

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 %	
	2024	2023	2024	2023	2024	2023
Aberdeen City Centre	-4.6%	21.3%	-2.5%	18.6%	0.2%	-2.9%
Scotland	-3.5%	11.9%	-3.4%	3.7%	2.7%	1.7%
High Street Index - BDSU (BDSU - Multifunctional)	-0.3%	7.1%	3.7%	-1.0%	1.3%	-4.9%
UK	-0.2%	8.7%	3.4%	-0.6%	1.2%	-5.3%

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 4,439,954 which is 4.6% down on the previous year.

The total number of visitors to Aberdeen City Centre in month commencing 25 February 2024 was 1,811,868.

The busiest day in month commencing 25 February 2024 was Saturday 30 March with 79,770 visitors.

The peak hour of the month was 13:00 on Saturday 30 March 2024 with footfall of 6,777.

Footfall Counts by month



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

Figures shown below are calculated using monthly totals.

Weather



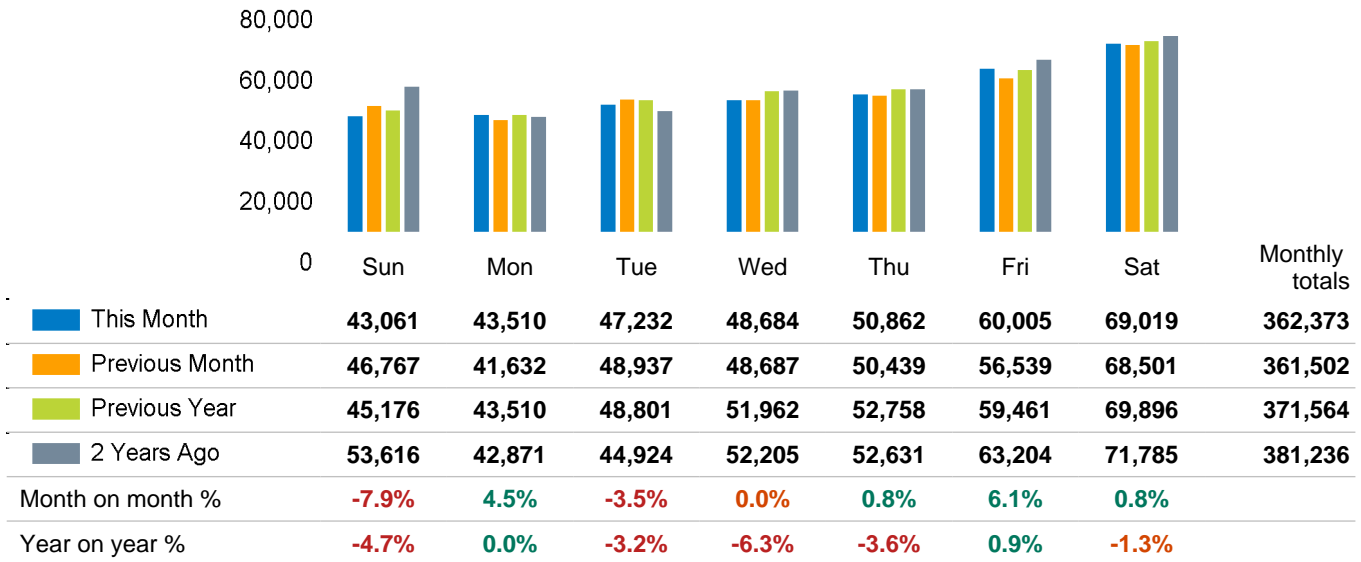
	Sun	Cloud	Rain	Snow	Menu
Number of days this month	13	19	3		
Number of days same month last year	14	15	3	2	1
Number of days same month two years ago	16	3	13	2	1

