Footfall Report for:
Aberdeen City Centre

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Aberdeen City Centre	15.6%	57.4%	-13.3%	19.5%	-14.7%	-9.2%
Scotland	6.9%	38.9%	-2.7%	4.0%	-5.7%	-2.9%
High Street Index - BDSU (BDSU - Multifunctional)	3.1%	36.1%	-1.9%	7.5%	1.6%	4.7%
UK	3.9%	36.9%	-2.0%	7.8%	-1.1%	2.1%

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy
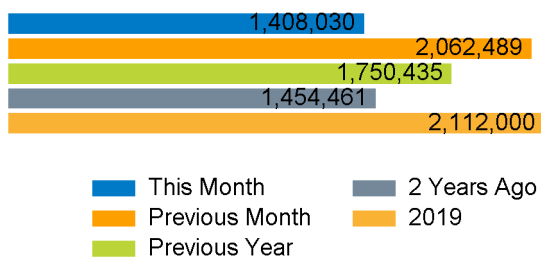
Headlines

The total number of visitors for the year to date is 16,369,226 which is 15.6% up on the previous year.

The total number of visitors to Aberdeen City Centre in month commencing 1 October 2023 was 1,408,030.

The busiest day in month commencing 1 October 2023 was Saturday 14 October with 66,254 visitors.

The peak hour of the month was 14:00 on Saturday 14 October 2023 with footfall of 6,175.

Footfall Counts by month

1,408,030	This Month
2,062,489	Previous Month
1,750,435	Previous Year
1,454,461	2 Years Ago
2,112,000	2019

Figures shown below are calculated using monthly totals.

Weather

	☀	☁	🌧	≡
Number of days this month	12	10	6	
Number of days same month last year	20	5	2	1
Number of days same month two years ago	7	1	20	

Average temperature

	Maximum temperature	Minimum temperature
2023	14°	6°
2022	14°	8°
2021	13°	8°

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Footfall Counts by day

The figures shown below are calculated using weekly averages.

