

# Footfall Report for: Aberdeen City Centre

Weeks This Month: 5  
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	12.1%	49.8%	-0.8%	24.2%	-0.5%	-3.0%
Scotland	5.2%	33.6%	-2.1%	19.0%	1.2%	4.1%
High Street Index - BDSU (BDSU - Multifunctional)	2.8%	30.1%	2.8%	10.1%	1.1%	-1.8%
UK	3.3%	30.8%	1.2%	12.7%	3.7%	1.6%

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

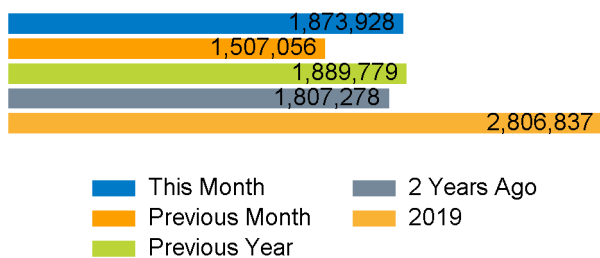
The total number of visitors for the year to date is 19,750,210 which is 12.1% up on the previous year.

The total number of visitors to Aberdeen City Centre in month commencing 26 November 2023 was 1,873,928.

The busiest day in month commencing 26 November 2023 was Saturday 16 December with 91,954 visitors.

The peak hour of the month was 14:00 on Saturday 16 December 2023 with footfall of 8,253.

## Footfall Counts by month



Figures shown below are calculated using monthly totals.

## Weather



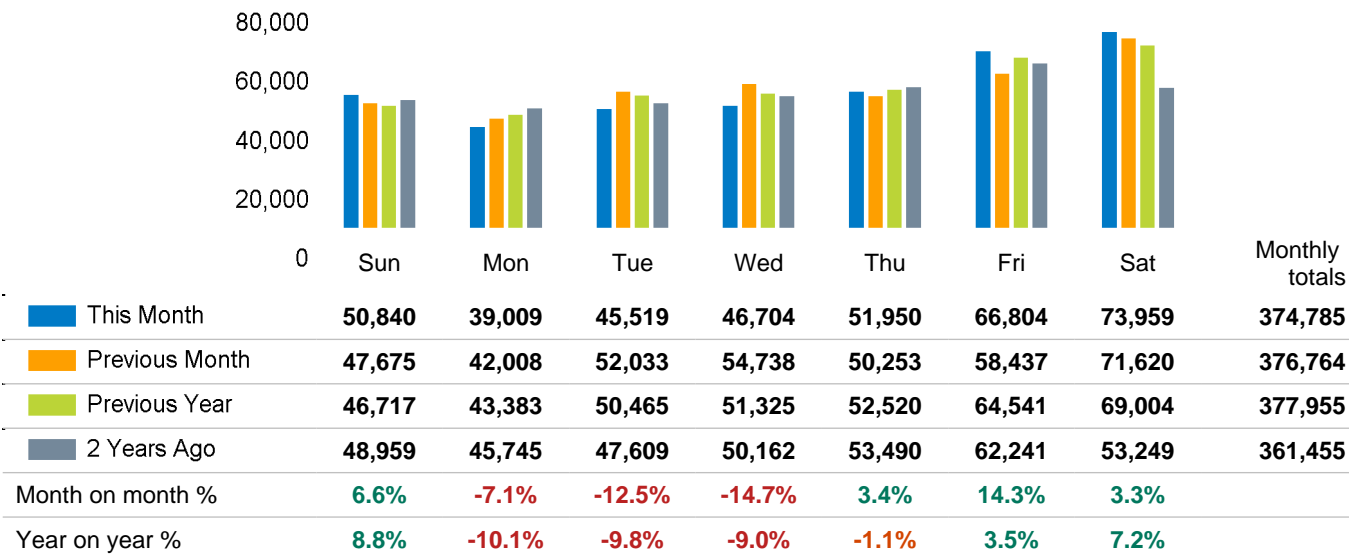
Number of days this month	16	13	6		
Number of days same month last year	16	10	7		2
Number of days same month two years ago	8	4	19	3	1