Average temperature

	Maximum temperature	Minimum temperature
2024	9°	1°
2023	7°	2°
2022	9°	3°

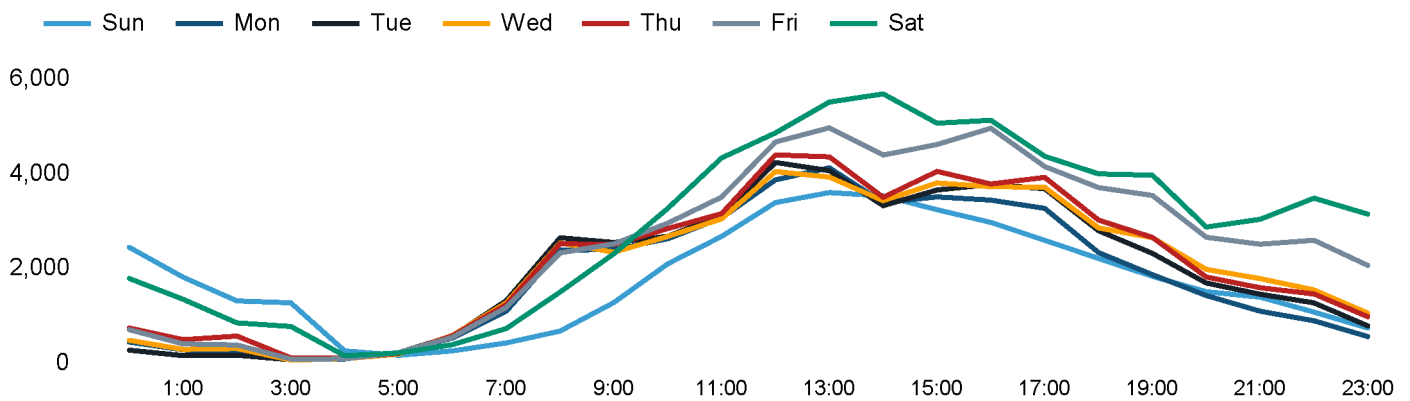
Footfall Counts by day

The figures shown below are calculated using weekly averages.



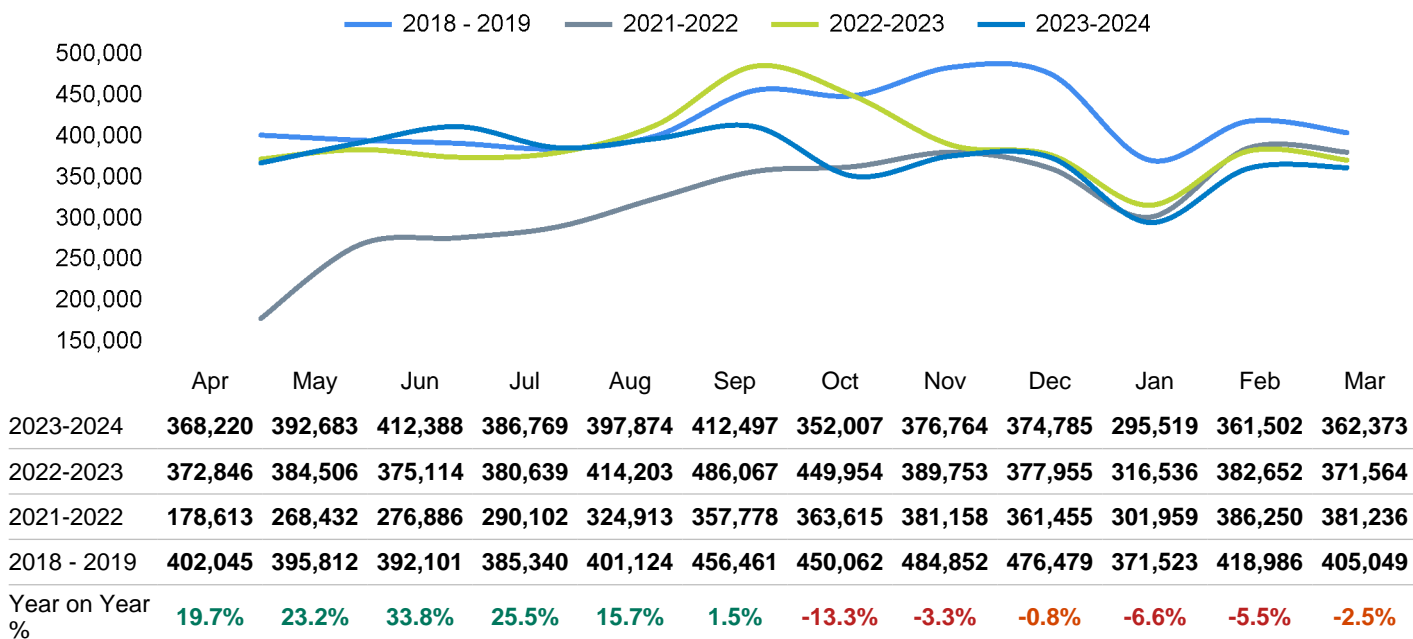
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

