

Footfall Report for: Aberdeen City Centre

Weekly Footfall Counts

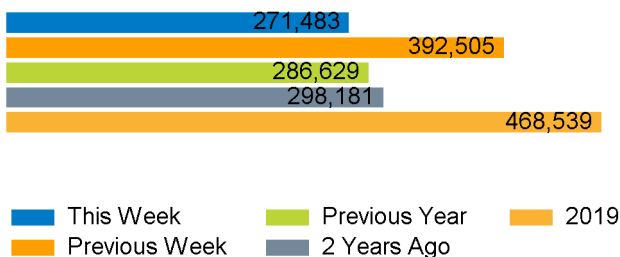
	Year to date %		Year on year %		Week on week %	
	2023	2022	2023	2022	2023	2022
Aberdeen City Centre	12.1%	49.8%	-5.3%	13.8%	-30.8%	-27.3%
Scotland	5.2%	33.6%	1.8%	13.8%	-33.9%	-33.7%
High Street Index - BDSU (BDSU - Multifunctional)	2.7%	30.2%	1.8%	8.2%	-30.7%	-26.2%
UK	3.3%	30.8%	1.9%	9.3%	-28.6%	-25.1%

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 19,750,210 which is 12.1% up on the previous year.
- The total number of visitors for the year to date is 19,750,210 which is 12.1% up on the previous year.
- The total number of visitors to Aberdeen City Centre in week commencing 24 December 2023 was 271,483.
- The busiest day in week commencing 24 December 2023 was Friday with 58,242 visitors.
- The peak hour of the week was 14:00 on Saturday 30 December 2023 with footfall of 5,661.