## Average temperature

	Maximum temperature	Minimum temperature
2023	8°	1°
2022	6°	2°
2021	7°	3°

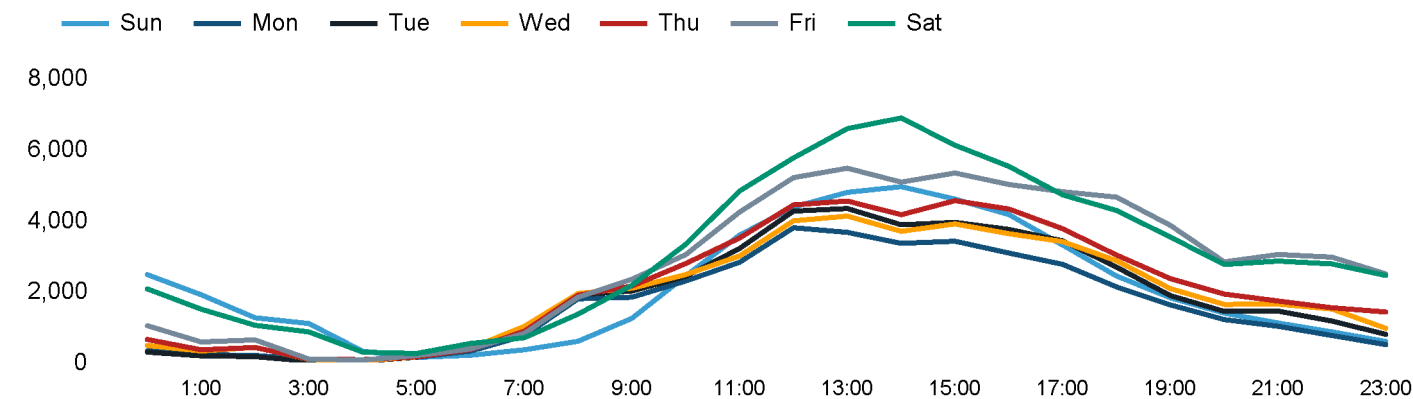
Footfall Counts by day

The figures shown below are calculated using weekly averages.



