

# Footfall Report for: Aberdeen City Centre

Weeks This Month: 4  
Weeks Last Month: 4

## Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Aberdeen City Centre	13.7%	53.1%	-3.4%	16.5%	7.0%	-2.0%
Scotland	6.2%	35.7%	0.7%	10.0%	2.7%	0.4%
High Street Index - BDSU (BDSU - Multifunctional)	2.8%	32.6%	-0.6%	4.1%	-2.2%	-4.0%
UK	3.5%	33.3%	-0.7%	5.6%	-1.0%	-2.2%

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

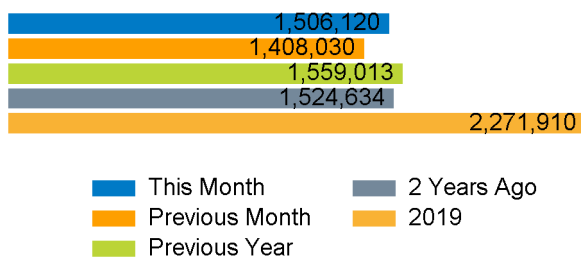
The total number of visitors for the year to date is 17,875,346 which is 13.7% up on the previous year.

The total number of visitors to Aberdeen City Centre in month commencing 29 October 2023 was 1,506,120.

The busiest day in month commencing 29 October 2023 was Saturday 25 November with 81,107 visitors.

The peak hour of the month was 14:00 on Saturday 25 November 2023 with footfall of 7,525.

## Footfall Counts by month



Figures shown below are calculated using monthly totals.

## Weather



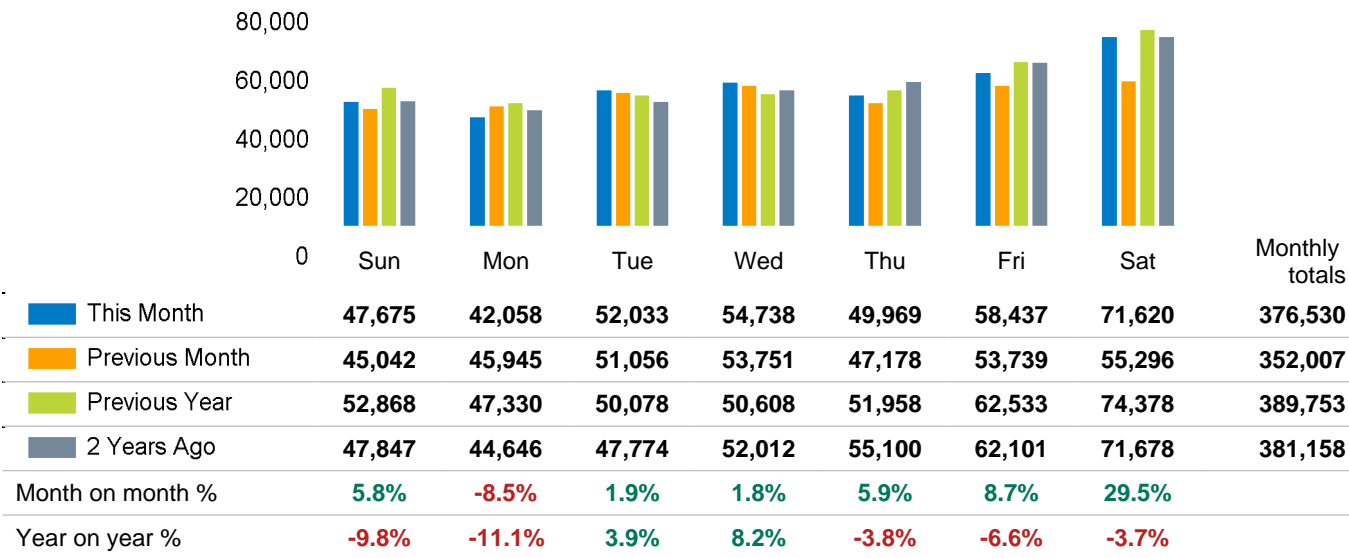
Number of days this month	10	12	5	1
Number of days same month last year	14	9	4	1
Number of days same month two years ago	5	6	15	2