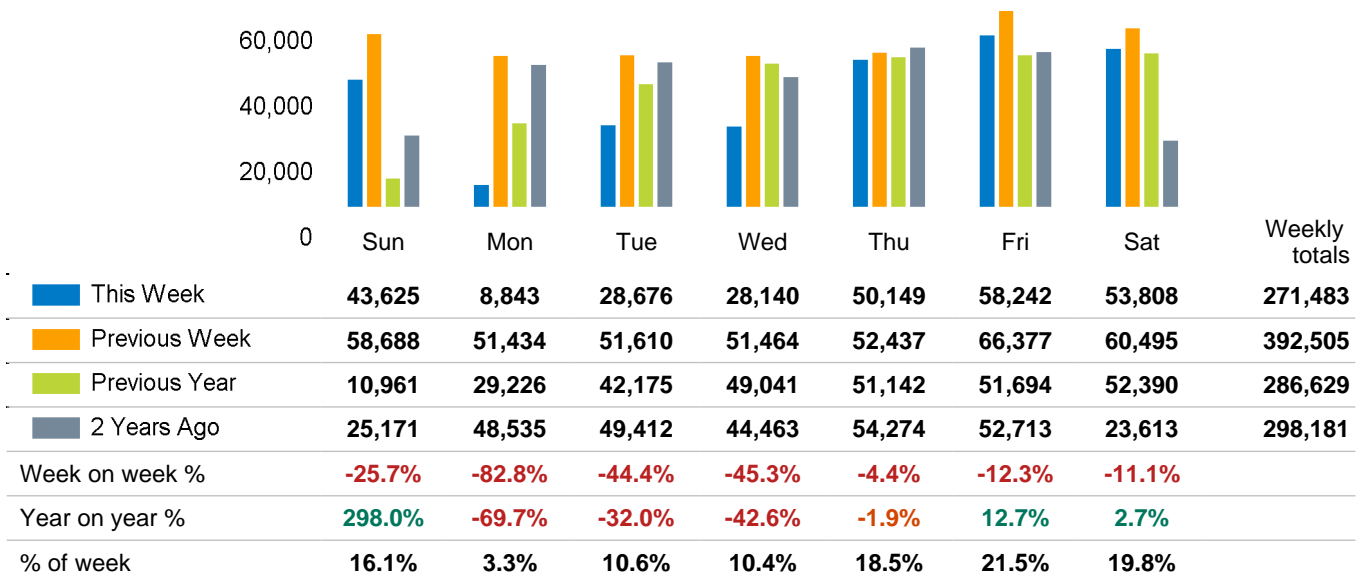
Footfall Counts by week



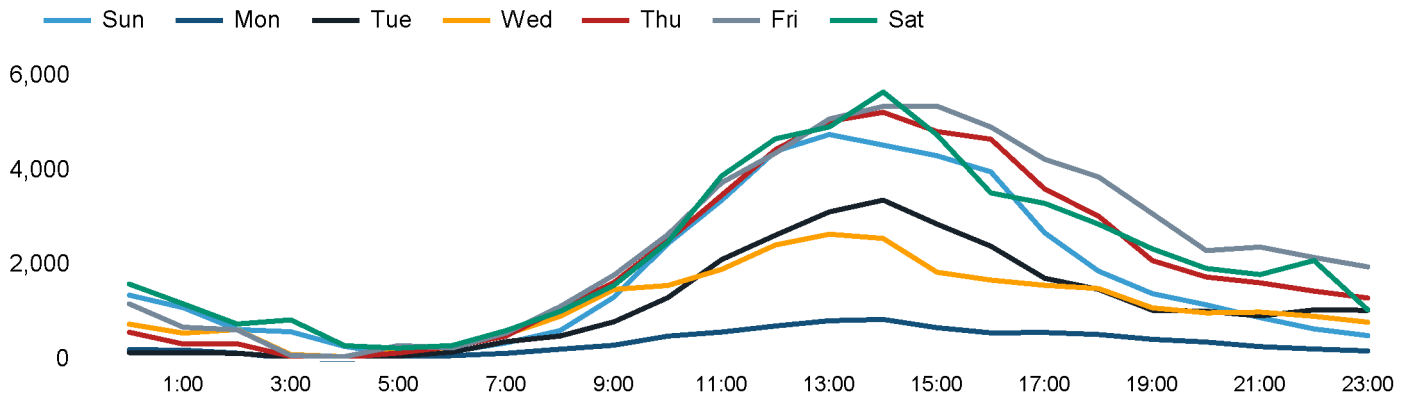
Weather

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
This week	11°	11°	5°	9°	9°	8°	8°
Previous week	12°	13°	13°	11°	12°	12°	8°
Previous year	9°	9°	4°	6°	7°	6°	8°

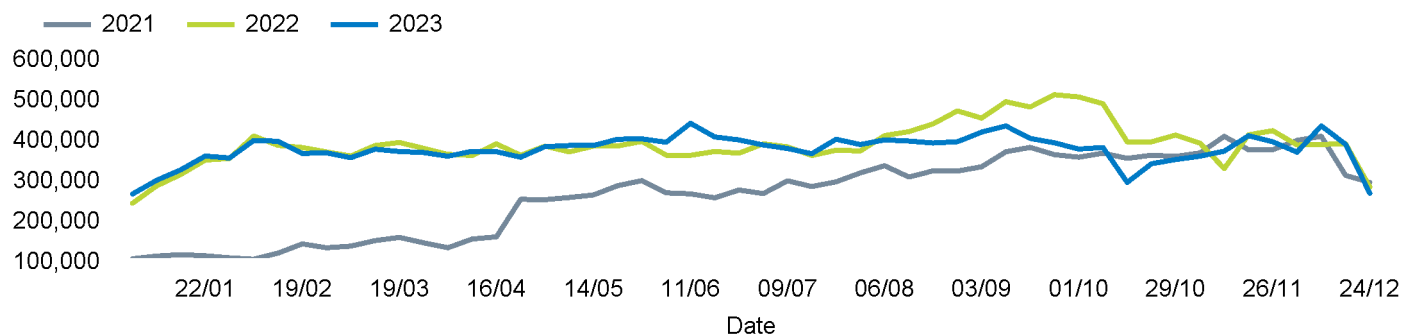
Footfall Counts by day



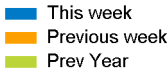












Footfall Counts by hour



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	34,872	12.8%	50,766	35,731	-31.3%	-2.4%	
Bridge St	15,741	5.8%	22,029	19,122	-28.5%	-17.7%	
Broad Street North	10,045	3.7%	12,079	6,357	-16.8%	58.0%	
Broad Street South	14,440	5.3%	23,271	17,102	-37.9%	-15.6%	
Castlegate	18,765	6.9%	25,646	23,778	-26.8%	-21.1%	
Guild St	27,011	9.9%	34,816	30,479	-22.4%	-11.4%	
Langstane Place	7,745	2.9%	11,127	8,900	-30.4%	-13.0%	
Market Street (New)	9,828	3.6%	14,235	11,553	-31.0%	-14.9%	
Union Street	54,972	20.2%	83,075	61,087	-33.8%	-10.0%	
Union Street West End	25,828	9.5%	40,907	30,138	-36.9%	-14.3%	
Union Terrace	9,066	3.3%	11,917	8,499	-23.9%	6.7%	
Upperkirkgate	43,170	15.9%	62,637	33,883	-31.1%	27.4%	

