

**Weekly Footfall Counts**

	Year to date %		Year on year %		Week on week %	
	2024	2023	2024	2023	2024	2023
Fitzrovia BID	4.2%	29.8%	-3.3%	26.9%	0.4%	2.3%
Greater London	-1.4%	23.7%	-3.4%	18.5%	-0.6%	-1.1%
High Street Index (Westminster)	-1.0%	33.7%	-3.1%	25.3%	0.0%	-2.5%
High Street Index - BDSU (BDSU - Multifunctional)	-2.3%	12.4%	-2.2%	9.4%	-2.1%	-0.7%
UK	-2.7%	14.9%	-3.8%	10.1%	-2.2%	-2.3%

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 43,823,870 which is 10.1% up on the previous year.

The total number of visitors for the year to date is 7,568,191 which is 4.2% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 25 February 2024 was 867,607.

The busiest day in week commencing 25 February 2024 was Tuesday with 154,838 visitors.

The peak hour of the week was 17:00 on Tuesday 27 February 2024 with footfall of 13,927.

**Footfall Counts by week**

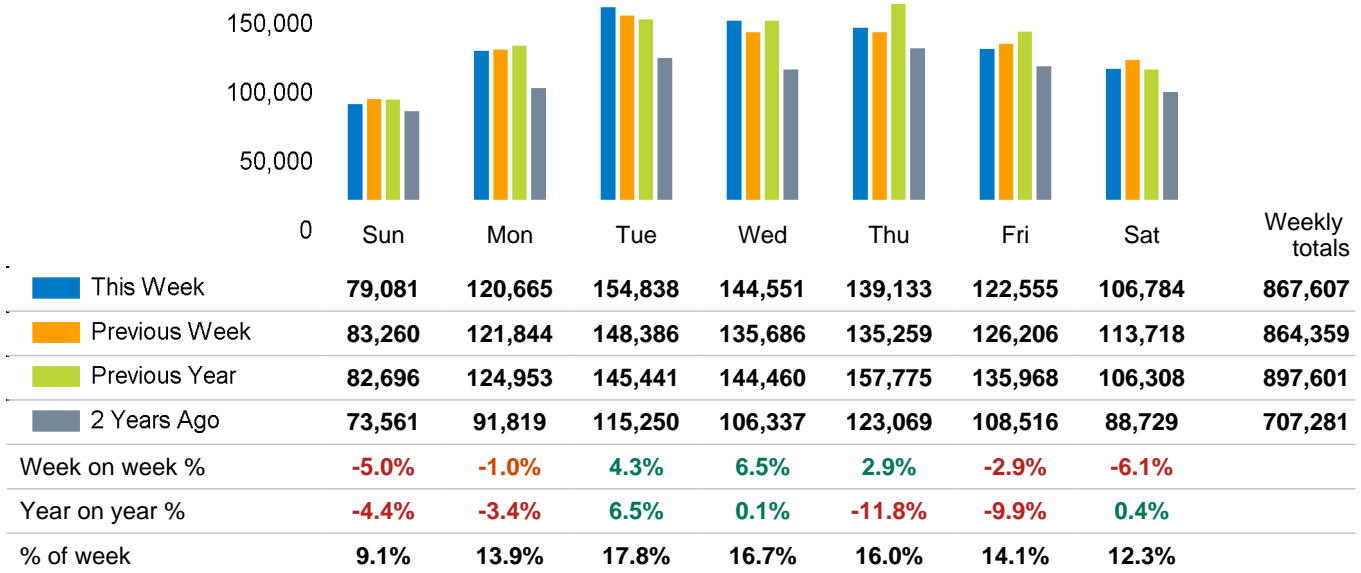


■ This Week      ■ Previous Year  
■ Previous Week    ■ 2 Years Ago

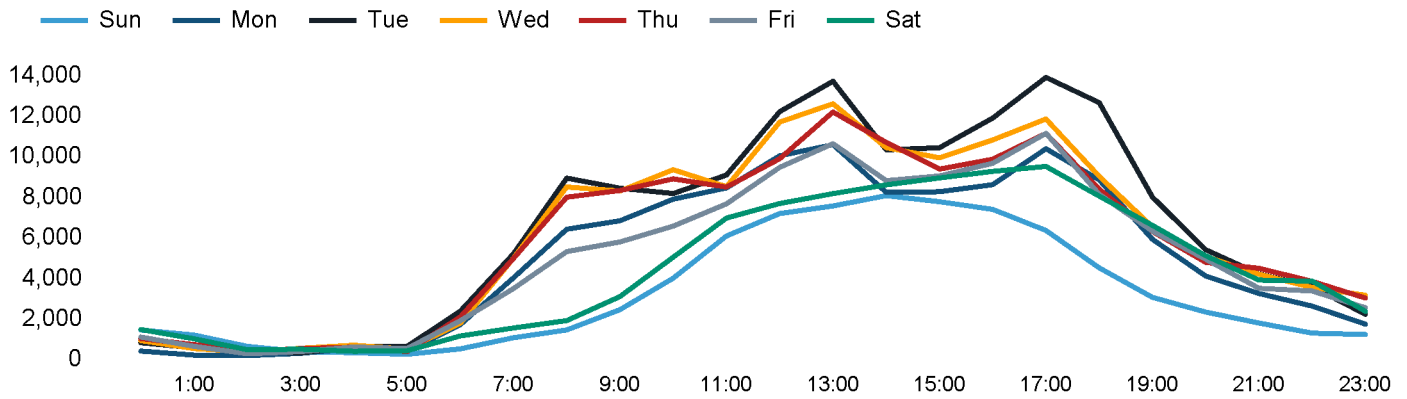
**Weather**

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	9°	9°	9°	12°	12°	11°	9°
Previous week	15°	15°	13°	12°	12°	12°	10°
Previous year	8°	7°	8°	7°	8°	9°	7°