## Average temperature

	Maximum temperature	Minimum temperature
2023	10°	3°
2022	12°	7°
2021	10°	6°

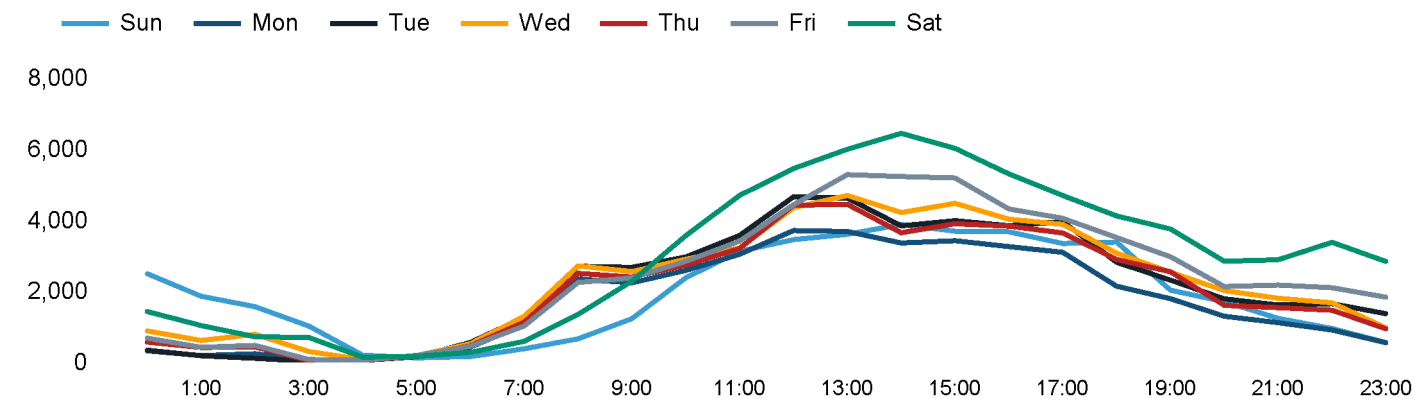
Footfall Counts by day

The figures shown below are calculated using weekly averages.