Reporting dates

This week - 24 December 2023 - 30 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 52, 2023 Vs Week 1, 2022 to Week 52, 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 52, 2023 Vs Week 52, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 52 2023 Vs Week 51 2023



2019 Comparison for: Aberdeen City Centre

2019 comparison for Aberdeen City Centre

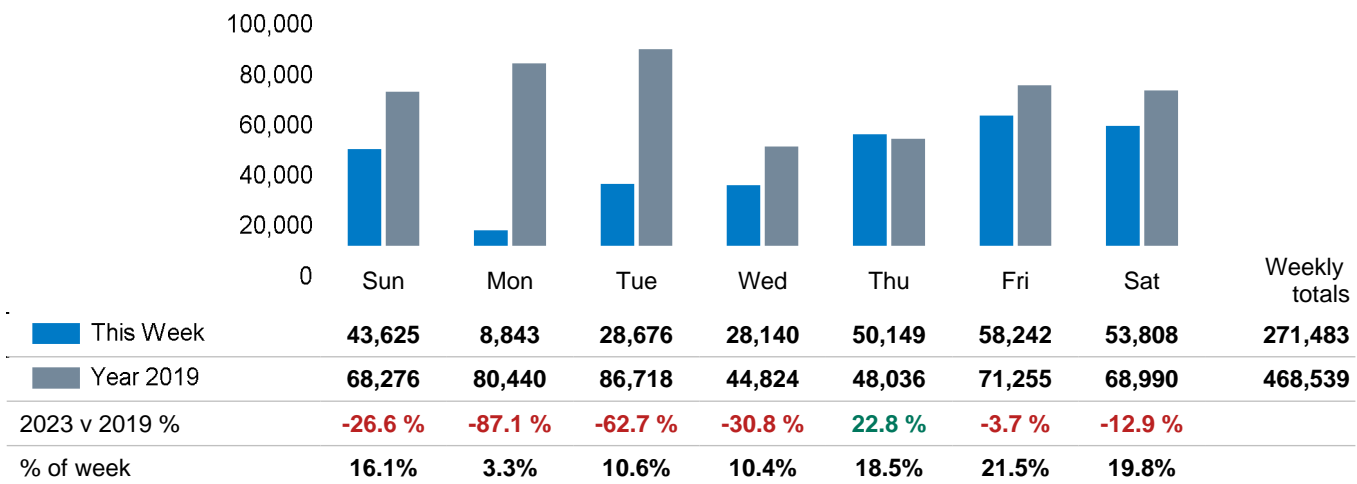
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

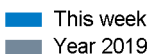











	Year to date % 2023 Vs 2019	Year on year % 2023 Vs 2019
Aberdeen City Centre	-19.1 %	-33.7 %
Scotland	-15.4 %	-18.3 %
High Street Index - BDSU (BDSU - Multifunctional)	-14.1 %	-20.7 %
UK	-13.5 %	-21.0 %

Aberdeen City Centre is compared to the high street index.

Footfall Counts by day



Footfall Counts by location

	This week	2019	2023 - 2019 %	
Belmont St	34,872	68,966	-49.4 %	
Bridge St	15,741	24,940	-36.9 %	
Broad Street North	10,045	7,035	42.8 %	
Broad Street South	14,440	16,767	-13.9 %	
Castlegate	18,765	30,038	-37.5 %	
Guild St	27,011	35,319	-23.5 %	
Langstane Place	7,745	11,482	-32.5 %	
Market Street (New)	9,828			
Union Street	54,972	89,902	-38.9 %	
Union Street West End	25,828	36,771	-29.8 %	
Union Terrace	9,066	23,495	-61.4 %	
Upperkirkgate	43,170	49,911	-13.5 %	