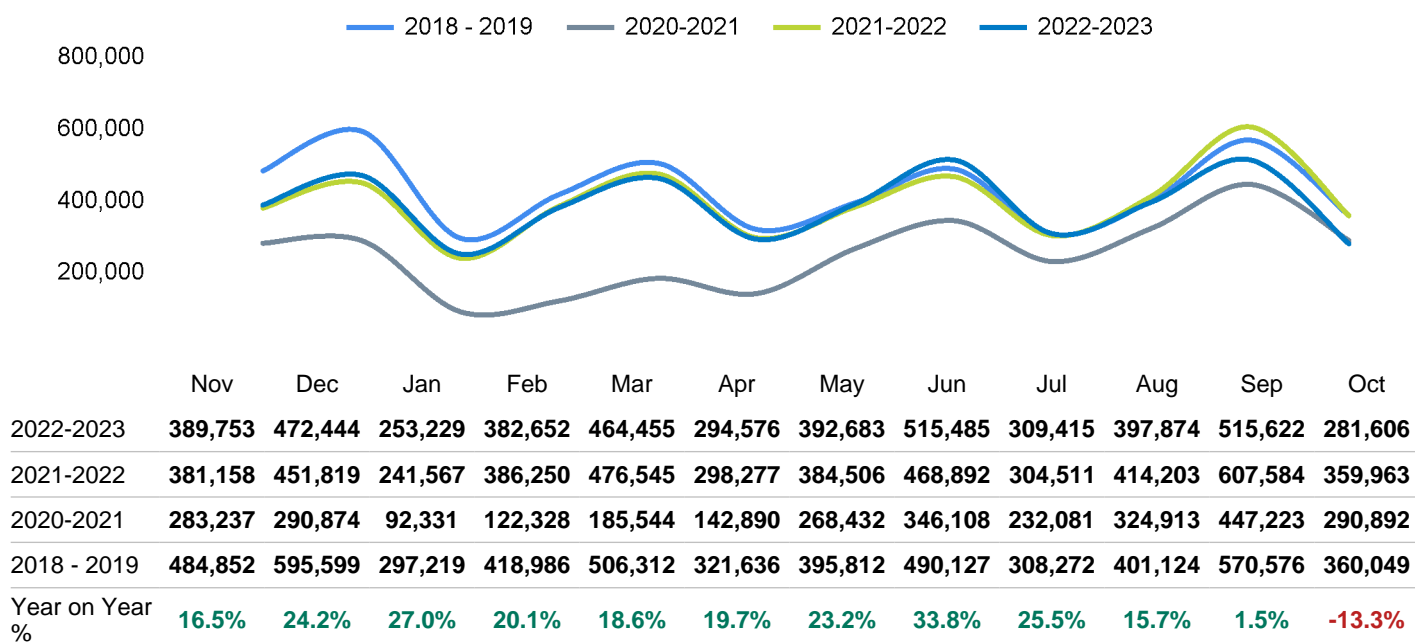|	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	45,042	45,945	51,056	53,751	47,178	53,739	55,296	352,007
Previous Month	49,560	50,204	54,687	56,795	60,062	65,738	75,451	412,497
Previous Year	54,562	52,825	56,912	62,958	60,448	70,000	79,903	437,608
2 Years Ago	45,624	44,362	45,591	51,302	50,198	57,848	68,690	363,615
Month on month %	-9.1%	-8.5%	-6.6%	-5.4%	-21.5%	-18.3%	-26.7%	
Year on year %	-7.6%	-3.1%	-1.6%	-0.9%	-17.5%	-17.4%	-26.3%	
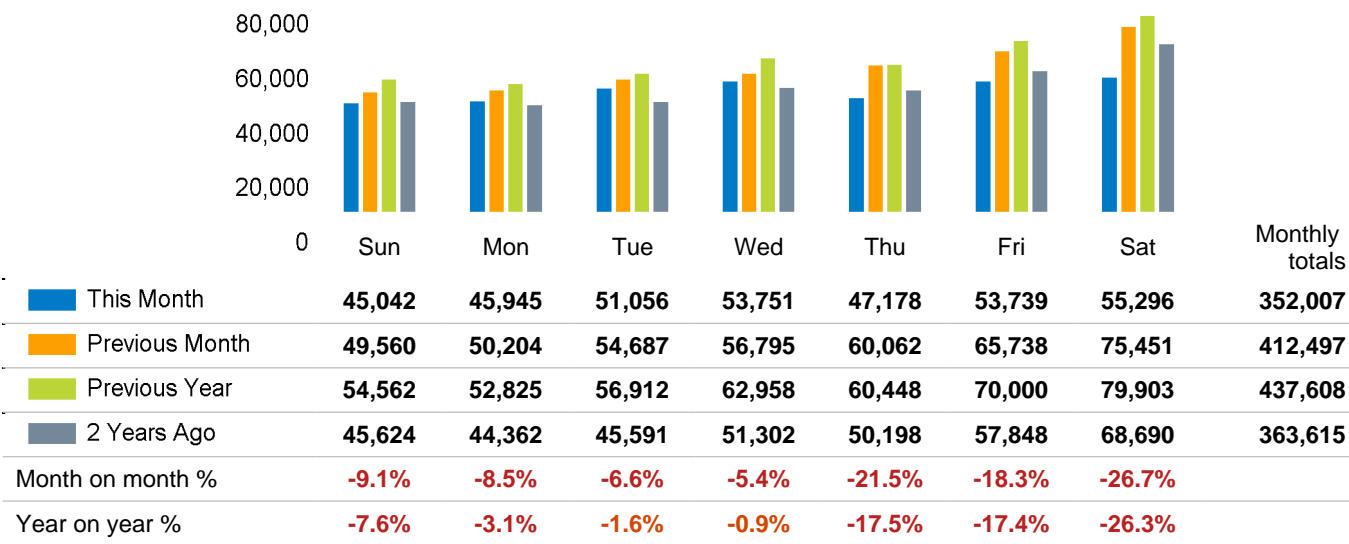
Footfall Counts by hour