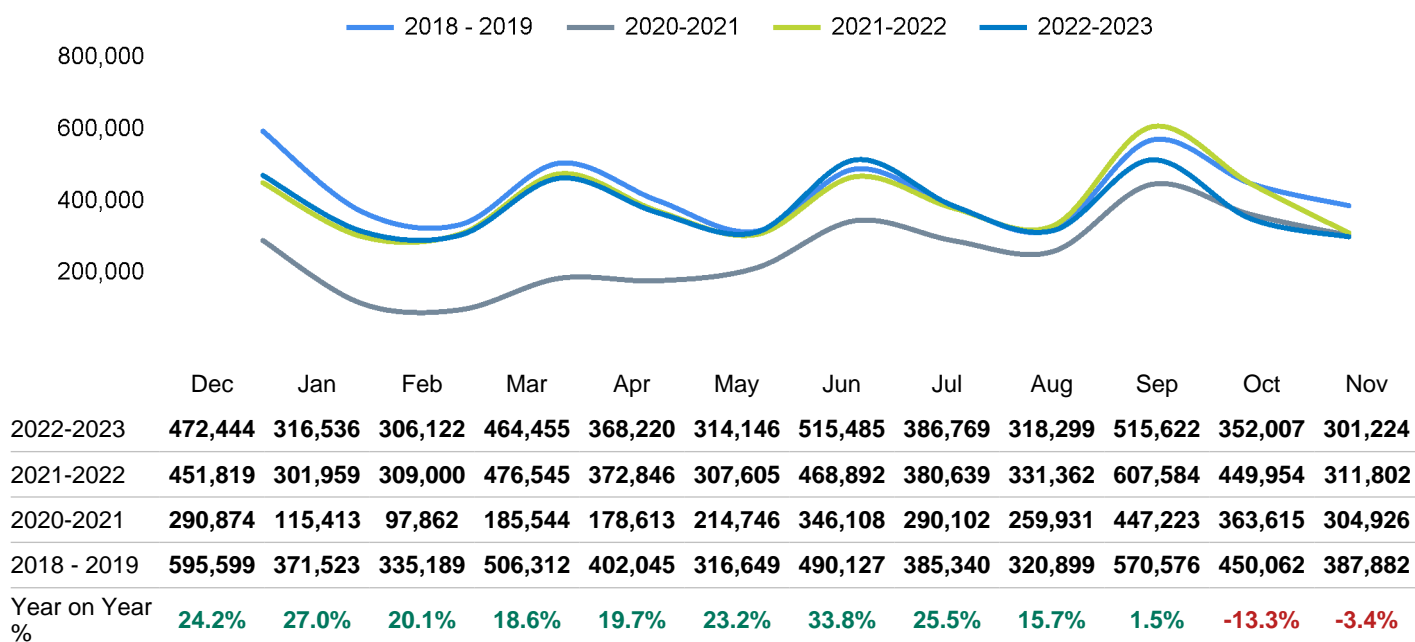
Footfall Counts by hour

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

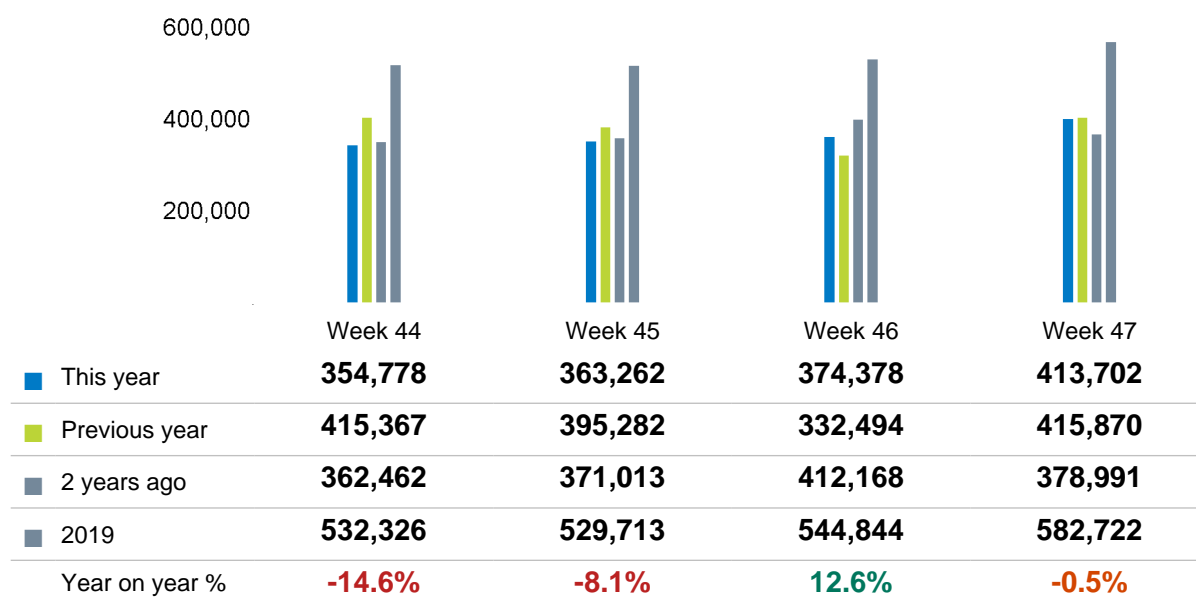
The figures shown below are calculated using weekly averages.



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

## Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



## 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 %	<div> <div>This month</div> <div>Previous month</div> <div>Prev Year</div> </div>
Belmont St	47,717	12.7%	43,946	50,013	8.6%	-4.6%	
Bridge St	19,780	5.3%	21,236	24,673	-6.9%	-19.8%	
Broad Street North	19,292	5.1%	18,884	11,411	2.2%	69.1%	
Broad Street South	26,294	7.0%	24,514	21,935	7.3%	19.9%	
Castlegate	26,008	6.9%	27,044	27,786	-3.8%	-6.4%	
Guild St	32,444	8.6%	30,370	41,569	6.8%	-22.0%	
Langstane Place	10,484	2.8%	8,513	11,159	23.2%	-6.0%	
Market Street (New)	13,005	3.5%	13,279	15,075	-2.1%	-13.7%	
Union Street	75,375	20.0%	72,900	82,637	3.4%	-8.8%	
Union Street West End	39,747	10.6%	37,244	40,974	6.7%	-3.0%	
Union Terrace	12,596	3.3%	12,031	13,064	4.7%	-3.6%	
Upperkirkgate	53,783	14.3%	42,043	49,453	27.9%	8.8%	

