

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2024	2023	2024	2023	2024	2023
Fitzrovia BID	3.9%	24.2%	-6.5%	19.3%	-18.7%	-7.8%
Greater London	1.2%	15.7%	9.3%	4.8%	-0.7%	-4.9%
High Street Index (Westminster)	1.7%	24.1%	10.5%	9.5%	-0.8%	-4.4%
High Street Index - BDSU (BDSU - Multifunctional)	0.2%	6.9%	9.1%	0.7%	2.1%	-3.5%
UK	-0.2%	8.7%	8.2%	1.1%	1.9%	-2.9%

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 43,930,806 which is 9.2% up on the previous year.

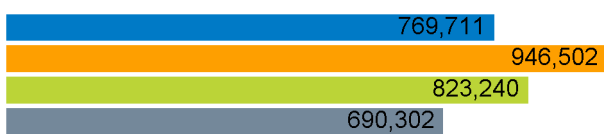
The total number of visitors for the year to date is 11,074,649 which is 3.9% up on the previous year.

The total number of visitors to Fitzrovia BID in week commencing 24 March 2024 was 769,711.

The busiest day in week commencing 24 March 2024 was Wednesday with 135,935 visitors.

The peak hour of the week was 13:00 on Tuesday 26 March 2024 with footfall of 11,466.

Footfall Counts by week

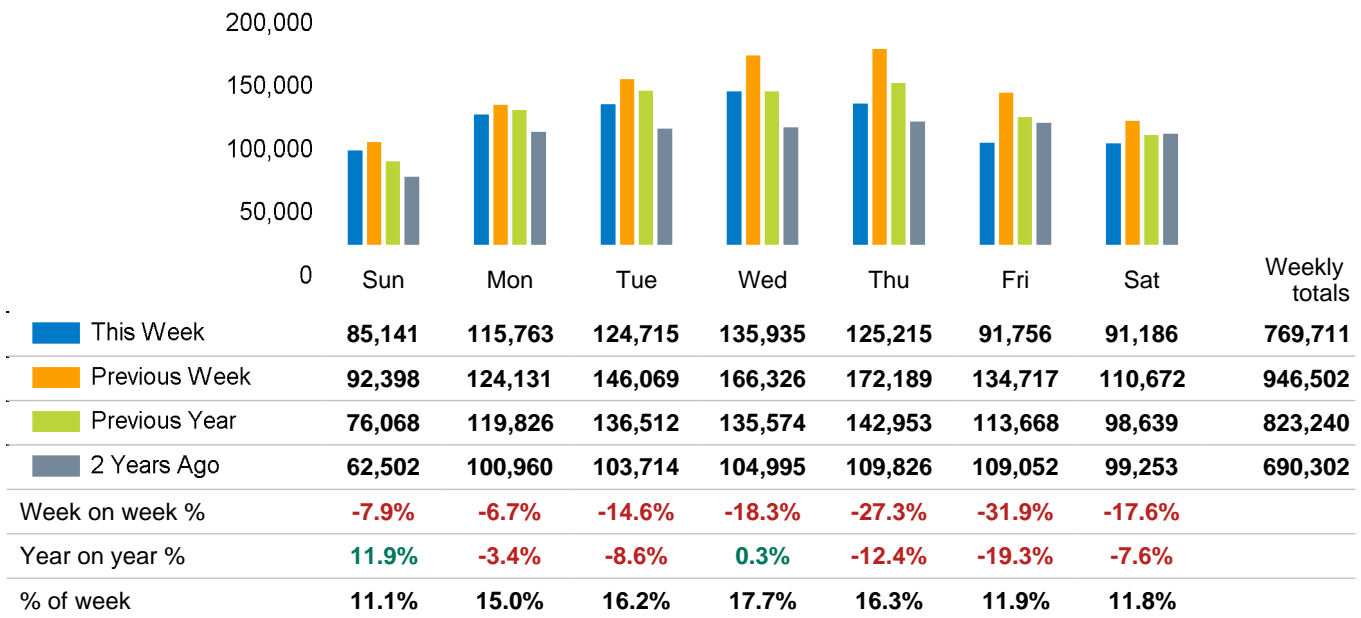


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

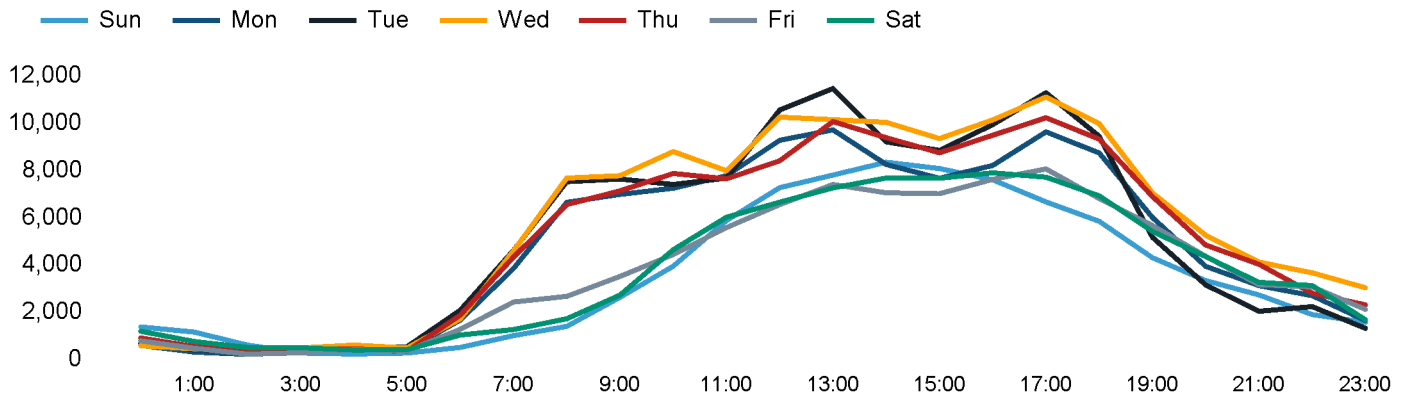
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	13°	13°	14°	14°	12°	14°	16°
Previous week	16°	16°	14°	17°	17°	17°	12°
Previous year	15°	9°	11°	9°	14°	16°	13°