The figures shown below are calculated using a weekly average
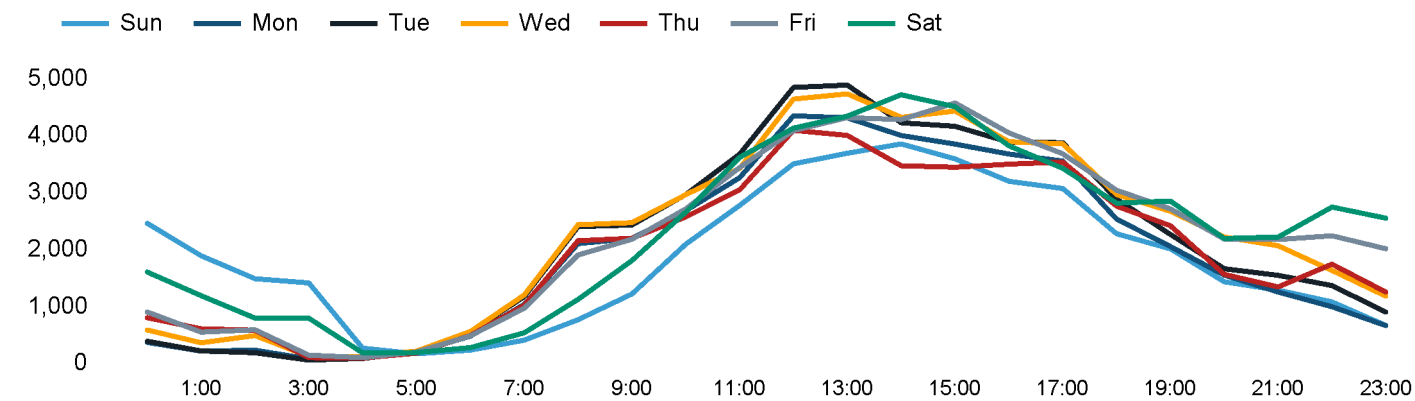
Footfall Counts - rolling 12 months

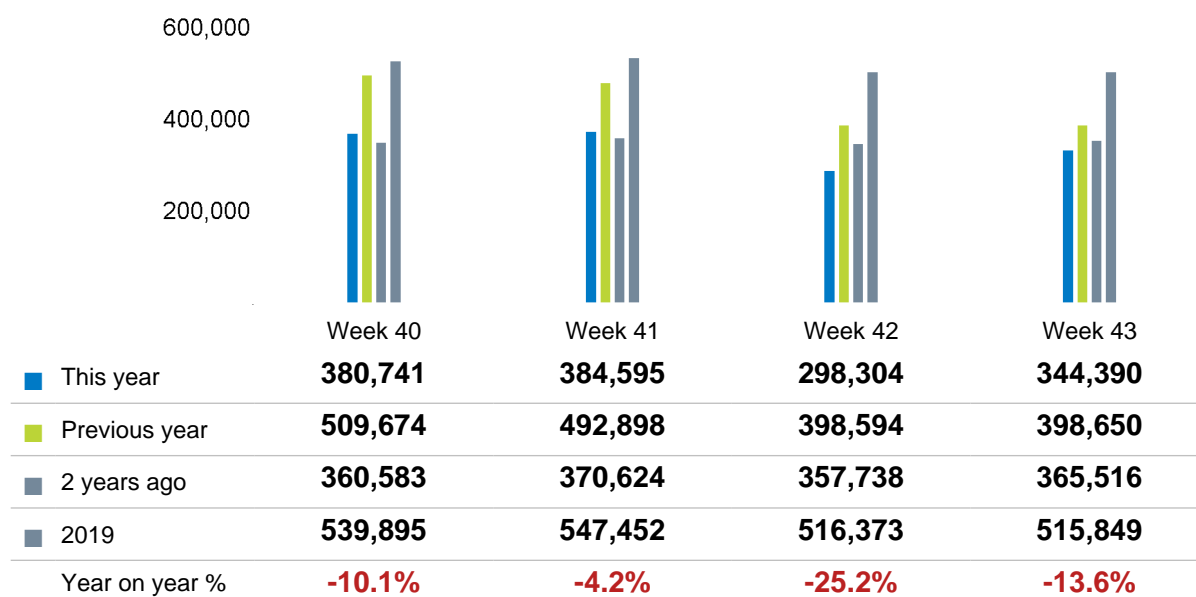The figures shown below are calculated using weekly averages.