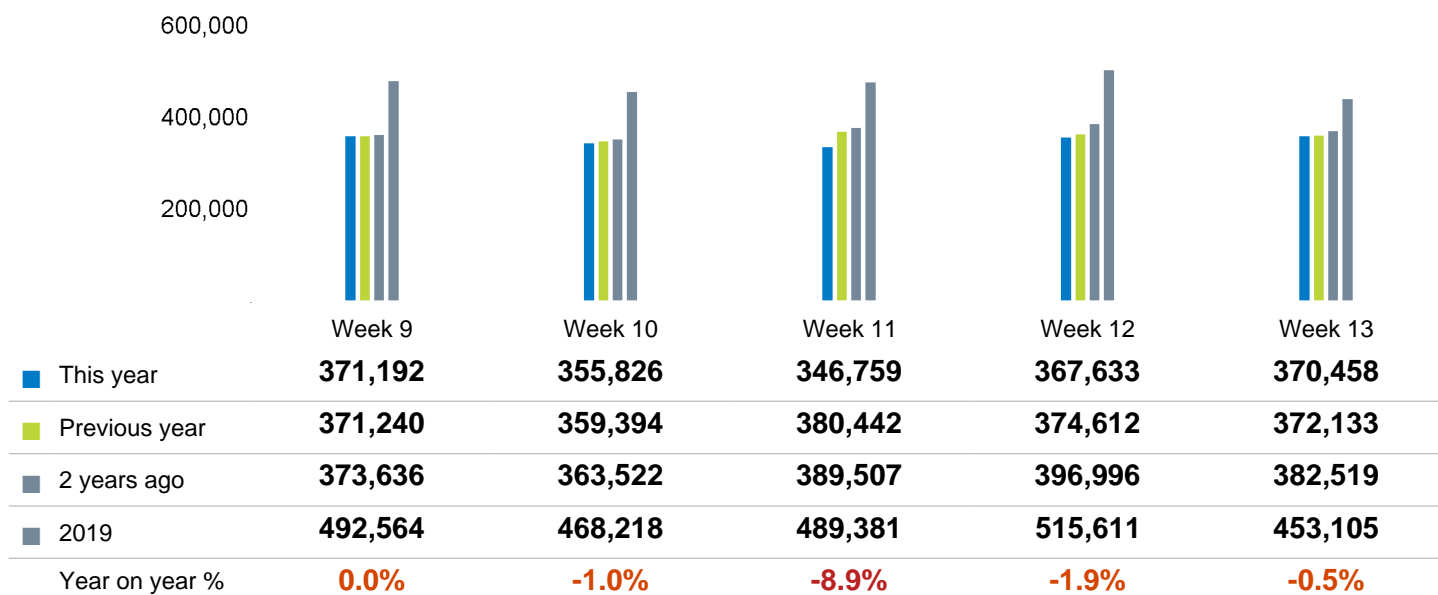
The figures shown below are calculated using weekly averages.



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

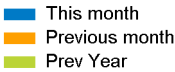












Footfall Counts by week of month

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	46,858	12.9%	48,771	44,149	-3.9%	6.1%	
Bridge St	20,924	5.8%	18,658	24,831	12.1%	-15.7%	
Broad Street North	17,140	4.7%	14,214	15,748	20.6%	8.8%	
Broad Street South	24,442	6.7%	21,712	25,444	12.6%	-3.9%	
Castlegate	30,254	8.3%	28,014	28,373	8.0%	6.6%	
Guild St	30,515	8.4%	35,900	39,704	-15.0%	-23.1%	
Langstane Place	10,540	2.9%	10,569	9,657	-0.3%	9.1%	
Market Street (New)	12,691	3.5%	12,231	13,411	3.8%	-5.4%	
Union Street	72,543	20.0%	73,391	73,899	-1.2%	-1.8%	
Union Street West End	39,057	10.8%	38,795	41,223	0.7%	-5.3%	
Union Terrace	12,490	3.4%	12,002	12,406	4.1%	0.7%	
Upperkirkgate	44,914	12.4%	47,241	42,715	-4.9%	5.1%	



Reporting dates

This month - 25 February 2024 - 30 March 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 March, 2024 Vs January, 2023 to March, 2023

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 3 2024 Vs 2 2024