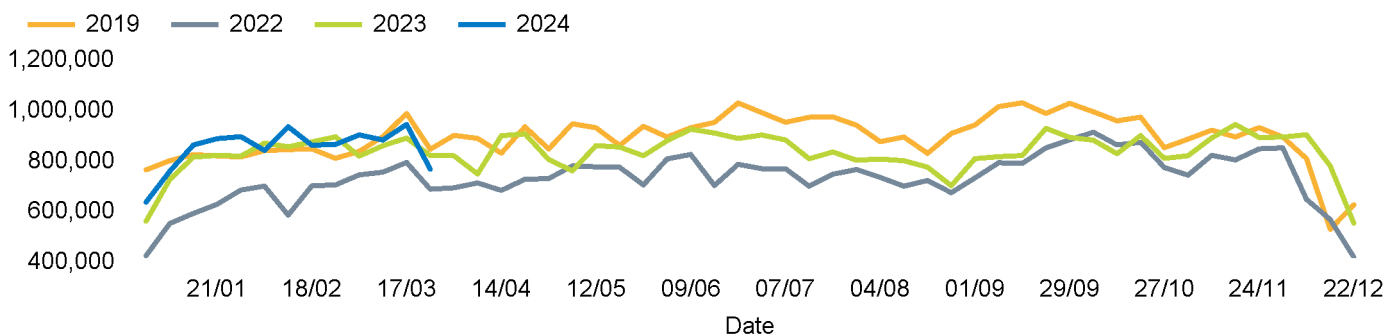
Footfall Counts by day



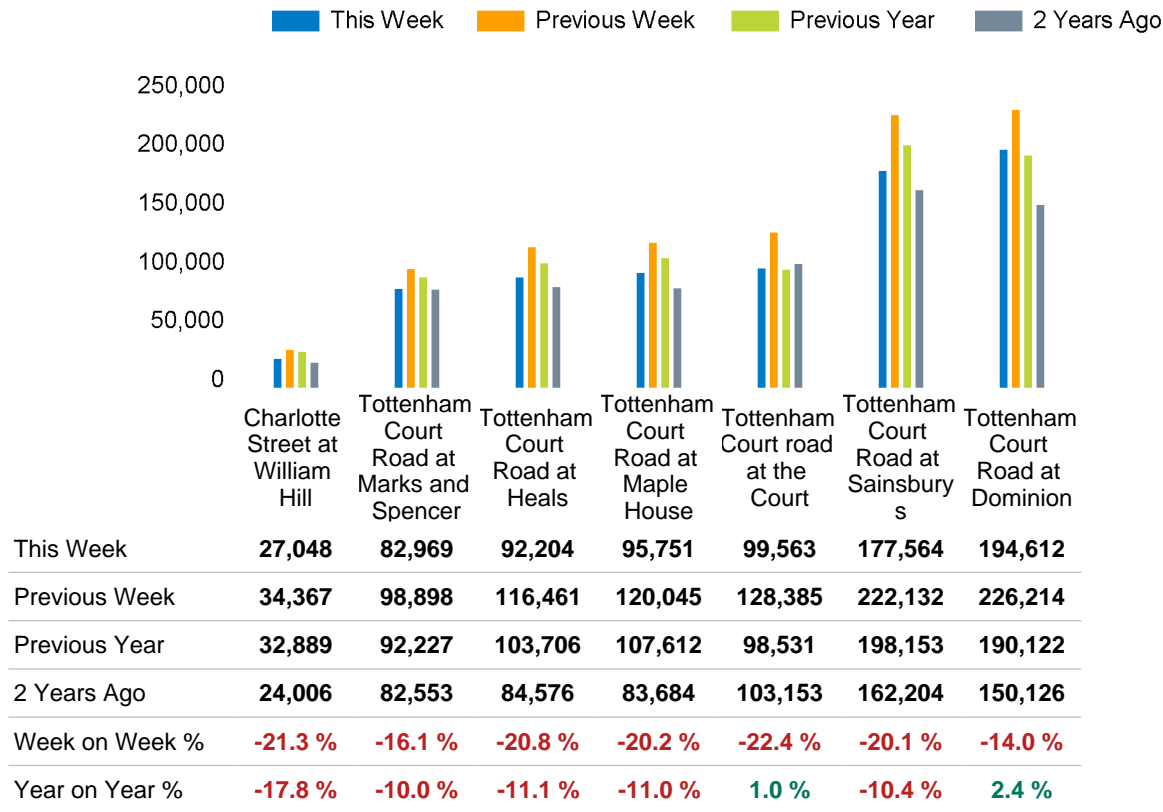
Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location



Footfall Counts by location



- Tottenham Court Road at Dominion, 25.3 %
- Tottenham Court Road at Sainsburys, 23.1 %
- Tottenham Court road at the Court, 12.9 %
- Tottenham Court Road at Maple House, 12.4 %
- Tottenham Court Road at Heals, 12.0 %
- Tottenham Court Road at Marks and Spencer, 10.8 %
- Charlotte Street at William Hill, 3.5 %



Reporting dates

This week - 24 March 2024 - 30 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 13, 2024 Vs Week 1, 2023 to Week 13, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 13, 2024 Vs Week 13, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 13 2024 Vs Week 12 2024

