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	**19.5%**	**62.9%**	**1.5%**	**23.3%**	**3.7%**	**17.3%**
Scotland	**8.0%**	**44.2%**	**-1.3%**	**9.0%**	**-8.9%**	**-6.1%**
High Street Index - BDSU (BDSU - Multifunctional)	**3.7%**	**40.3%**	**1.7%**	**8.6%**	**-1.6%**	**-0.6%**
UK	**4.6%**	**41.4%**	**1.4%**	**9.5%**	**-3.2%**	**-3.8%**

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
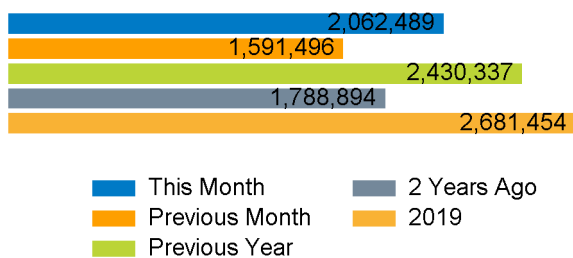
Headlines

The total number of visitors for the year to date is 14,961,196 which is 19.5% up on the previous year.

The total number of visitors to Aberdeen City Centre in month commencing 27 August 2023 was 2,062,489.

The busiest day in month commencing 27 August 2023 was Saturday 30 September with 76,644 visitors.

The peak hour of the month was 14:00 on Saturday 23 September 2023 with footfall of 6,427.

Footfall Counts by month

- This Month: 2,062,489
- Previous Month: 1,591,496
- Previous Year: 2,430,337
- 2 Years Ago: 1,788,894
- 2019: 2,681,454

Figures shown below are calculated using monthly totals.

Weather

	☀	☁	🌧
Number of days this month	25	9	1
Number of days same month last year	8	8	19
Number of days same month two years ago	12	7	16

Average temperature

	Maximum temperature	Minimum temperature
2023	**19°**	**8°**
2022	**16°**	**11°**
2021	**17°**	**11°**

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Footfall Counts by day

The figures shown below are calculated using weekly averages.

