

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	12.7%	50.5%	11.8%	13.1%	17.5%	0.3%
Scotland	5.4%	33.9%	9.5%	1.3%	13.4%	-9.0%
High Street Index - BDSU (BDSU - Multifunctional)	2.6%	30.8%	12.1%	-3.2%	7.6%	-8.7%
UK	3.2%	31.3%	11.5%	-1.8%	7.9%	-10.2%

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 19,766,872 which is 13.2% up on the previous year.

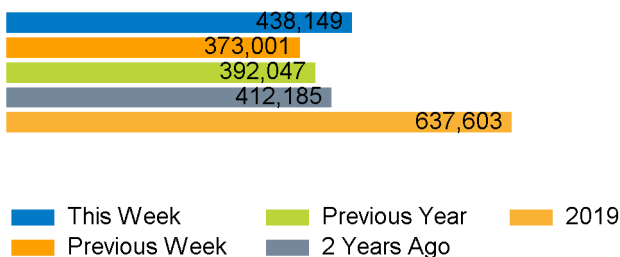
The total number of visitors for the year to date is 19,086,222 which is 12.7% up on the previous year.

The total number of visitors to Aberdeen City Centre in week commencing 10 December 2023 was 438,149.

The busiest day in week commencing 10 December 2023 was Saturday with 91,954 visitors.

The peak hour of the week was 14:00 on Saturday 16 December 2023 with footfall of 8,253.

