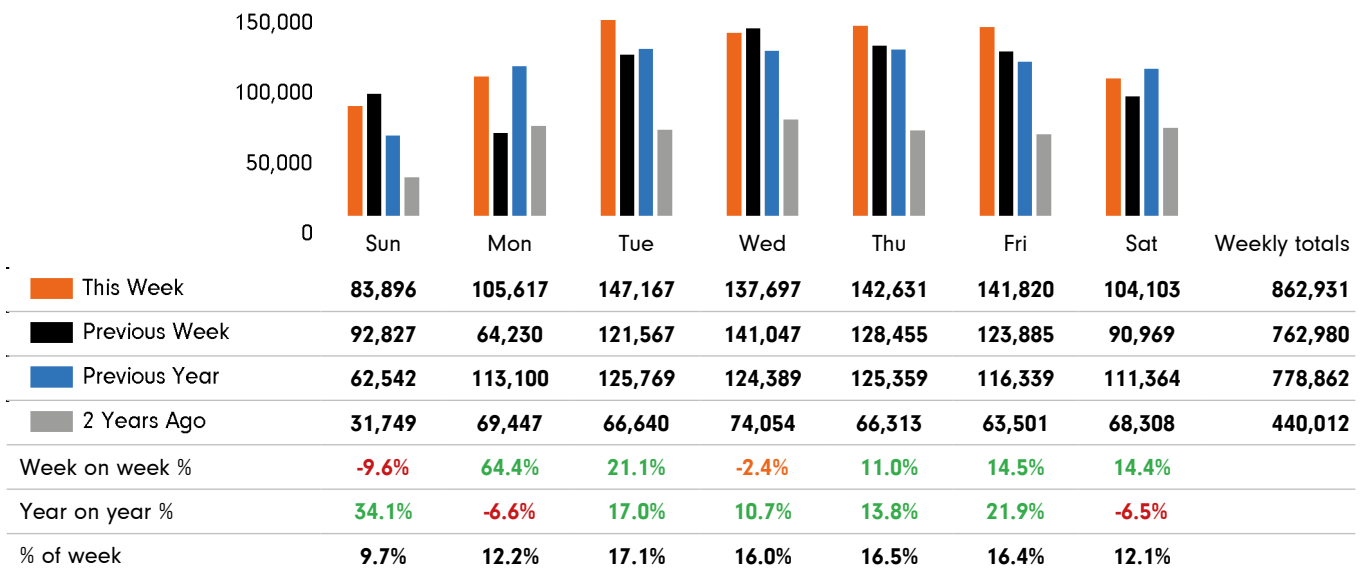


■ This Week ■ Previous Year ■ 2019
■ Previous Week ■ 2 Years Ago

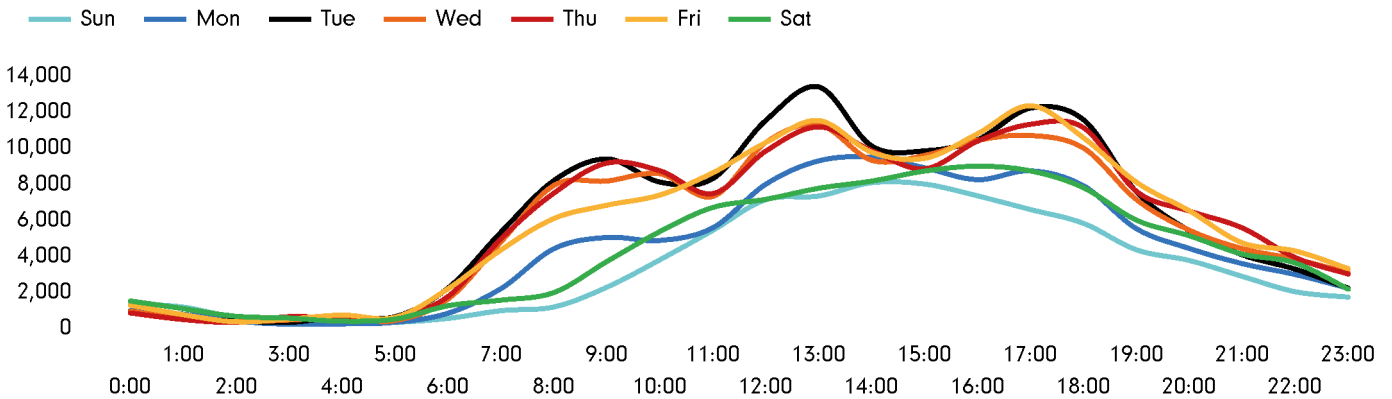
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	14°	21°	15°	18°	18°	19°	18°
Previous week	21°	14°	17°	19°	18°	17°	14°
Previous year	21°	22°	27°	23°	22°	18°	20°