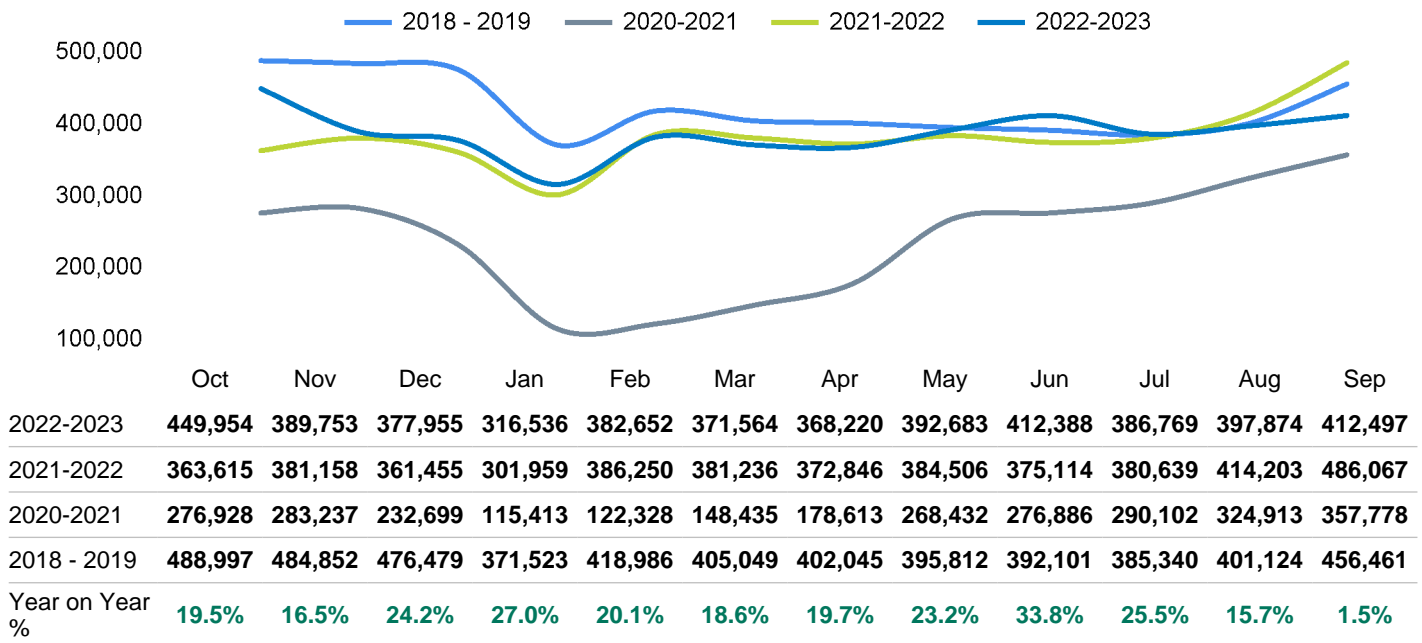|	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Monthly totals
This Month	49,560	50,204	54,687	56,795	60,062	65,738	75,451	412,497
Previous Month	49,261	51,195	55,401	53,642	57,531	60,336	70,508	397,874
Previous Year	60,670	50,662	60,515	68,903	67,000	79,433	98,884	486,067
2 Years Ago	44,659	43,666	46,482	50,432	49,000	56,790	66,749	357,778
Month on month %	0.6%	-1.9%	-1.3%	5.9%	4.4%	9.0%	7.0%	
Year on year %	-3.7%	16.1%	3.9%	4.0%	5.1%	2.5%	-9.4%	
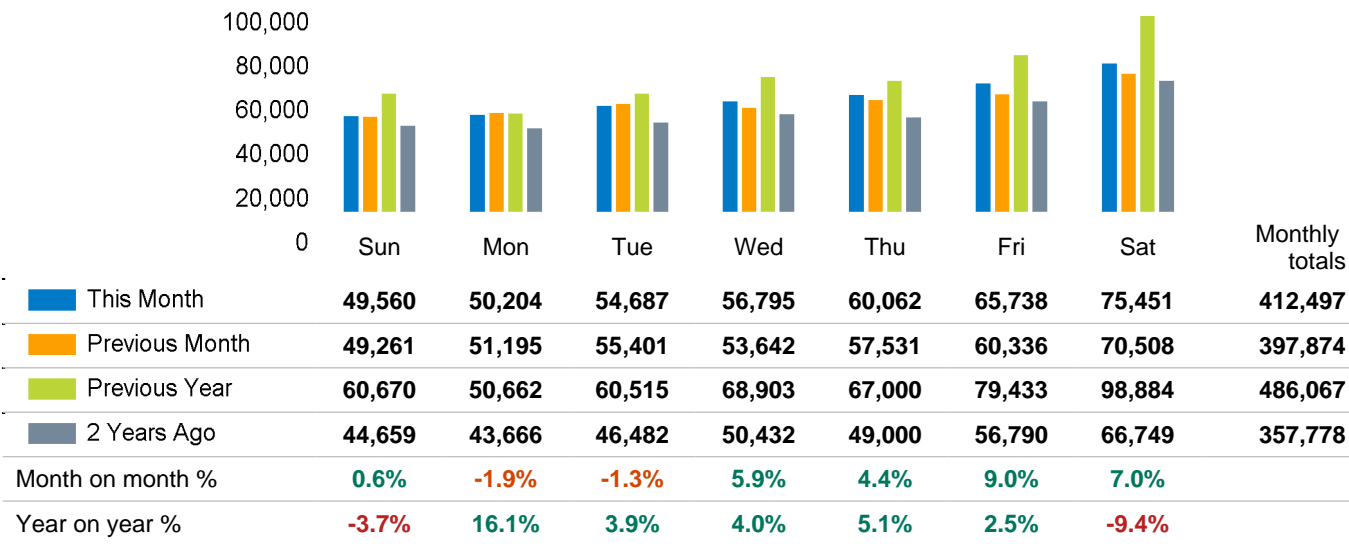
Footfall Counts by hour

