

Footfall Report for: Aberdeen City Centre

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Aberdeen City Centre	13.1%	52.5%	-6.4%	32.8%	-3.6%	2.5%
Scotland	5.8%	35.3%	-9.2%	21.6%	-2.7%	7.6%
High Street Index - BDSU (BDSU - Multifunctional)	2.6%	32.2%	-6.3%	10.9%	-4.1%	5.2%
UK	3.3%	32.7%	-6.3%	13.9%	-3.4%	6.9%

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 19,737,735 which is 13.7% up on the previous year.

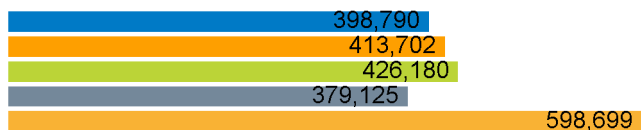
The total number of visitors for the year to date is 18,274,136 which is 13.1% up on the previous year.

The total number of visitors to Aberdeen City Centre in week commencing 26 November 2023 was 398,790.

The busiest day in week commencing 26 November 2023 was Saturday with 83,951 visitors.

The peak hour of the week was 14:00 on Saturday 2 December 2023 with footfall of 8,046.

Footfall Counts by week

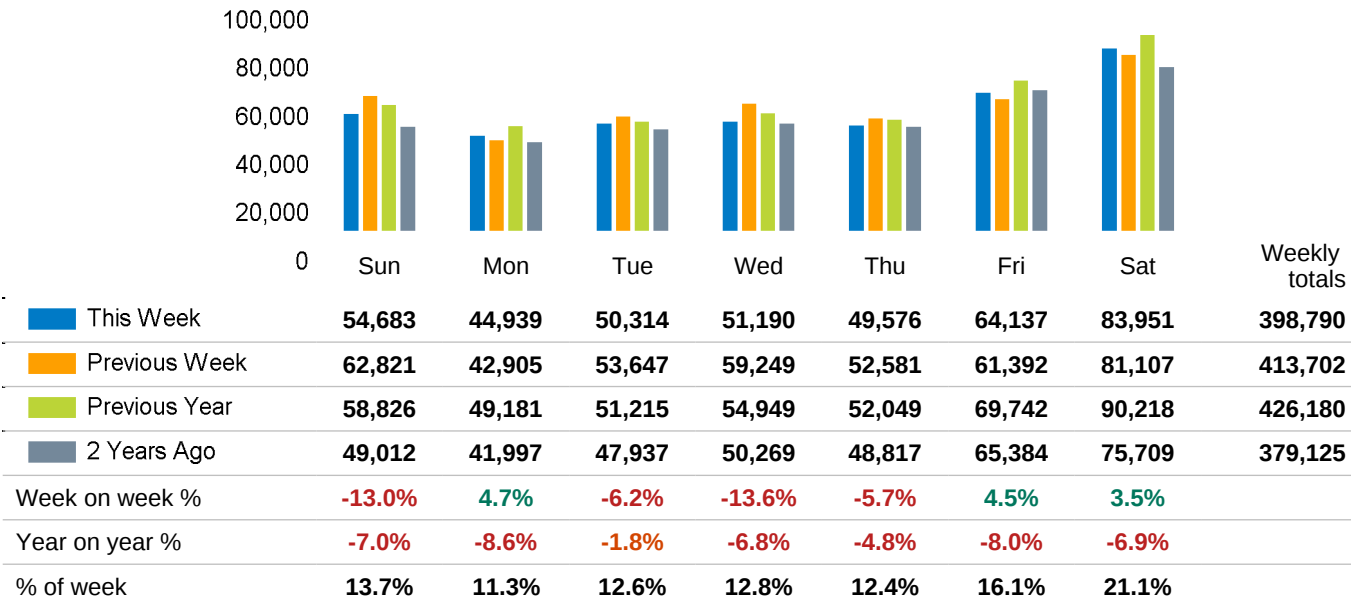


■ This Week
 ■ Previous Year
 ■ 2019
■ Previous Week
 ■ 2 Years Ago

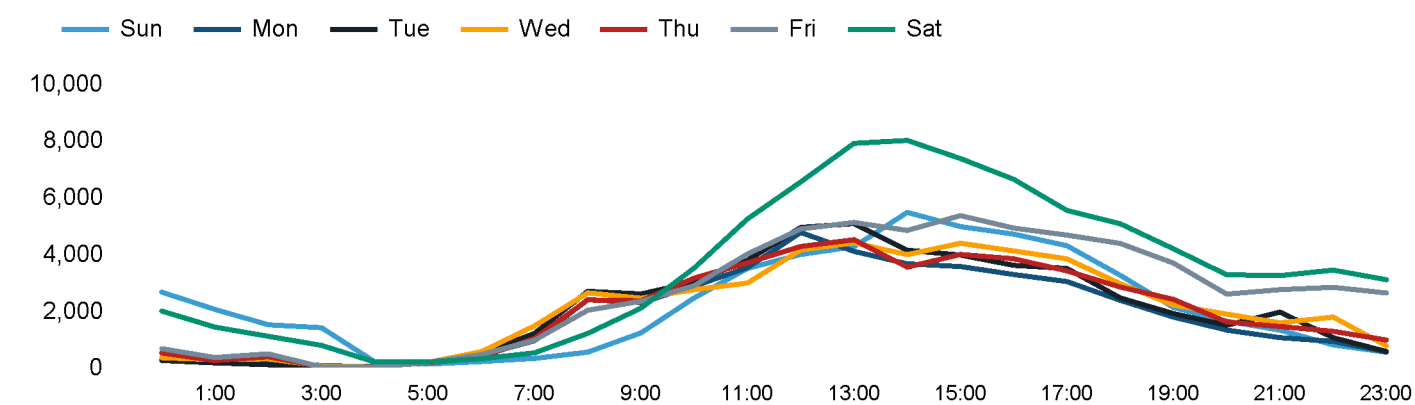
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	 5°	 7°	 7°	 4°	 3°	 3°	 2°
Previous week	 11°	 11°	 11°	 14°	 15°	 15°	 5°
Previous year	 12°	 12°	 10°	 6°	 8°	 9°	 9°

