

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 %	
	2024	2023	2024	2023	2024	2023
Aberdeen City Centre	-6.0%	23.1%	-5.5%	20.1%	22.3%	20.9%
Scotland	-3.5%	18.5%	-3.4%	20.8%	15.0%	14.2%
High Street Index - BDSU (BDSU - Multifunctional)	-2.8%	12.9%	-3.3%	13.9%	13.1%	14.1%
UK	-2.6%	15.6%	-3.5%	16.1%	11.4%	13.3%

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

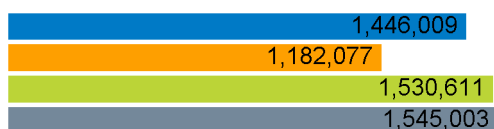
The total number of visitors for the year to date is 2,628,086 which is 6% down on the previous year.

The total number of visitors to Aberdeen City Centre in month commencing 28 January 2024 was 1,446,009.

The busiest day in month commencing 28 January 2024 was Saturday 3 February with 77,168 visitors.

The peak hour of the month was 15:00 on Saturday 3 February 2024 with footfall of 6,110.

Footfall Counts by month



■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Figures shown below are calculated using monthly totals.

Weather



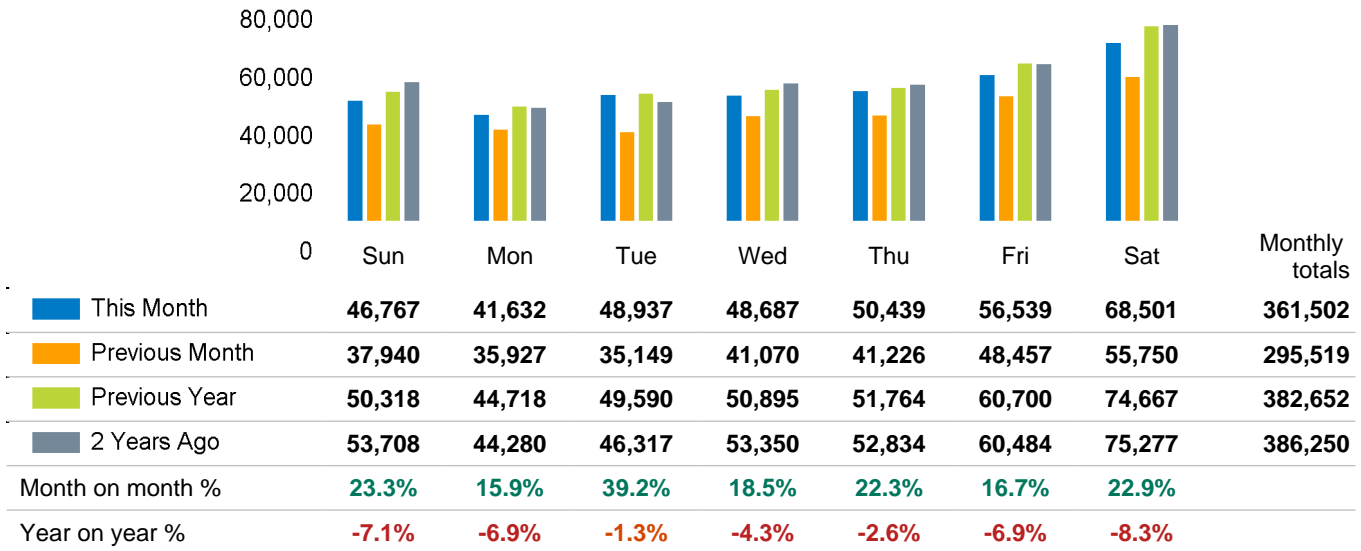
	Sun	Cloud	Rain	Snow
Number of days this month	14	8	6	
Number of days same month last year	19	5	4	
Number of days same month two years ago	9		14	5

