

Footfall Report for: Fitzrovia BID

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Fitzrovia BID	18.7%	132.8%	12.1%	73.9%	5.2%	2.2%
Greater London	11.6%	92.1%	7.2%	50.5%	3.8%	5.9%
High Street Index (Westminster)	16.5%	178.6%	7.7%	78.1%	4.2%	4.3%
High Street Index - BDSU (BDSU - Multifunctional)	5.0%	66.2%	4.6%	23.4%	3.3%	4.9%
UK	6.7%	69.6%	5.3%	24.1%	2.6%	5.0%

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 41,280,951 which is 22.3% up on the previous year.

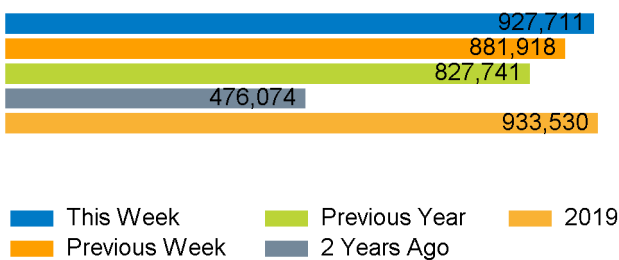
The total number of visitors for the year to date is 19,967,851 which is 18.7% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 11 June 2023 was 927,711.

The busiest day in week commencing 11 June 2023 was Monday with 154,088 visitors.

The peak hour of the week was 15:00 on Monday 12 June 2023 with footfall of 14,635.

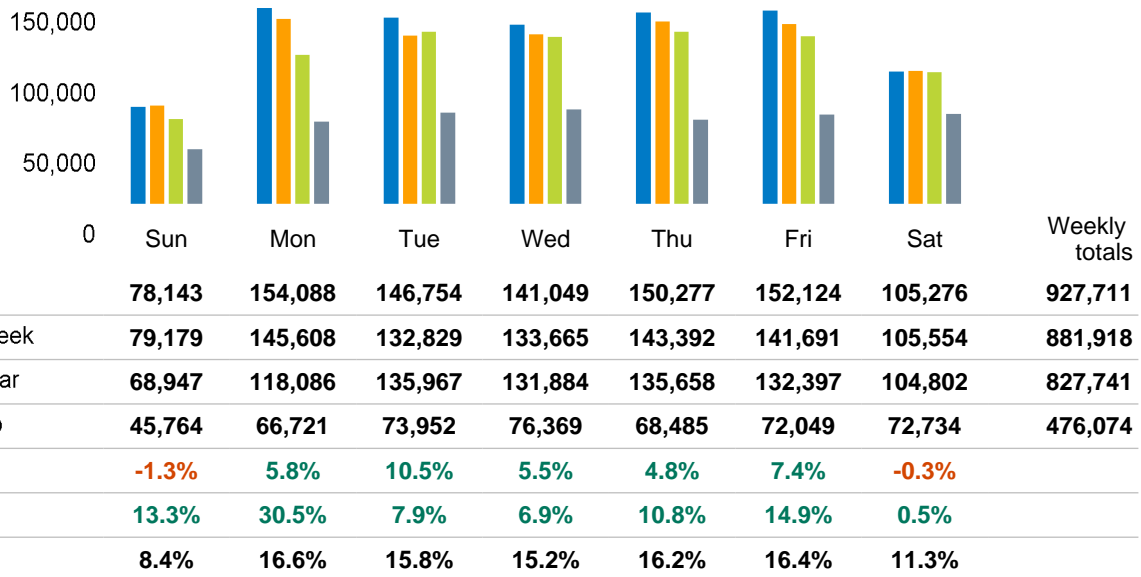
Footfall by week



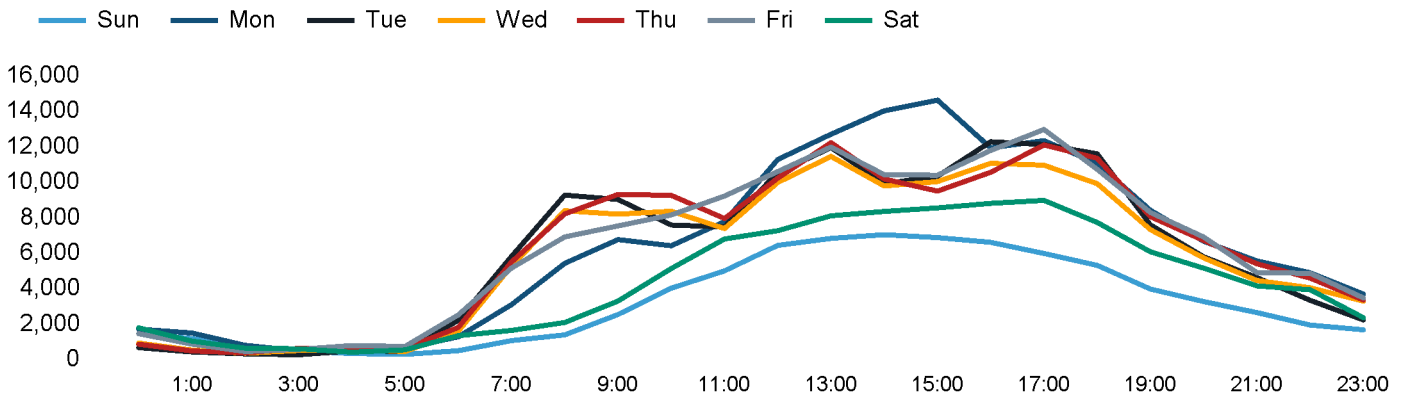
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	30°	28°	28°	27°	27°	27°	27°
Previous week	21°	22°	17°	16°	23°	25°	29°
Previous year	22°	21°	24°	27°	29°	33°	24°