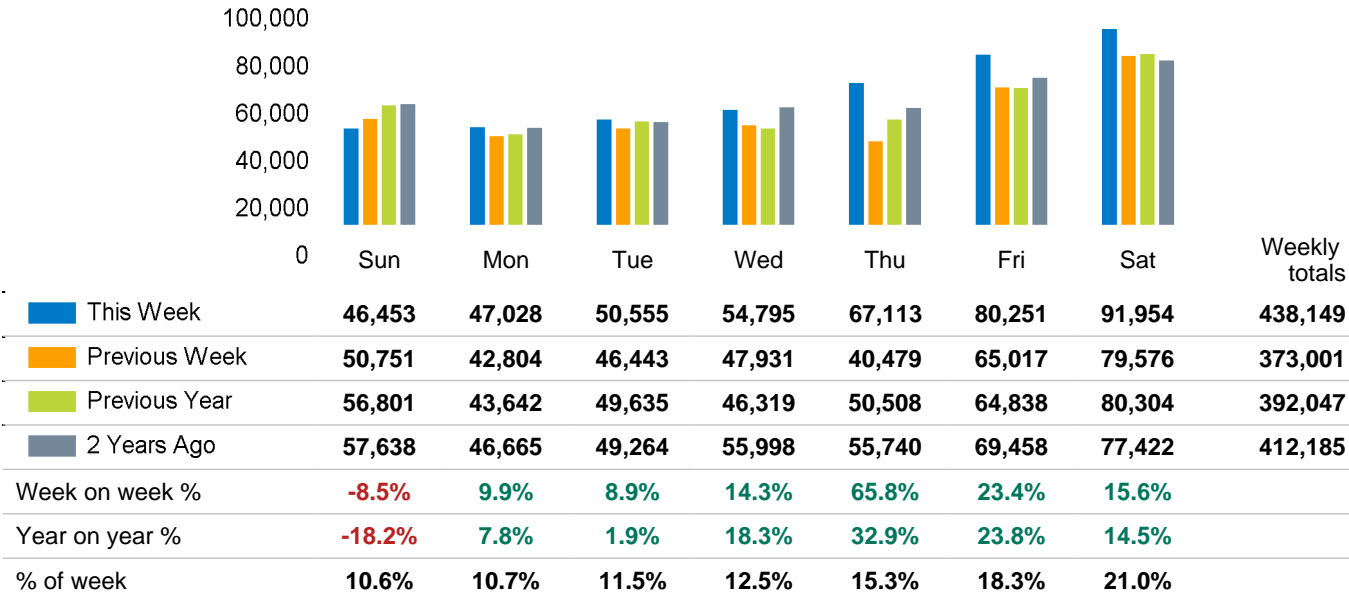
Footfall Counts by week



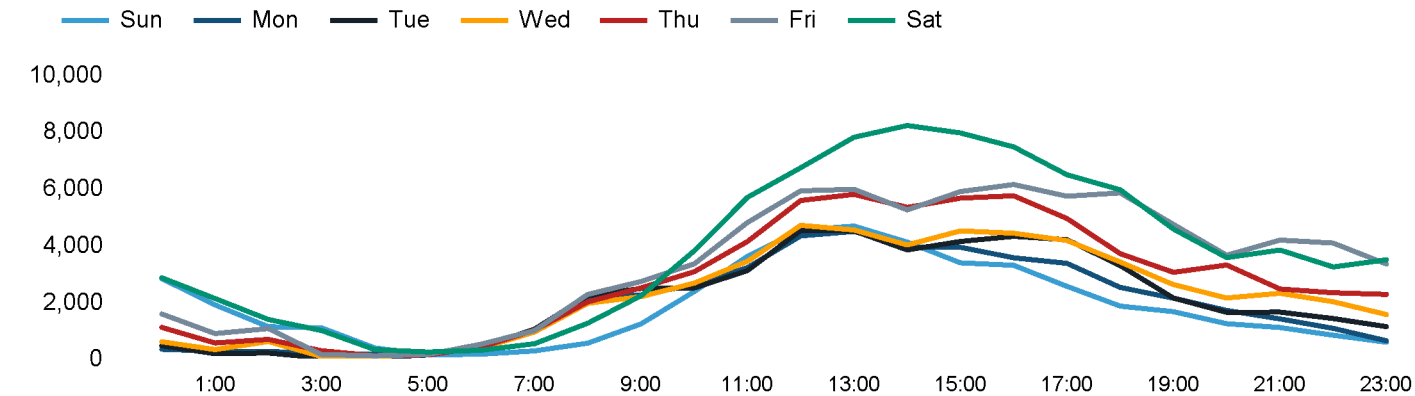
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week							
	9°	8°	7°	7°	7°	12°	12°
Previous week							
	2°	7°	7°	6°	7°	9°	9°
Previous year							
	5°	4°	-2°	1°	2°	3°	2°