Average temperature

	Maximum temperature	Minimum temperature
2024	9°	1°
2023	10°	4°
2022	8°	3°

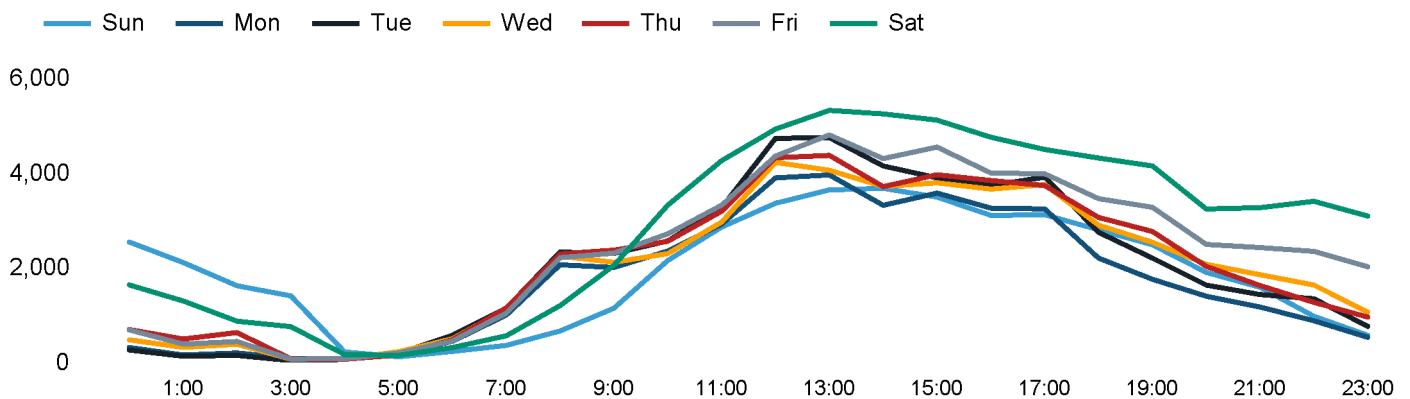
Footfall Counts by day

The figures shown below are calculated using weekly averages.



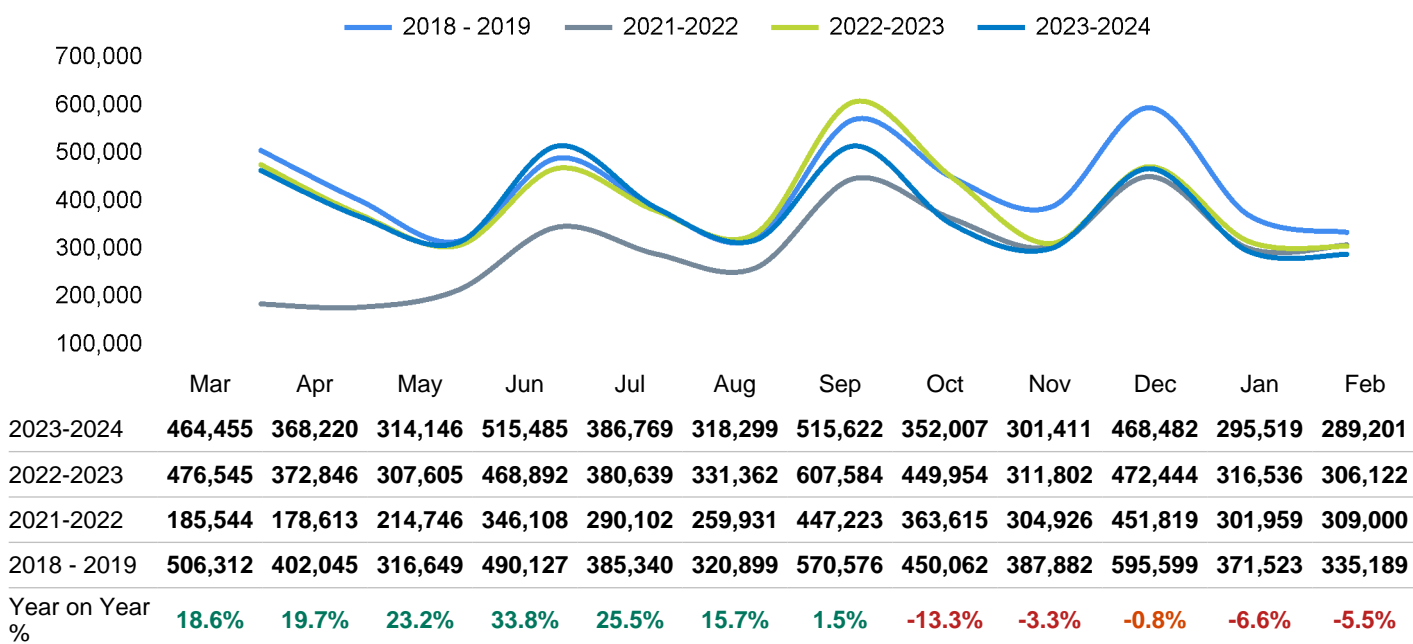
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