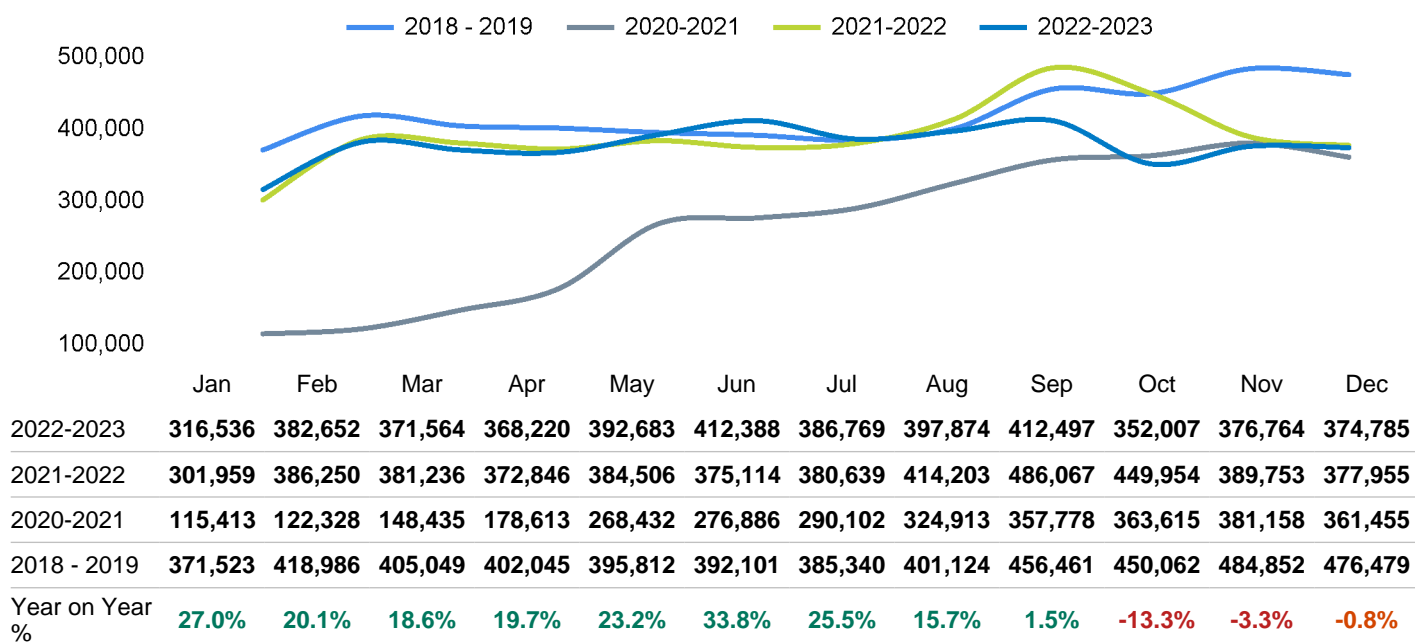
Footfall Counts by hour

The figures shown below are calculated using a weekly average



## Footfall Counts - rolling 12 months

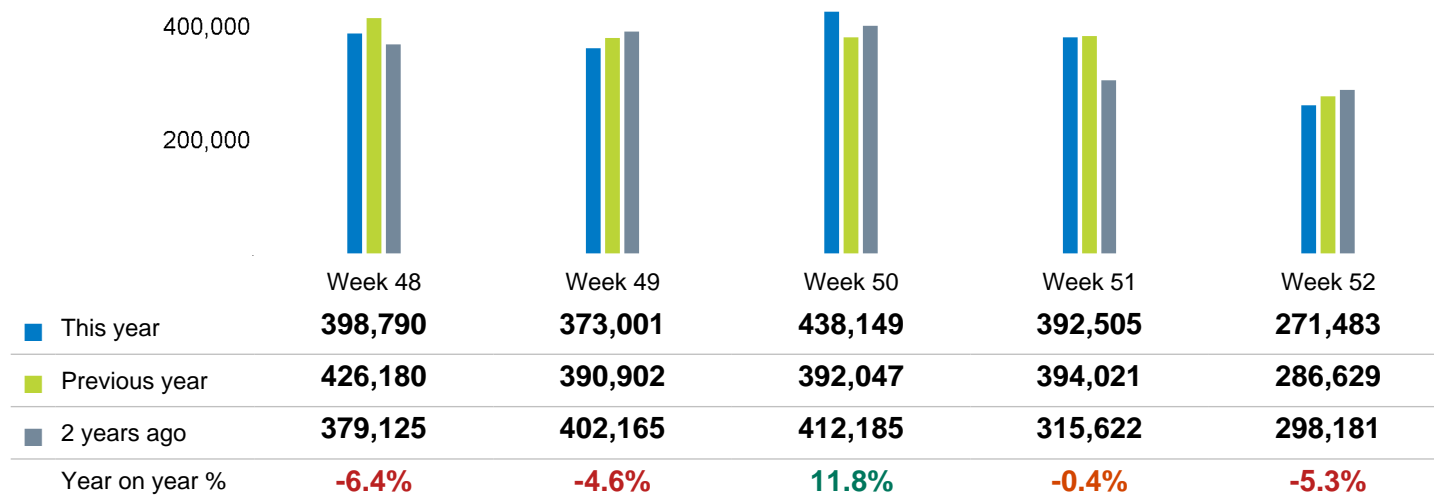
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2022-2023 period with the 2021-2022 period i.e the figure for December compares December 2023 to December 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	49,315	13.2%	47,717	48,824	3.3%	1.0%	
Bridge St	19,758	5.3%	19,780	24,174	-0.1%	-18.3%	
Broad Street North	13,332	3.6%	19,389	7,981	-31.2%	67.0%	
Broad Street South	23,805	6.4%	26,431	22,885	-9.9%	4.0%	
Castlegate	24,036	6.4%	26,008	29,801	-7.6%	-19.3%	
Guild St	33,293	8.9%	32,444	38,525	2.6%	-13.6%	
Langstane Place	11,278	3.0%	10,484	9,770	7.6%	15.4%	
Market Street (New)	14,585	3.9%	13,005	13,975	12.1%	4.4%	
Union Street	75,481	20.1%	75,375	80,437	0.1%	-6.2%	
Union Street West End	38,517	10.3%	39,747	40,599	-3.1%	-5.1%	
Union Terrace	11,925	3.2%	12,596	11,952	-5.3%	-0.2%	
Upperkirkgate	59,456	15.9%	53,783	49,027	10.5%	21.3%	

## Reporting dates

This month - 26 November 2023 - 30 December 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 December, 2023 Vs January, 2022 to December, 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2023 Vs 11 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