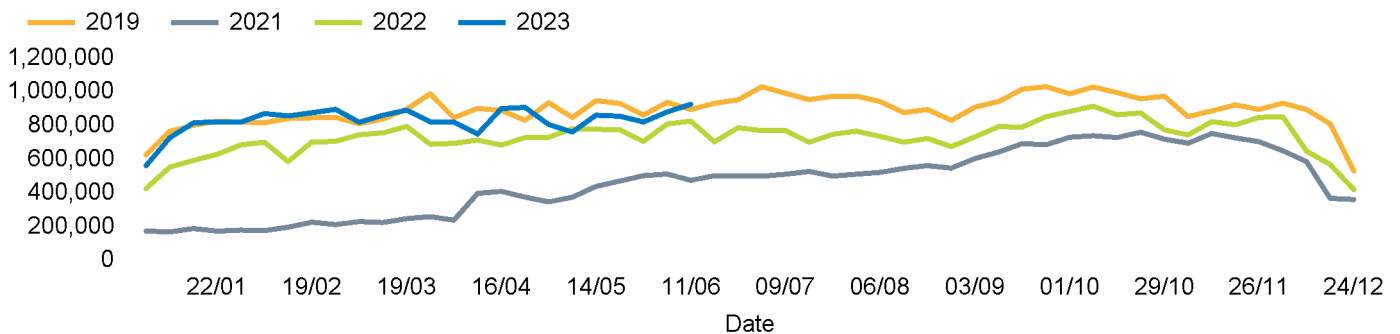
Footfall by day



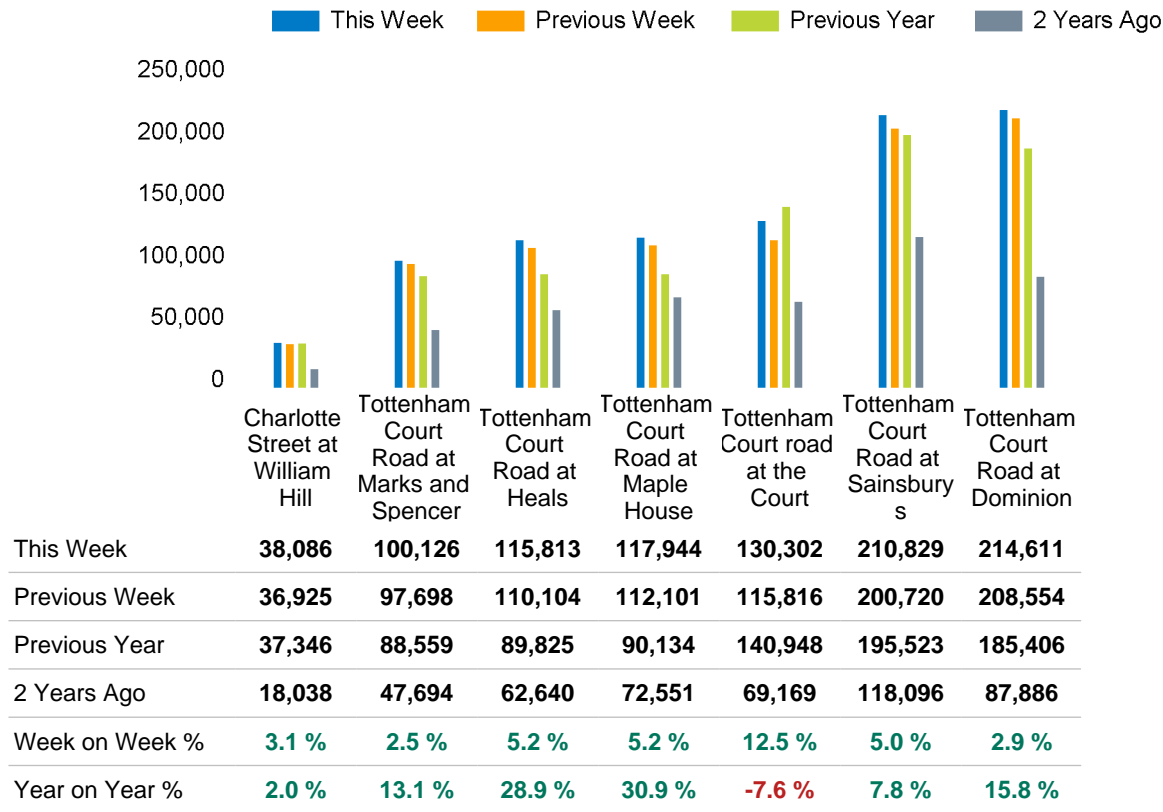
Footfall by hour



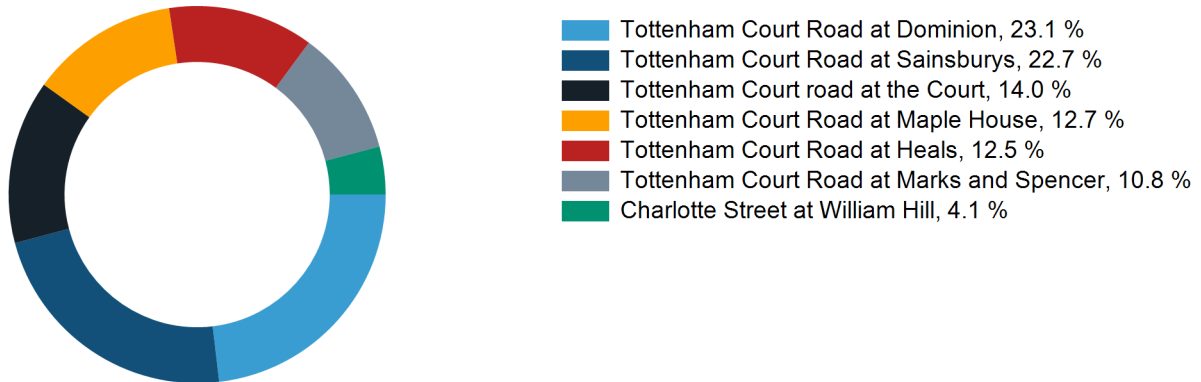
Footfall by week



Footfall by location



Footfall by location



Reporting dates

This week - 11 June 2023 - 17 June 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 24, 2023 Vs Week 1, 2022 to Week 24, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 24, 2023 Vs Week 24, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 24 2023 Vs Week 23 2023