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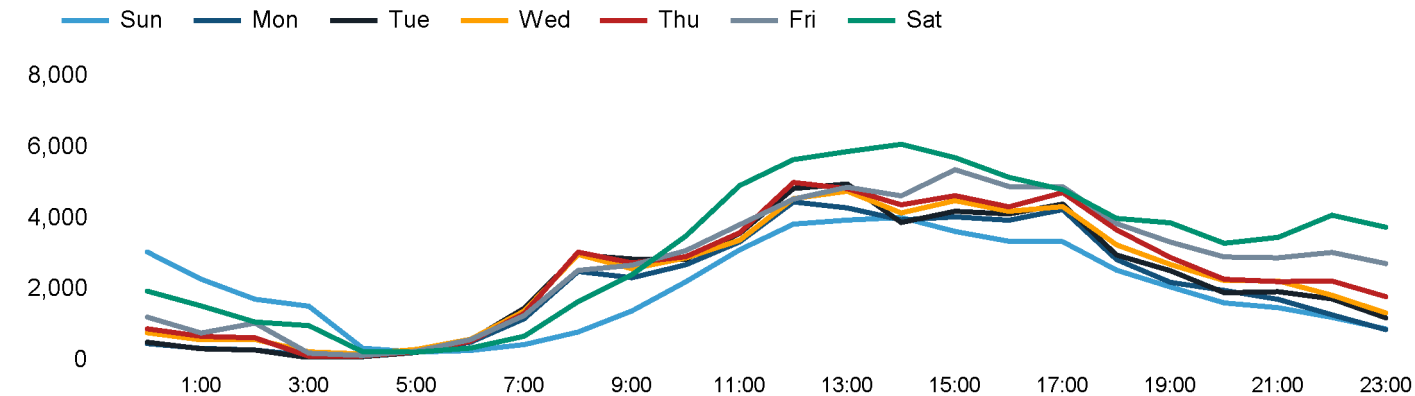
Footfall Counts - rolling 12 months

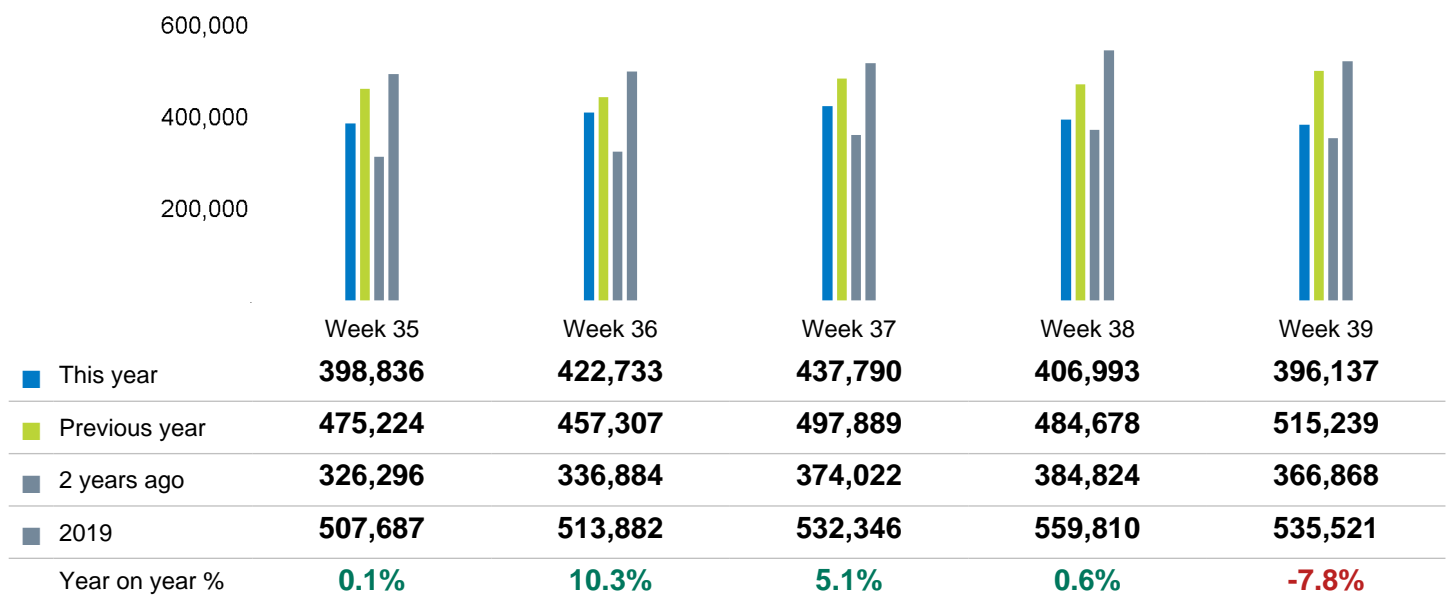The figures shown below are calculated using weekly averages.