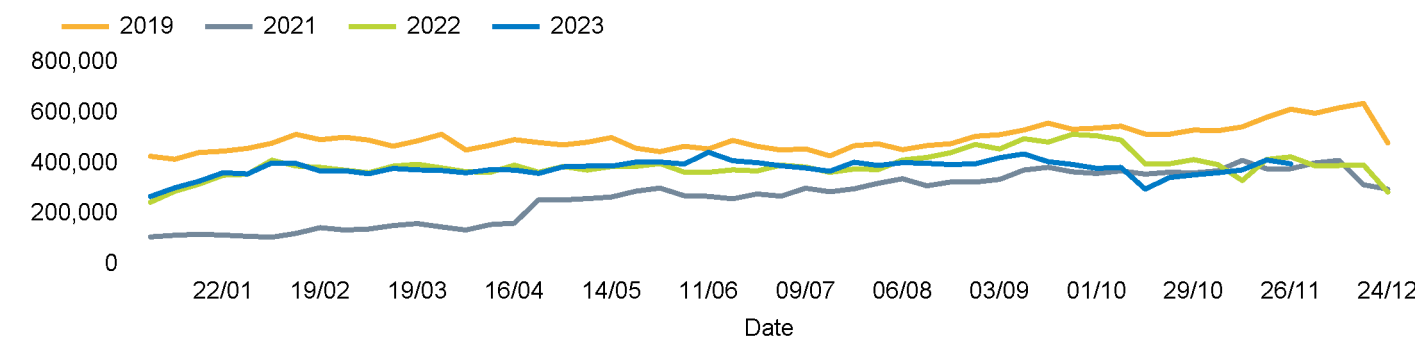
Footfall Counts by day



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 %	This week Previous week Prev Year
Belmont St	49,449	12.4%	49,085	55,116	0.7%	-10.3%	
Bridge St	20,082	5.0%	20,405	25,256	-1.6%	-20.5%	
Broad Street North	18,520	4.6%	20,933	9,961	-11.5%	85.9%	
Broad Street South	30,316	7.6%	29,907	30,093	1.4%	0.7%	
Castlegate	25,181	6.3%	26,281	32,538	-4.2%	-22.6%	
Guild St	31,871	8.0%	36,349	42,903	-12.3%	-25.7%	
Langstane Place	12,438	3.1%	10,362	10,907	20.0%	14.0%	
Market Street (New)	15,630	3.9%	15,724	16,167	-0.6%	-3.3%	
Union Street	77,154	19.3%	79,367	86,477	-2.8%	-10.8%	
Union Street West End	39,731	10.0%	41,139	43,196	-3.4%	-8.0%	
Union Terrace	12,026	3.0%	12,894	12,552	-6.7%	-4.2%	
Upperkirkgate	66,392	16.6%	71,256	61,014	-6.8%	8.8%	

Reporting dates

This week - 26 November 2023 - 02 December 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2023 to Week 48, 2023 Vs Week 1, 2022 to Week 48, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 48, 2023 Vs Week 48, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 48 2023 Vs Week 47 2023

2019 Comparison for: Aberdeen City Centre

2019 comparison for Aberdeen City Centre

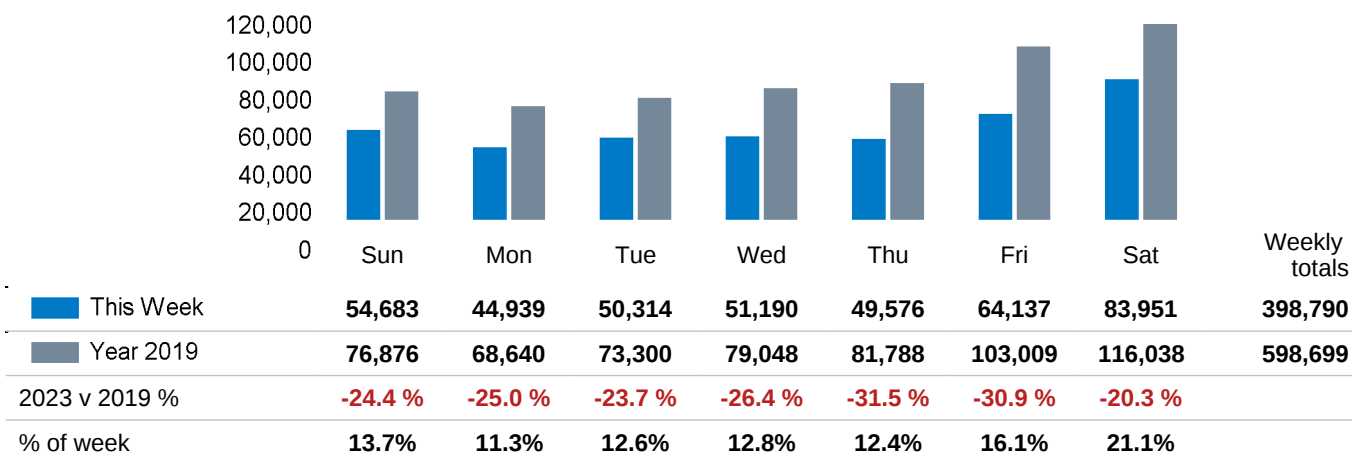
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2022 against the similar time period in 2019

Headlines

	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Aberdeen City Centre	-18.6 %	-25.9 %
Scotland	-15.3 %	-16.5 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.4 %	-17.8 %
UK	-13.8 %	-16.7 %

Aberdeen City Centre is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

