

Weekly Footfall Counts

| | Year to date % | | Year on year % | | Week on week % | |
|---|----------------|--------------|----------------|--------------|----------------|--------------|
| | 2024 | 2023 | 2024 | 2023 | 2024 | 2023 |
| Fitzrovia BID | 8.0% | 29.8% | 9.4% | 19.6% | 0.9% | -0.3% |
| Greater London | 0.5% | 25.4% | 0.4% | 17.7% | 2.4% | 1.1% |
| High Street Index (Westminster) | 1.9% | 39.5% | 2.7% | 26.6% | 1.8% | -1.6% |
| High Street Index - BDSU (BDSU - Multifunctional) | -1.6% | 11.8% | -2.9% | 13.4% | 4.3% | 4.4% |
| UK | -1.6% | 14.6% | -1.7% | 13.0% | 4.5% | 1.7% |

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 Fitzrovia BID for the last 52 weeks is 43,816,135 which is 12.3% up on the previous year.

The total number of visitors for the year to date is 4,054,440 which is 8% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 28 January 2024 was 898,338.

The busiest day in week commencing 28 January 2024 was Thursday with 167,079 visitors.

The peak hour of the week was 13:00 on Thursday 1 February 2024 with footfall of 14,349.

Footfall Counts by week

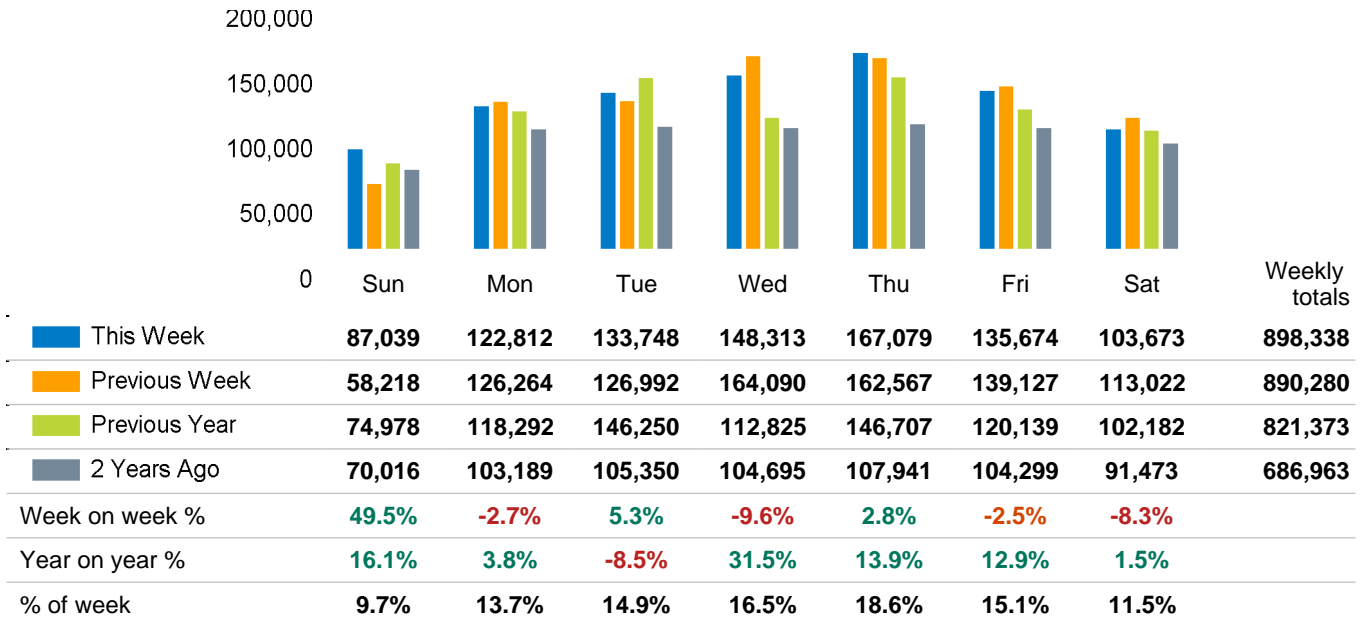


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

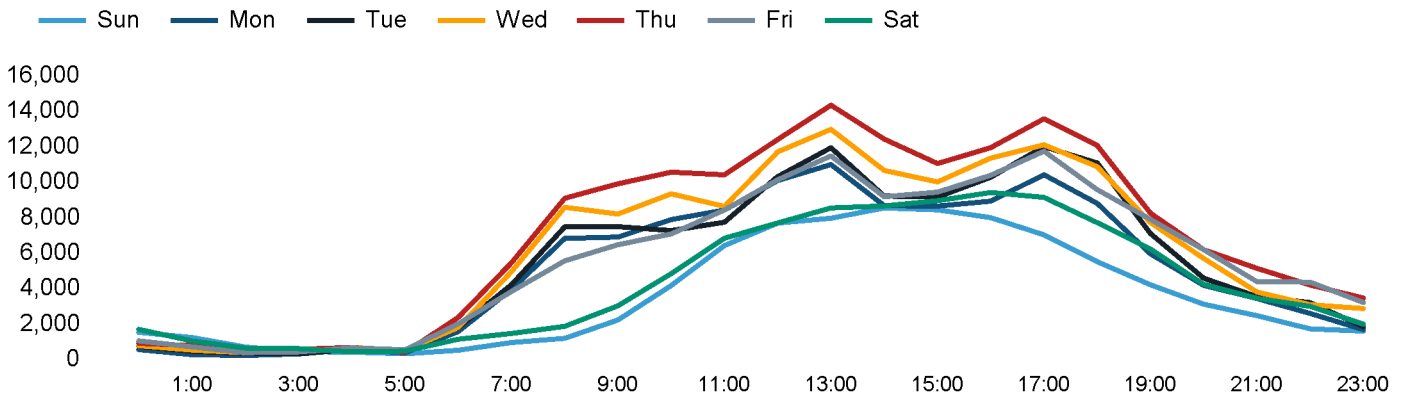
Weather

| | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week | 12° | 12° | 12° | 12° | 12° | 13° | 13° |
| Previous week | 13° | 13° | 13° | 13° | 13° | 13° | 13° |
| Previous year | 7° | 9° | 10° | 12° | 10° | 12° | 13° |