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
2022-2023	389,753	472,444	253,229	382,652	464,455	294,576	392,683	515,485	309,415	397,874	515,622	281,606
2021-2022	381,158	451,819	241,567	386,250	476,545	298,277	384,506	468,892	304,511	414,203	607,584	359,963
2020-2021	283,237	290,874	92,331	122,328	185,544	142,890	268,432	346,108	232,081	324,913	447,223	290,892
2018 - 2019	484,852	595,599	297,219	418,986	506,312	321,636	395,812	490,127	308,272	401,124	570,576	360,049
Year on Year %	16.5%	24.2%	27.0%	20.1%	18.6%	19.7%	23.2%	33.8%	25.5%	15.7%	1.5%	-13.3%

Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for October compares October 2023 to October 2022

Footfall Counts by week of month

The figures shown below are calculated using weekly totals.

	Week 40	Week 41	Week 42	Week 43
This year	380,741	384,595	298,304	344,390
Previous year	509,674	492,898	398,594	398,650
2 years ago	360,583	370,624	357,738	365,516
2019	539,895	547,452	516,373	515,849
Year on year %	-10.1%	-4.2%	-25.2%	-13.6%

Footfall Counts by location

The figures shown below are calculated using weekly averages.

	This month	% share of total month	Previous month	Previous year	Month on month %	Year on year %	This month / Previous month / Prev Year
Belmont St	43,946	12.5%	50,725	49,537	-13.4%	-11.3%	
Bridge St	21,236	6.0%	25,862	25,552	-17.9%	-16.9%	
Broad Street North	18,884	5.4%	21,342	17,767	-11.5%	6.3%	
Broad Street South	24,514	7.0%	27,574	27,186	-11.1%	-9.8%	
Castlegate	27,044	7.7%	36,232	31,244	-25.4%	-13.4%	
Guild St	30,370	8.6%	33,748	44,476	-10.0%	-31.7%	
Langstane Place	8,513	2.4%	10,946	11,608	-22.2%	-26.7%	
Market Street (New)	13,279	3.8%	16,557	8,780	-19.8%	51.2%	
Union Street	72,900	20.7%	80,557	85,993	-9.5%	-15.2%	
Union Street West End	37,244	10.6%	45,658	41,386	-18.4%	-10.0%	
Union Terrace	12,031	3.4%	13,852	13,339	-13.1%	-9.8%	
Upperkirkgate	42,043	11.9%	49,441	42,668	-15.0%	-1.5%	

Reporting dates

This month - 01 October 2023 - 28 October 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January,2023 to October , 2023 Vs January, 2022 to October , 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.10 2023 Vs 9 2023