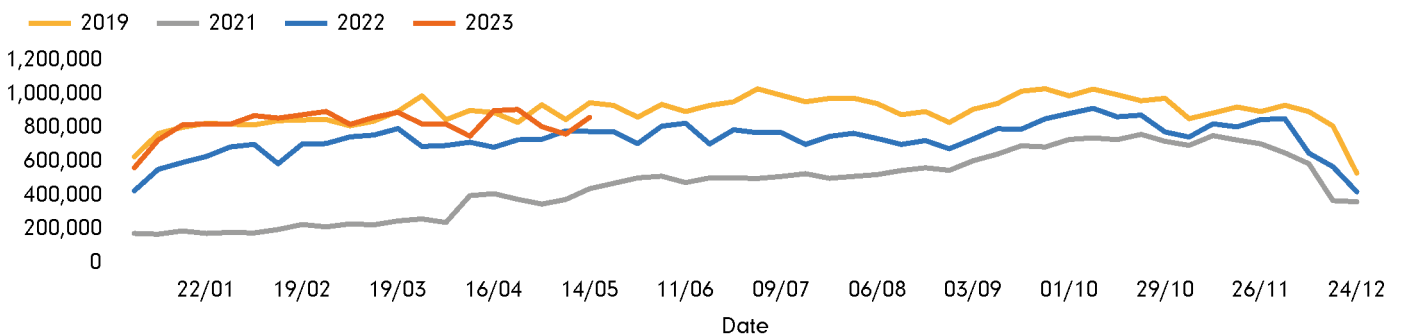
Footfall by day



Footfall by hour

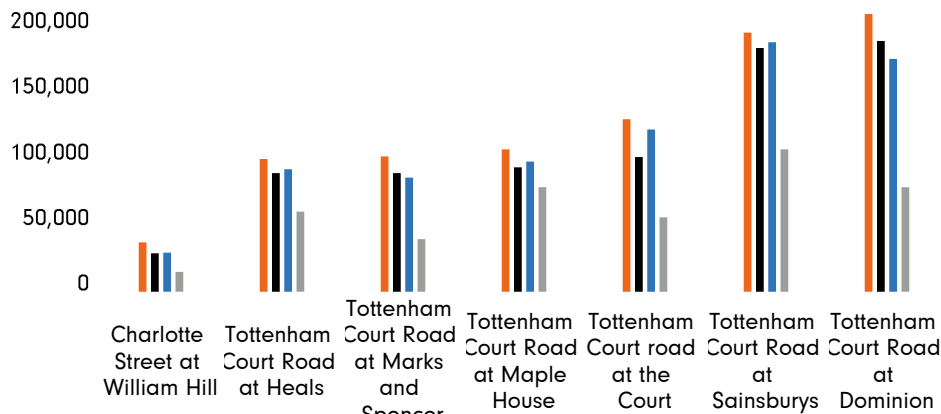


Footfall by week



Footfall by location

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



This Week	38,898	98,602	100,711	105,598	127,232	189,273	202,617
Previous Week	31,336	88,532	88,617	92,945	100,022	178,288	183,240
Previous Year	31,801	91,468	85,572	97,158	119,743	182,650	170,470
2 Years Ago	17,798	61,001	41,141	78,806	56,909	105,603	78,754
Week on Week %	24.1 %	11.4 %	13.6 %	13.6 %	27.2 %	6.2 %	10.6 %
Year on Year %	22.3 %	7.8 %	17.7 %	8.7 %	6.3 %	3.6 %	18.9 %