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
2022-2023	449,954	389,753	377,955	316,536	382,652	371,564	368,220	392,683	412,388	386,769	397,874	412,497
2021-2022	363,615	381,158	361,455	301,959	386,250	381,236	372,846	384,506	375,114	380,639	414,203	486,067
2020-2021	276,928	283,237	232,699	115,413	122,328	148,435	178,613	268,432	276,886	290,102	324,913	357,778
2018 - 2019	488,997	484,852	476,479	371,523	418,986	405,049	402,045	395,812	392,101	385,340	401,124	456,461
Year on Year %	19.5%	16.5%	24.2%	27.0%	20.1%	18.6%	19.7%	23.2%	33.8%	25.5%	15.7%	1.5%

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

Footfall Counts by week of month

The figures shown below are calculated using weekly totals.

	Week 35	Week 36	Week 37	Week 38	Week 39
This year	398,836	422,733	437,790	406,993	396,137
Previous year	475,224	457,307	497,889	484,678	515,239
2 years ago	326,296	336,884	374,022	384,824	366,868
2019	507,687	513,882	532,346	559,810	535,521
Year on year %	0.1%	10.3%	5.1%	0.6%	-7.8%

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	50,725	12.3%	40,242	51,083	26.0%	-0.7%	
Bridge St	25,862	6.3%	26,403	26,411	-2.0%	-2.1%	
Broad Street North	21,342	5.2%	22,838	17,153	-6.6%	24.4%	
Broad Street South	27,574	6.7%	36,201	27,911	-23.8%	-1.2%	
Castlegate	36,232	8.8%	37,281	32,095	-2.8%	12.9%	
Guild St	33,748	8.2%	33,458	42,846	0.9%	-21.2%	
Langstane Place	10,946	2.7%	9,561	11,840	14.5%	-7.6%	
Market Street (New)	16,557	4.0%	17,477		-5.3%		
Union Street	80,557	19.5%	76,114	81,569	5.8%	-1.2%	
Union Street West End	45,658	11.1%	42,982	43,371	6.2%	5.3%	
Union Terrace	13,852	3.4%	12,566	13,683	10.2%	1.2%	
Upperkirkgate	49,441	12.0%	42,745	42,194	15.7%	17.2%	

Reporting dates

This month - 27 August 2023 - 30 September 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 September , 2023 Vs January, 2022 to September , 2022

