

# Footfall Report for: Aberdeen City Centre

## Weekly Footfall Counts

|  | Year to date % |       | Year on year % |       | Week on week % |       |
|--|----------------|-------|----------------|-------|----------------|-------|
|  | 2024           | 2023  | 2024           | 2023  | 2024           | 2023  |
| Aberdeen City Centre                                 | -6.3%          | 24.0% | -14.6%         | 17.5% | -7.9%          | 12.1% |
| Scotland   | -4.3%          | 17.2% | -9.0%          | 18.2% | -4.0%          | 4.8%  |
| High Street Index - BDSU<br>(BDSU - Multifunctional) | -2.7%          | 11.5% | -7.3%          | 10.4% | -3.2%          | 1.1%  |
| UK   | -2.8%          | 14.3% | -7.9%          | 13.0% | -4.4%          | 2.4%  |

Benchmark calculations (Year on Year and Week on Week) 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 to Aberdeen City Centre for the last 52 weeks is 19,621,568 which is 8.9% up on the previous year.

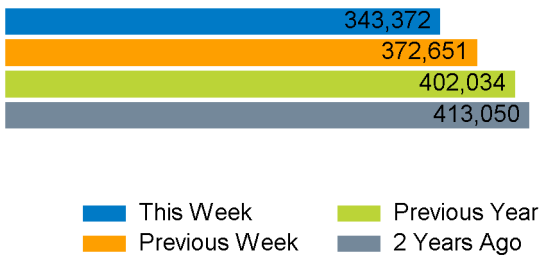
The total number of visitors for the year to date is 1,898,100 which is 6.3% down on the previous year.

The total number of visitors to Aberdeen City Centre in week commencing 4 February 2024 was 343,372.

The busiest day in week commencing 4 February 2024 was Saturday with 65,703 visitors.

The peak hour of the week was 17:00 on Saturday 10 February 2024 with footfall of 5,208.