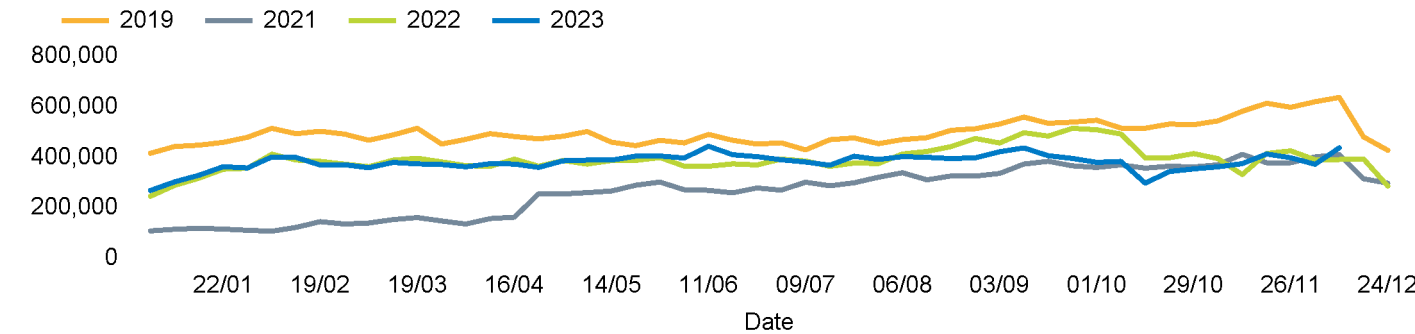
Footfall Counts by day



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 %	<div> <div>This week</div> <div>Previous week</div> <div>Prev Year</div> </div>
Belmont St	63,581	14.5%	47,911	53,407	32.7%	19.0%	
Bridge St	21,712	5.0%	19,227	25,387	12.9%	-14.5%	
Broad Street North	14,014	3.2%	12,004	7,758	16.7%	80.6%	
Broad Street South	27,710	6.3%	23,289	22,100	19.0%	25.4%	
Castlegate	26,739	6.1%	23,850	30,685	12.1%	-12.9%	
Guild St	38,802	8.9%	33,969	39,549	14.2%	-1.9%	
Langstane Place	13,924	3.2%	11,160	8,027	24.8%	73.5%	
Market Street (New)	18,436	4.2%	14,799	14,420	24.6%	27.9%	
Union Street	85,948	19.6%	76,259	83,349	12.7%	3.1%	
Union Street West End	47,197	10.8%	38,922	44,863	21.3%	5.2%	
Union Terrace	13,607	3.1%	13,009	13,177	4.6%	3.3%	
Upperkirkgate	66,479	15.2%	58,602	49,325	13.4%	34.8%	

Reporting dates

This week - 10 December 2023 - 16 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 50, 2023 Vs Week 1, 2022 to Week 50, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 50, 2023 Vs Week 50, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 50 2023 Vs Week 49 2023

2019 Comparison for: Aberdeen City Centre

2019 comparison for Aberdeen City Centre

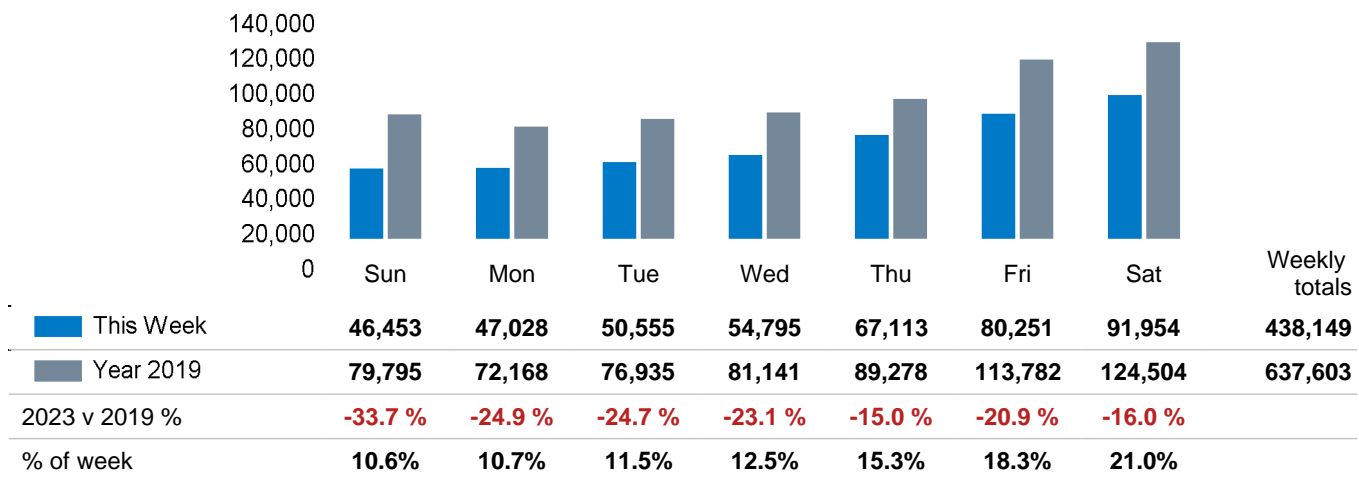
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

	Year to date %	Year on year %
	2023 Vs 2019	2023 Vs 2019
Aberdeen City Centre	-19.0 %	-21.9 %
Scotland	-15.7 %	-23.4 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.5 %	-14.9 %
UK	-13.8 %	-13.0 %

Aberdeen City Centre is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