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.9 2023 Vs 8 2023

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
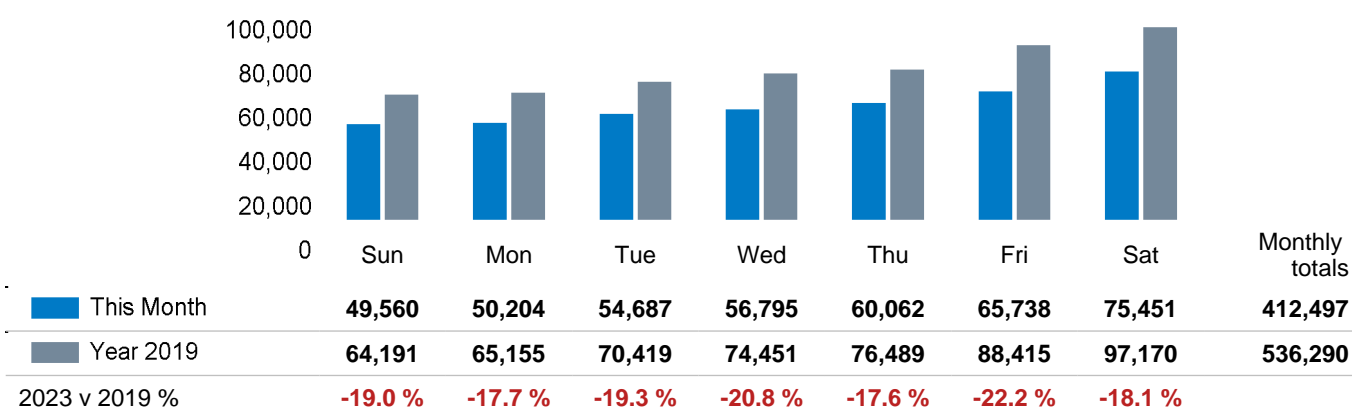
Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Aberdeen City Centre	**-16.1 %**	**-19.3 %**
Scotland	**-14.3 %**	**-19.2 %**
High Street Index - BDSU (BDSU - Multifunctional)	**-14.8 %**	**-13.6 %**
UK	**-14.1 %**	**-12.8 %**

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	**49,560**	**50,204**	**54,687**	**56,795**	**60,062**	**65,738**	**75,451**	**412,497**
Year 2019	**64,191**	**65,155**	**70,419**	**74,451**	**76,489**	**88,415**	**97,170**	**536,290**
2023 v 2019 %	**-19.0 %**	**-17.7 %**	**-19.3 %**	**-20.8 %**	**-17.6 %**	**-22.2 %**	**-18.1 %**	

Footfall Counts by week of month

The figures shown below are calculated using weekly totals.

	Week 35	Week 36	Week 37	Week 38	Week 39
2023	**398,836**	**422,733**	**437,790**	**406,993**	**396,137**
2019	**513,882**	**532,346**	**559,810**	**535,521**	**539,895**
Year on year %	**-22.4%**	**-20.6%**	**-21.8%**	**-24.0%**	**-26.6%**

Footfall Report

Aberdeen City Centre

Footfall Counts by location

The figures shown below are calculated using weekly averages.

	This month	2019	2023 - 2019 %	
Belmont St	50,725	77,009	-34.1 %	
Bridge St	25,862	37,126	-30.3 %	
Broad Street North	21,342	20,968	1.8 %	
Broad Street South	27,574			
Castlegate	36,232	37,312	-2.9 %	
Guild St	33,748	35,102	-3.9 %	
Langstane Place	10,946	14,386	-23.9 %	
Market Street (New)	16,557			
Union Street	80,557	106,079	-24.1 %	
Union Street West End	45,658	48,616	-6.1 %	
Union Terrace	13,852	28,147	-50.8 %	
Upperkirkgate	49,441	51,710	-4.4 %	

Legend: ■ This month ■ Year 2019

Footfall Report

Aberdeen City Centre