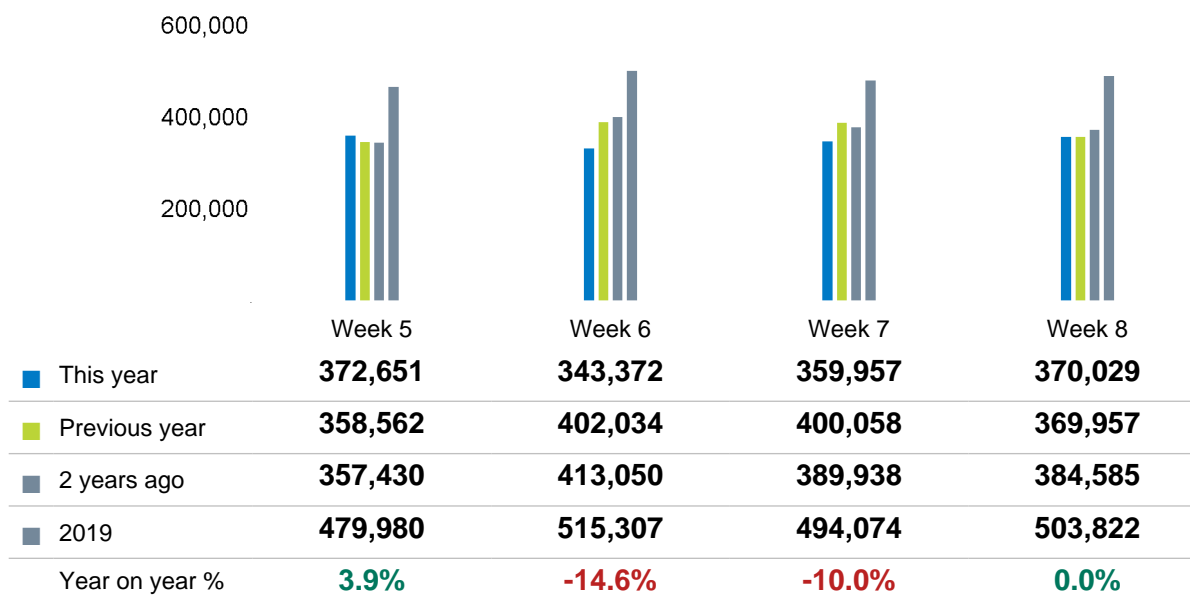
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2023-2024 period with the 2022-2023 period i.e the figure for February compares February 2024 to February 2023

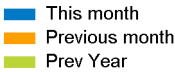












Footfall Counts by week of month

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 %	
Belmont St	48,771	13.5%	40,395	50,922	20.7%	-4.2%	
Bridge St	18,658	5.2%	16,029	24,497	16.4%	-23.8%	
Broad Street North	14,214	3.9%	12,172	15,750	16.8%	-9.8%	
Broad Street South	21,712	6.0%	17,454	26,674	24.4%	-18.6%	
Castlegate	28,014	7.7%	20,886	29,099	34.1%	-3.7%	
Guild St	35,900	9.9%	29,428	40,249	22.0%	-10.8%	
Langstane Place	10,569	2.9%	9,175	10,721	15.2%	-1.4%	
Market Street (New)	12,231	3.4%	9,976	14,251	22.6%	-14.2%	
Union Street	73,391	20.3%	61,810	75,833	18.7%	-3.2%	
Union Street West End	38,795	10.7%	32,163	41,265	20.6%	-6.0%	
Union Terrace	12,002	3.3%	10,415	12,703	15.2%	-5.5%	
Upperkirkgate	47,241	13.1%	35,613	40,682	32.7%	16.1%	

Reporting dates

This month - 28 January 2024 - 24 February 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2024 to February, 2024 Vs January, 2023 to February, 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 2 2024 Vs 1 2024