Footfall by location



- Tottenham Court Road at Dominion, 23.5 %
- Tottenham Court Road at Sainsburys, 21.9 %
- Tottenham Court road at the Court, 14.7 %
- Tottenham Court Road at Maple House, 12.2 %
- Tottenham Court Road at Marks and Spencer, 11.7 %
- Tottenham Court Road at Heals, 11.4 %
- Charlotte Street at William Hill, 4.5 %

Reporting dates

This week - 14 May 2023 - 20 May 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 20, 2023 Vs Week 1, 2022 to Week 20, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 20, 2023 Vs Week 20, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 20 2023 Vs Week 19 2023

2019 comparison for Fitzrovia BID

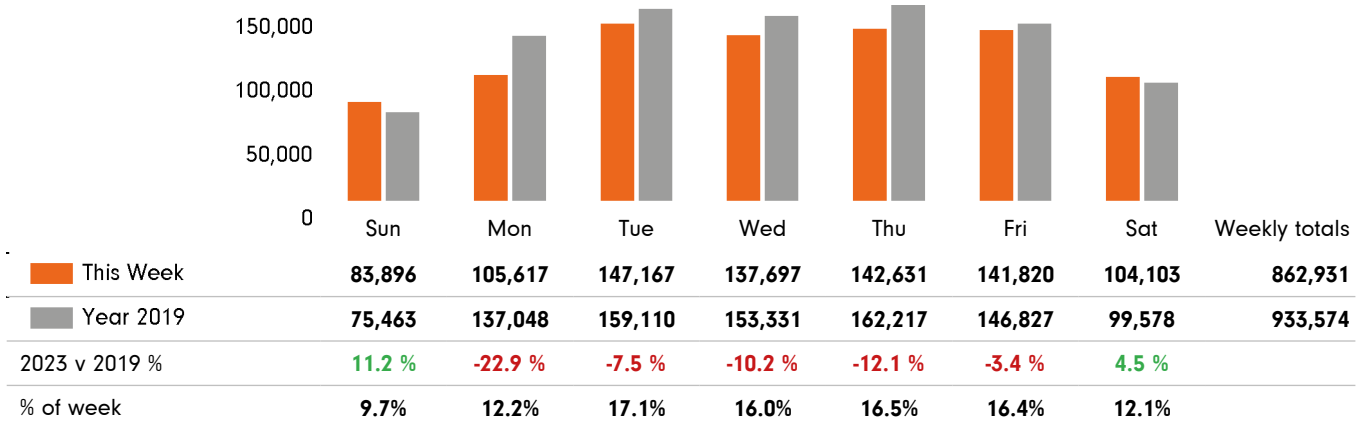
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines









	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Fitzrovia BID	-4.5 %	-7.6 %
Greater London	-15.5 %	-12.0 %
High Street Index(Westminster)	-17.9 %	-14.0 %
High Street Index - BDSU(BDSU - Multifunctional)	-16.7 %	-11.8 %
UK	-15.8 %	-13.1 %

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	38,898	38,529	1.0 %	
Tottenham Court Road at Dominion	202,617	211,574	-4.2 %	
Tottenham Court Road at Heals	98,602	112,740	-12.5 %	
Tottenham Court Road at Maple House	105,598	93,504	12.9 %	
Tottenham Court Road at Marks and Spencer	100,711	98,410	2.3 %	
Tottenham Court Road at Sainsburys	189,273	229,901	-17.7 %	
Tottenham Court road at the Court	127,232	148,916	-14.6 %	