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Footfall Report

Aberdeen City Centre

2019 Comparison for:
Aberdeen City Centre

2019 comparison for Aberdeen City Centre

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
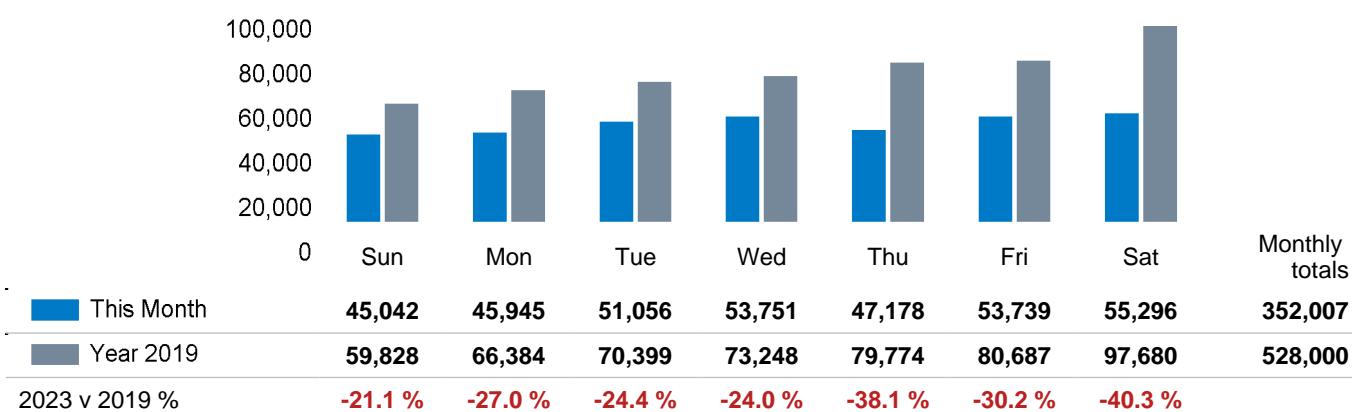
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Aberdeen City Centre	**-17.5 %**	**-30.2 %**
Scotland	**-15.0 %**	**-21.9 %**
High Street Index - BDSU (BDSU - Multifunctional)	**-14.5 %**	**-11.4 %**
UK	**-13.9 %**	**-11.9 %**

Aberdeen City Centre is compared to the high street index.

Footfall Counts by day

The figures shown below are calculated using weekly averages.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	**45,042**	**45,945**	**51,056**	**53,751**	**47,178**	**53,739**	**55,296**	**352,007**
Year 2019	**59,828**	**66,384**	**70,399**	**73,248**	**79,774**	**80,687**	**97,680**	**528,000**
2023 v 2019 %	**-21.1 %**	**-27.0 %**	**-24.4 %**	**-24.0 %**	**-38.1 %**	**-30.2 %**	**-40.3 %**	

Footfall Counts by week of month

The figures shown below are calculated using weekly totals.

	Week 40	Week 41	Week 42	Week 43
2023	**380,741**	**384,595**	**298,304**	**344,390**
2019	**547,452**	**516,373**	**515,849**	**532,326**
Year on year %	**-30.5%**	**-25.5%**	**-42.2%**	**-35.3%**

Footfall Counts by location

The figures shown below are calculated using weekly averages.

	This month	2019	2023 - 2019 %	This month / Year 2019
Belmont St	**43,946**	**72,824**	**-39.7 %**	
Bridge St	**21,236**	**34,437**	**-38.3 %**	
Broad Street North	**18,884**	**20,108**	**-6.1 %**	
Broad Street South	**24,514**			
Castlegate	**27,044**	**37,005**	**-26.9 %**	
Guild St	**30,370**	**35,516**	**-14.5 %**	
Langstane Place	**8,513**	**13,588**	**-37.3 %**	
Market Street (New)	**13,279**			
Union Street	**72,900**	**113,934**	**-36.0 %**	
Union Street West End	**37,244**	**47,556**	**-21.7 %**	
Union Terrace	**12,031**	**27,406**	**-56.1 %**	
Upperkirkgate	**42,043**	**47,683**	**-11.8 %**	

Footfall Report

Aberdeen City Centre