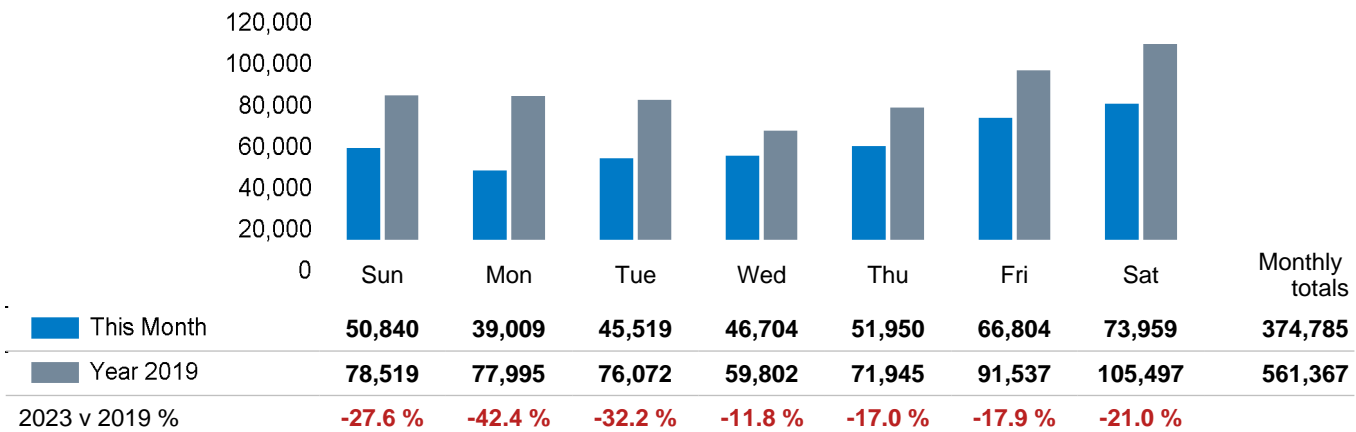
### Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Aberdeen City Centre	<b>-19.1 %</b>	<b>-24.4 %</b>
Scotland	<b>-15.4 %</b>	<b>-16.5 %</b>
High Street Index - BDSU (BDSU - Multifunctional)	<b>-14.1 %</b>	<b>-11.6 %</b>
UK	<b>-13.5 %</b>	<b>-11.4 %</b>

Aberdeen City Centre is compared to the high street index.

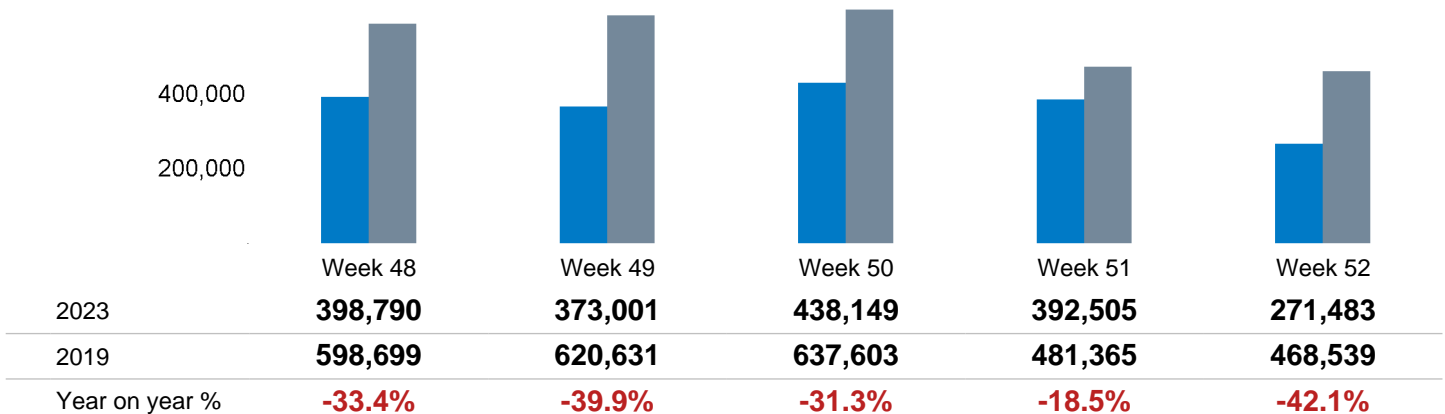
### Footfall Counts by day

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.