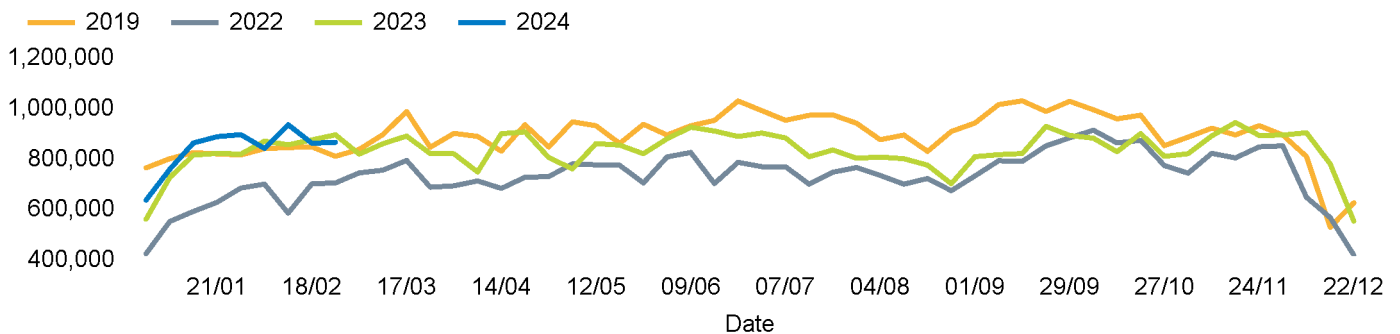
## Footfall Counts by day



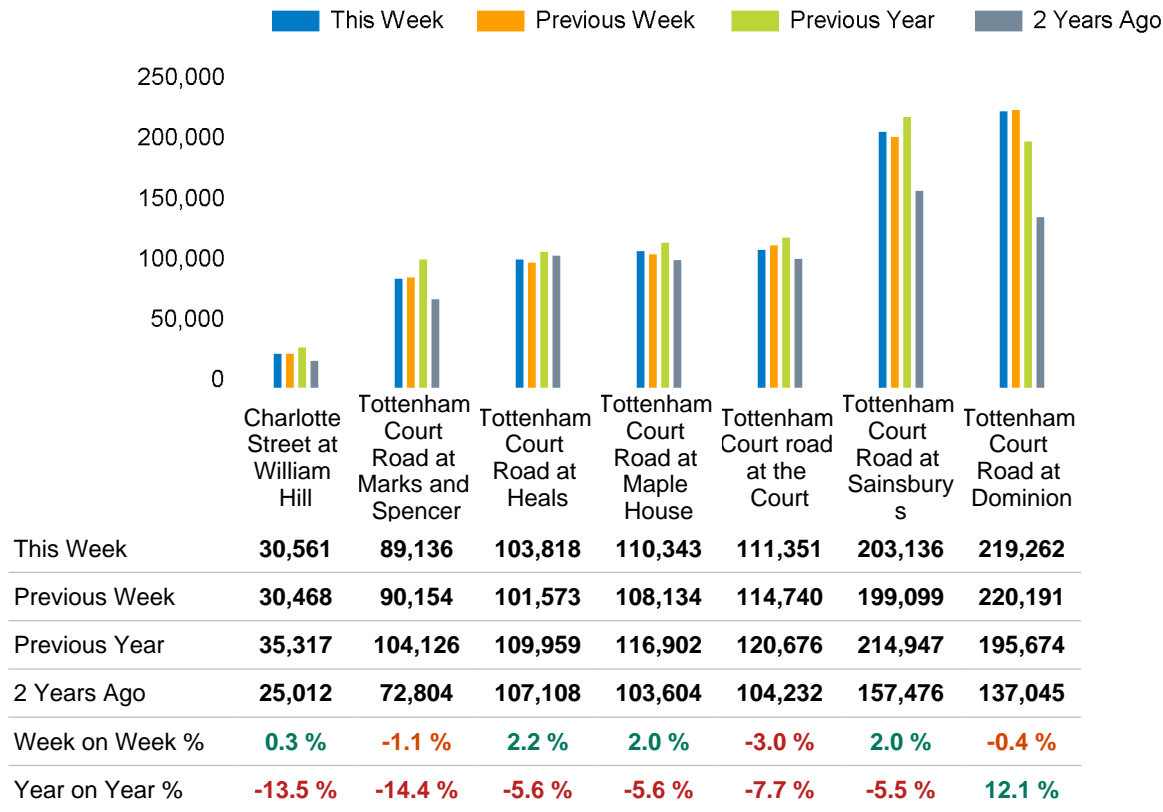
## Footfall Counts by hour



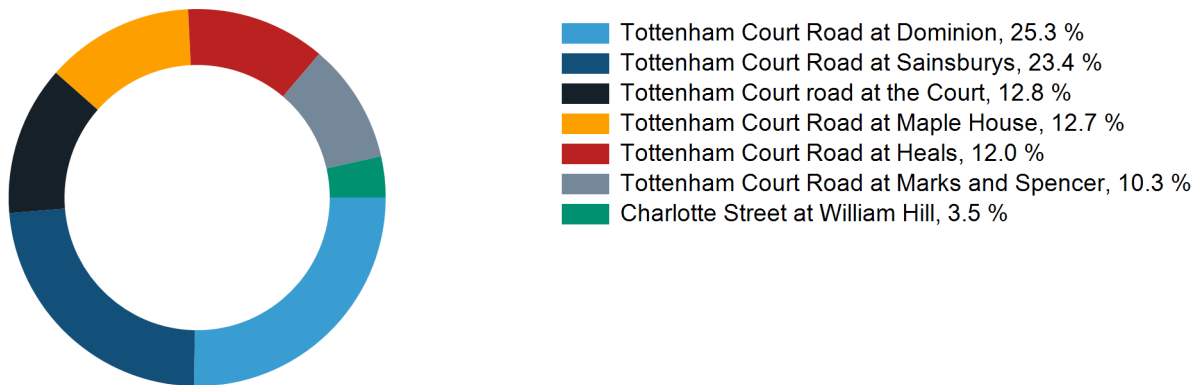
## Footfall Counts by week



## Footfall Counts by location



## Footfall Counts by location



## Reporting dates

This week - 25 February 2024 - 02 March 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 9, 2024 Vs Week 1, 2023 to Week 9, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 9, 2024 Vs Week 9, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 9 2024 Vs Week 8 2024