2019 comparison for Fitzrovia BID

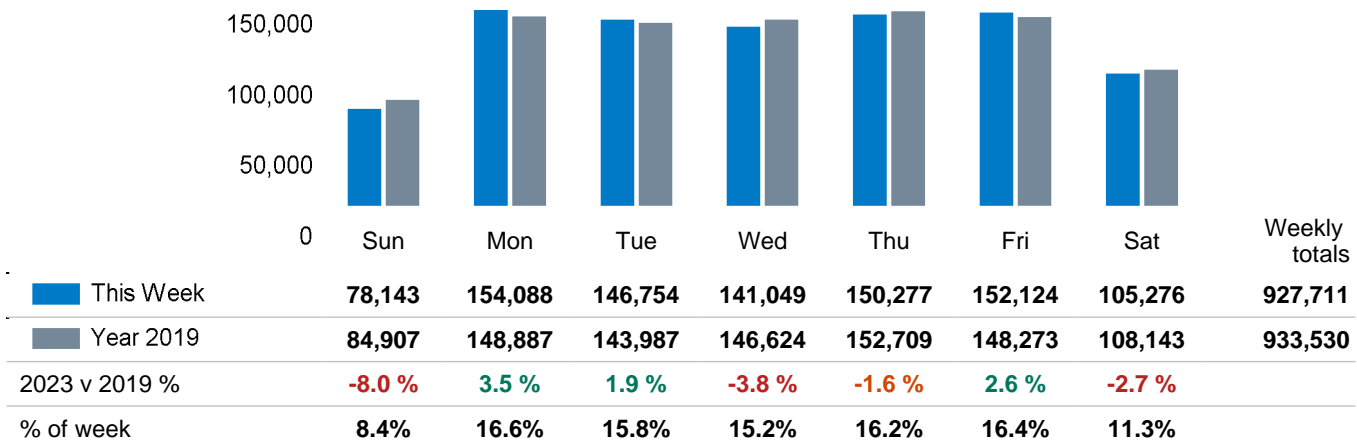
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your 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	-4.4 %	-0.6 %
Greater London	-14.7 %	-12.1 %
High Street Index (Westminster)	-17.8 %	-19.4 %
High Street Index - BDSU (BDSU - Multifunctional)	-15.3 %	-9.8 %
UK	-14.4 %	-10.0 %

Fitzrovia BID is compared to the high street index.

Footfall by day



Footfall by location