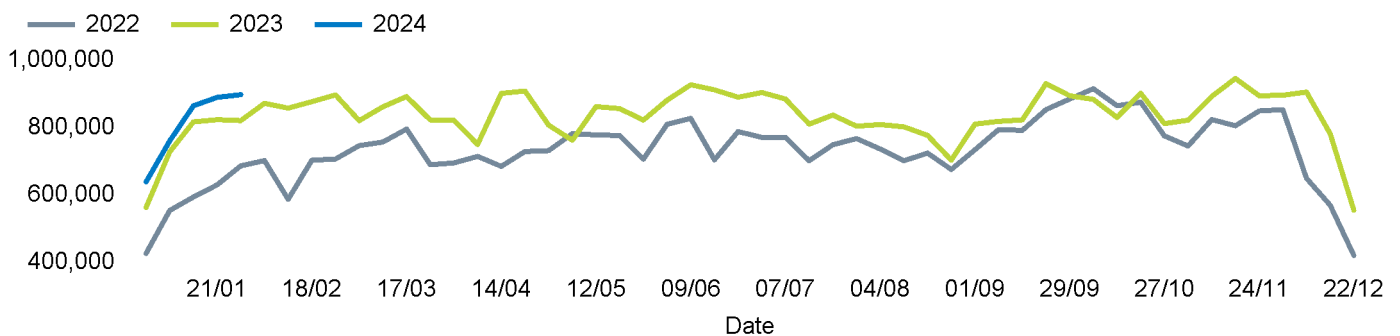
Footfall Counts by day



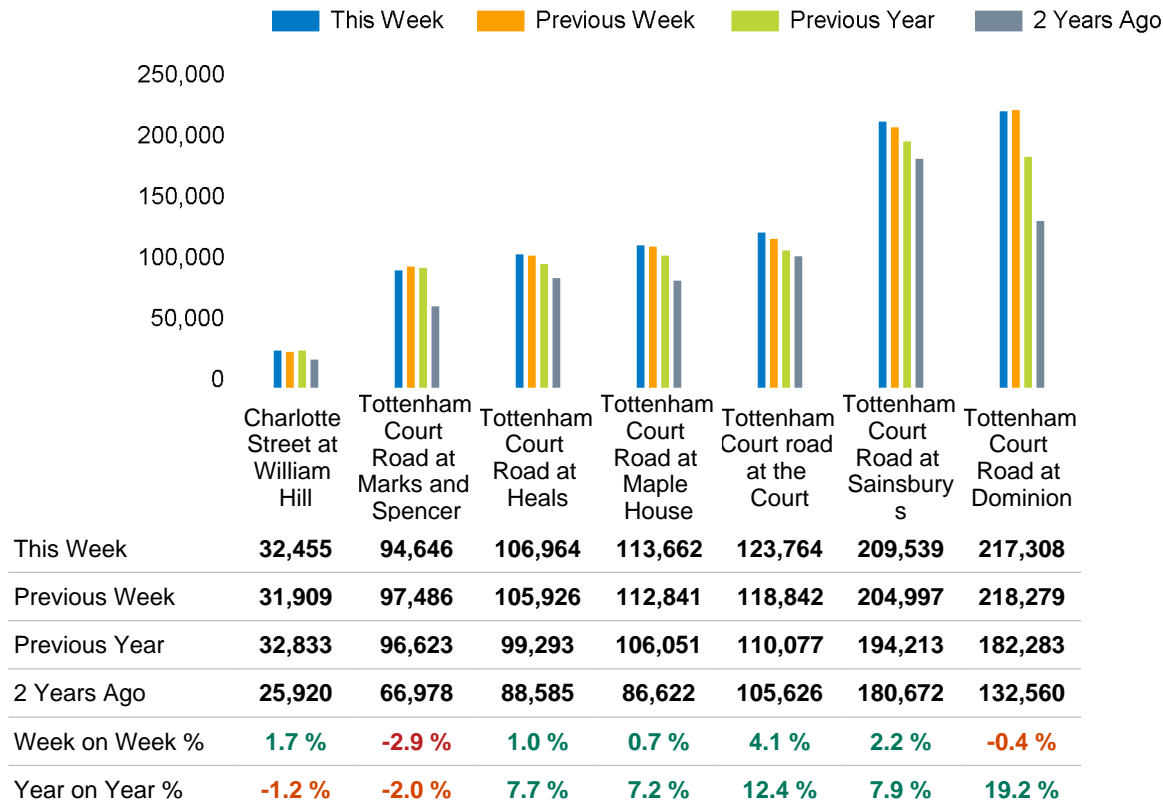
Footfall Counts by hour



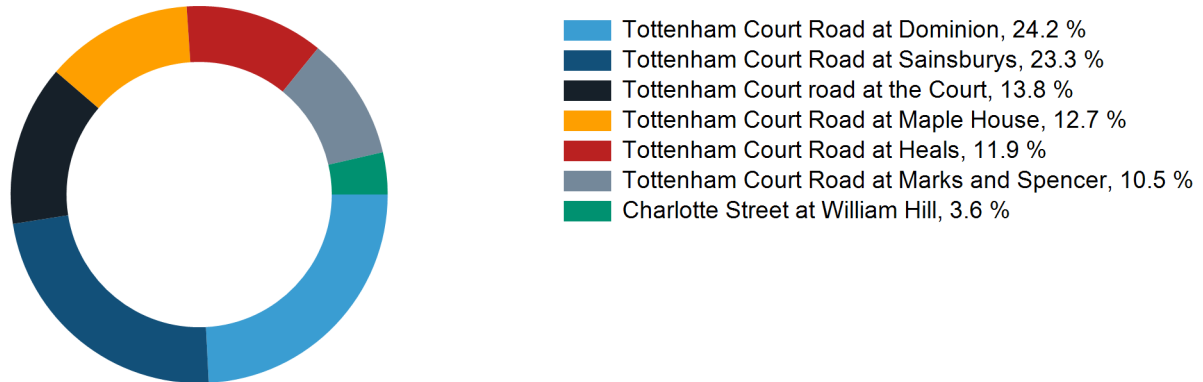
Footfall Counts by week



Footfall Counts by location



Footfall Counts by location



Reporting dates

This week - 28 January 2024 - 03 February 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 5, 2024 Vs Week 1, 2023 to Week 5, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 5, 2024 Vs Week 5, 2023

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