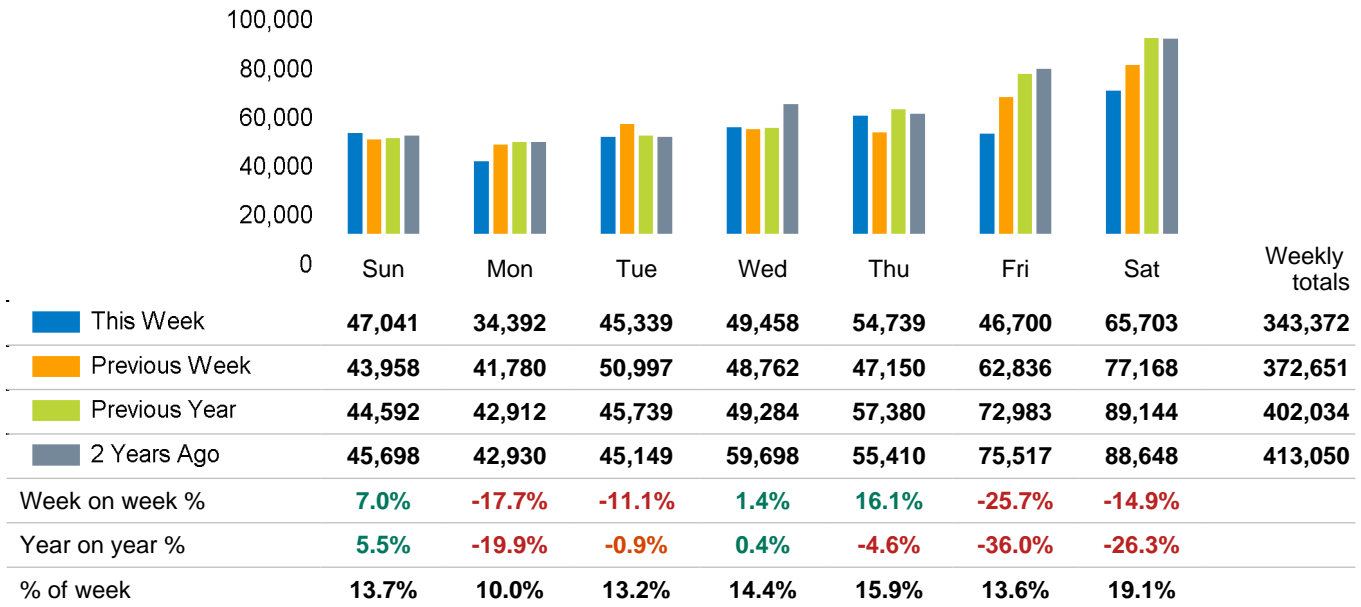
## Footfall Counts by week



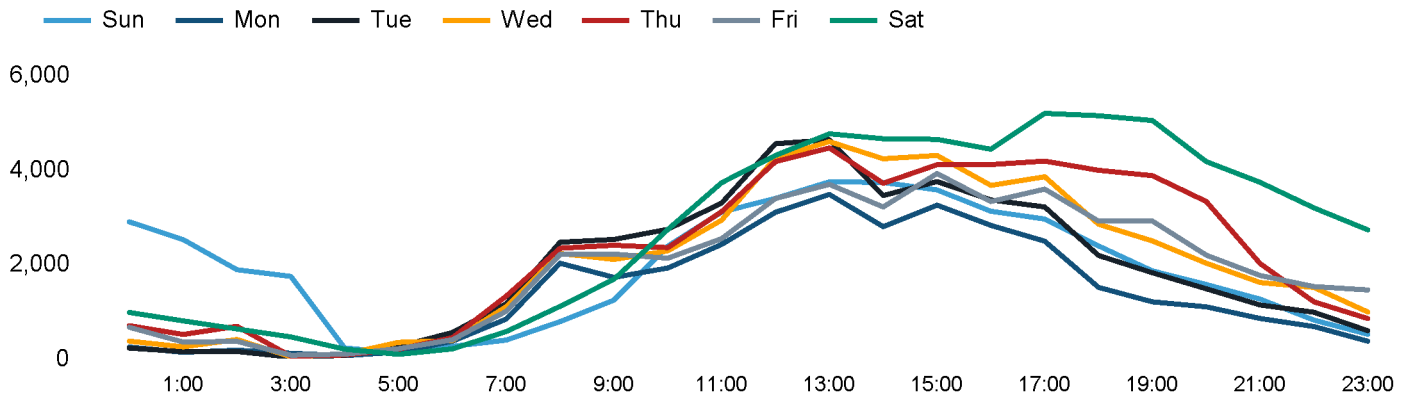
## Weather

|               | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week     | 10° | 10° | 7°  | 7°  | 3°  | 4°  | 6°  |
| Previous week | 11° | 11° | 8°  | 10° | 10° | 15° | 15° |
| Previous year | 10° | 7°  | 9°  | 10° | 9°  | 9°  | 13° |

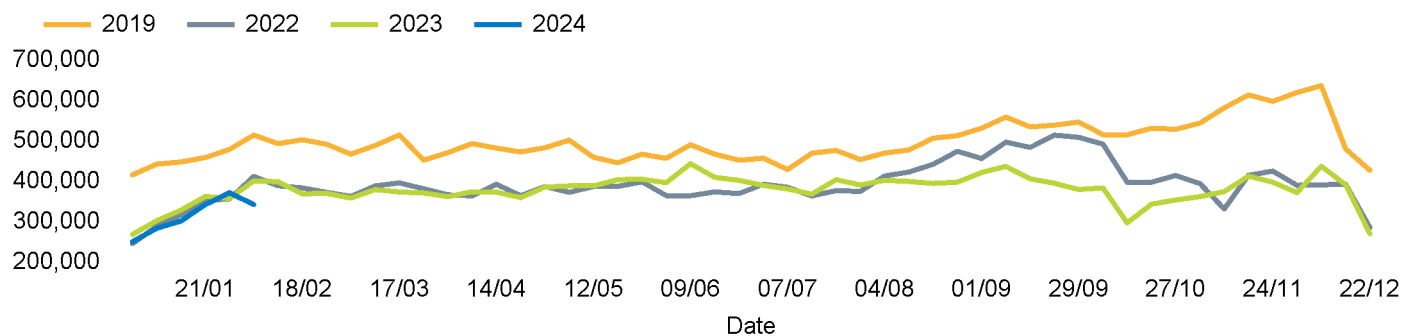
## Footfall Counts by day



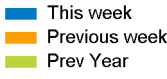












## Footfall Counts by hour



## Footfall Counts by week



## Footfall Counts by location

|                       | This week | % share of total week | Previous week | Previous year | Week on week % | Year on year % |  |
|-----------------------|-----------|-----------------------|---------------|---------------|----------------|----------------|---|
| Belmont St            | 47,974    | 14.0%                 | 50,919        | 59,997        | -5.8%          | -20.0%         |  |
| Bridge St             | 18,351    | 5.3%                  | 18,567        | 27,175        | -1.2%          | -32.5%         |  |
| Broad Street North    | 10,654    | 3.1%                  | 16,262        | 14,219        | -34.5%         | -25.1%         |  |
| Broad Street South    | 18,071    | 5.3%                  | 22,457        | 25,341        | -19.5%         | -28.7%         |  |
| Castlegate            | 24,738    | 7.2%                  | 28,895        | 29,334        | -14.4%         | -15.7%         |  |
| Guild St              | 38,092    | 11.1%                 | 38,599        | 41,215        | -1.3%          | -7.6%          |  |
| Langstane Place       | 8,614     | 2.5%                  | 11,467        | 10,999        | -24.9%         | -21.7%         |  |
| Market Street (New)   | 10,801    | 3.1%                  | 13,004        | 14,246        | -16.9%         | -24.2%         |  |
| Union Street          | 71,491    | 20.8%                 | 73,159        | 79,222        | -2.3%          | -9.8%          |  |
| Union Street West End | 34,622    | 10.1%                 | 41,779        | 42,222        | -17.1%         | -18.0%         |  |
| Union Terrace         | 12,944    | 3.8%                  | 10,592        | 14,214        | 22.2%          | -8.9%          |  |
| Upperkirkgate         | 47,020    | 13.7%                 | 46,951        | 43,850        | 0.1%           | 7.2%           |  |

## Reporting dates

This week - 04 February 2024 - 10 February 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2024 to Week 6, 2024 Vs Week 1, 2023 to Week 6, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 6, 2024 Vs Week 6, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 6 2024 Vs Week 5 2024