## Reporting dates

This month - 29 October 2023 - 25 November 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 November, 2023 Vs January, 2022 to November, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 11 2023 Vs 10 2023

# 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

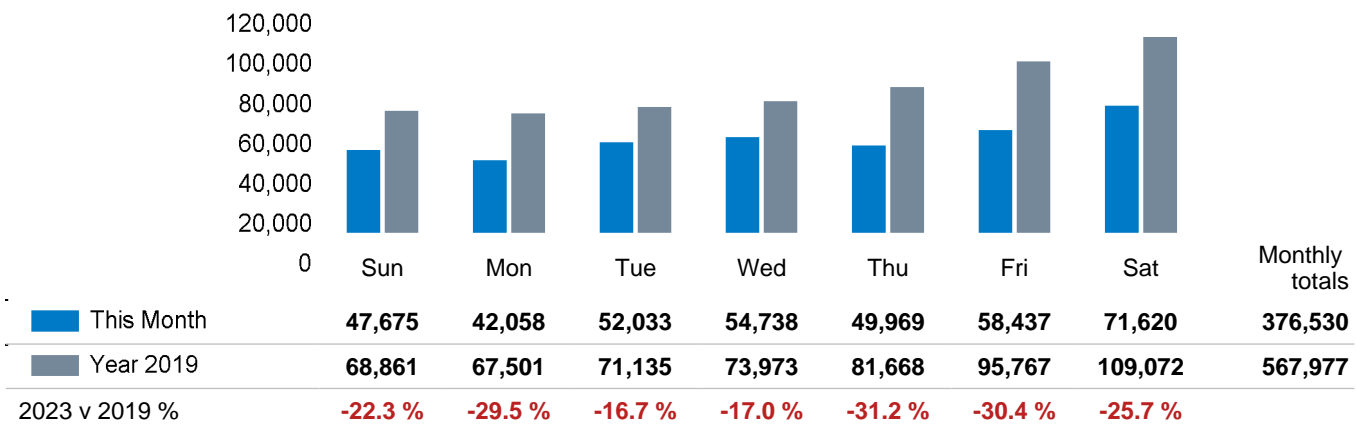
### Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Aberdeen City Centre	<b>-18.4 %</b>	<b>-26.4 %</b>
Scotland	<b>-15.3 %</b>	<b>-18.0 %</b>
High Street Index - BDSU (BDSU - Multifunctional)	<b>-14.3 %</b>	<b>-12.2 %</b>
UK	<b>-13.8 %</b>	<b>-12.6 %</b>

Aberdeen City Centre is compared to the high street index.

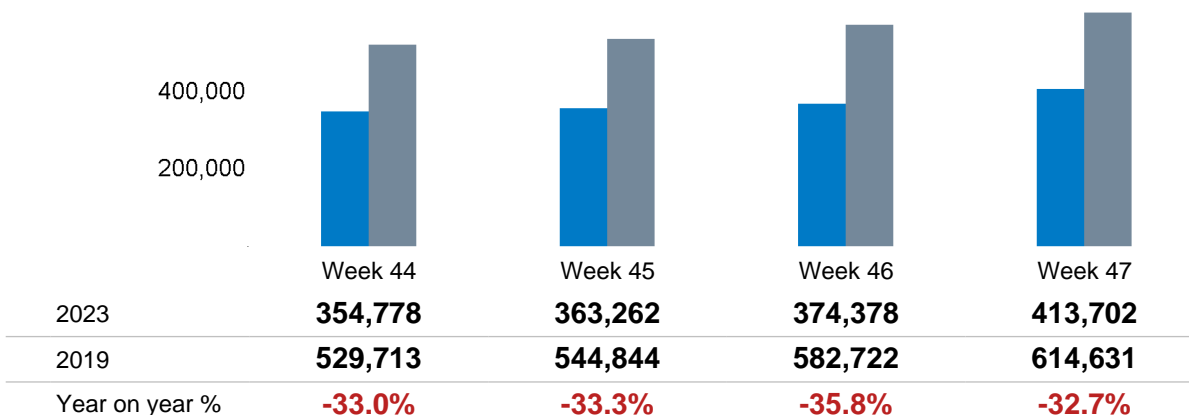
### Footfall Counts by day

The figures shown below are calculated using weekly averages.



### Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



## Footfall Counts by location

The figures shown below are calculated using weekly averages.

