



July 2025. 07 Jul 2025 - 03 Aug 2025

Footfall Report for: St Peter Port, Guernsey

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2025	2024	2025	2024	2025	2024
St Peter Port, Guernsey	1.4%	-8.2%	-4.5%	-3.5%	10.2%	16.2%
South West	-3.4%	-3.1%	-2.3%	-4.6%	9.6%	0.8%
UK	0.6%	-0.9%	0.0%	0.8%	4.1%	1.3%

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

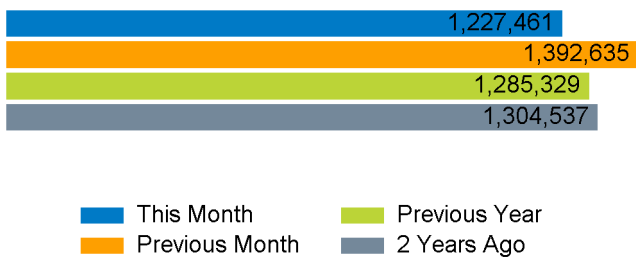
The total number of visitors for the year to date is 7,704,876 which is 1.4% up on the previous year.

The total number of visitors to St Peter Port, Guernsey in month commencing 7 July 2025 was 1,227,461.

The busiest day in month commencing 7 July 2025 was Saturday 26 July with 58,154 visitors.

The peak hour of the month was 13:00 on Thursday 31 July 2025 with footfall of 8,515.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

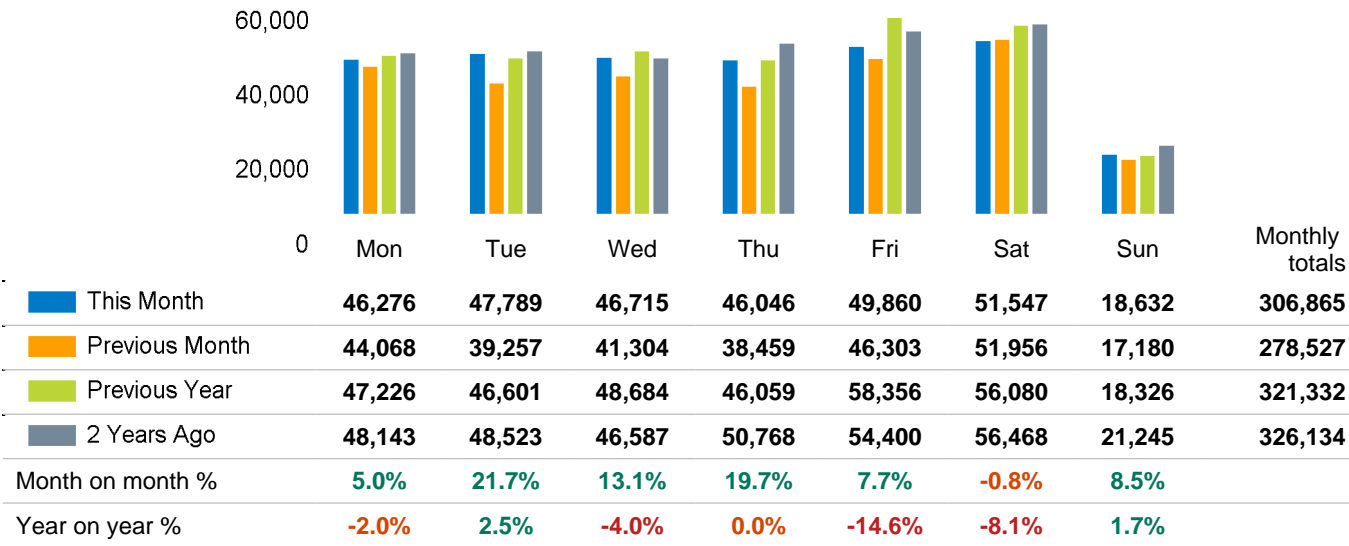
Number of days July 2025	12	14		2
Number of days July 2024	15	10	3	
Number of days July 2023	9	17	2	

Average temperature

	Maximum temperature	Minimum temperature
2025	24°	15°
2024	23°	14°
2023	20°	15°

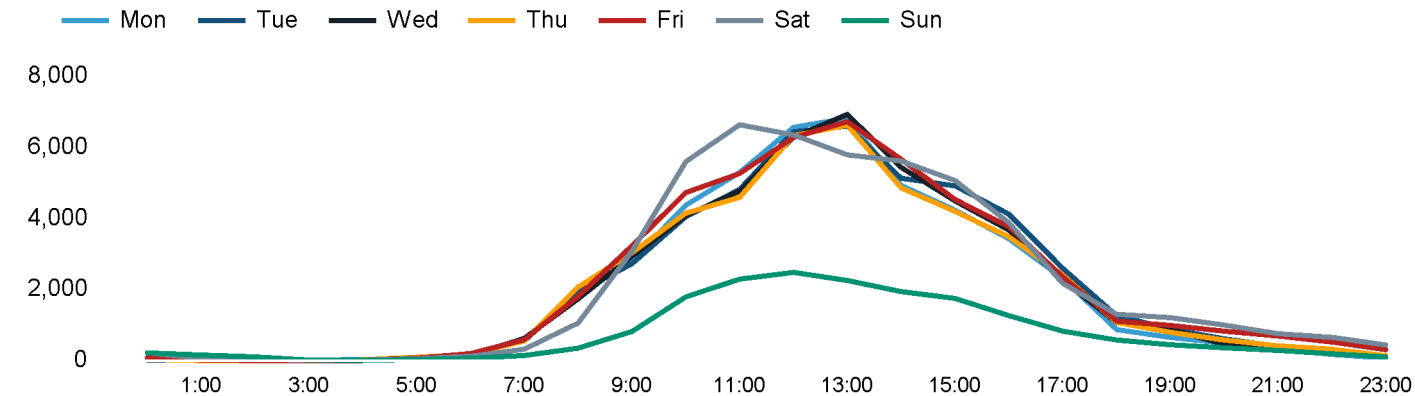
Football Counts by day

The figures shown below are calculated using weekly averages.



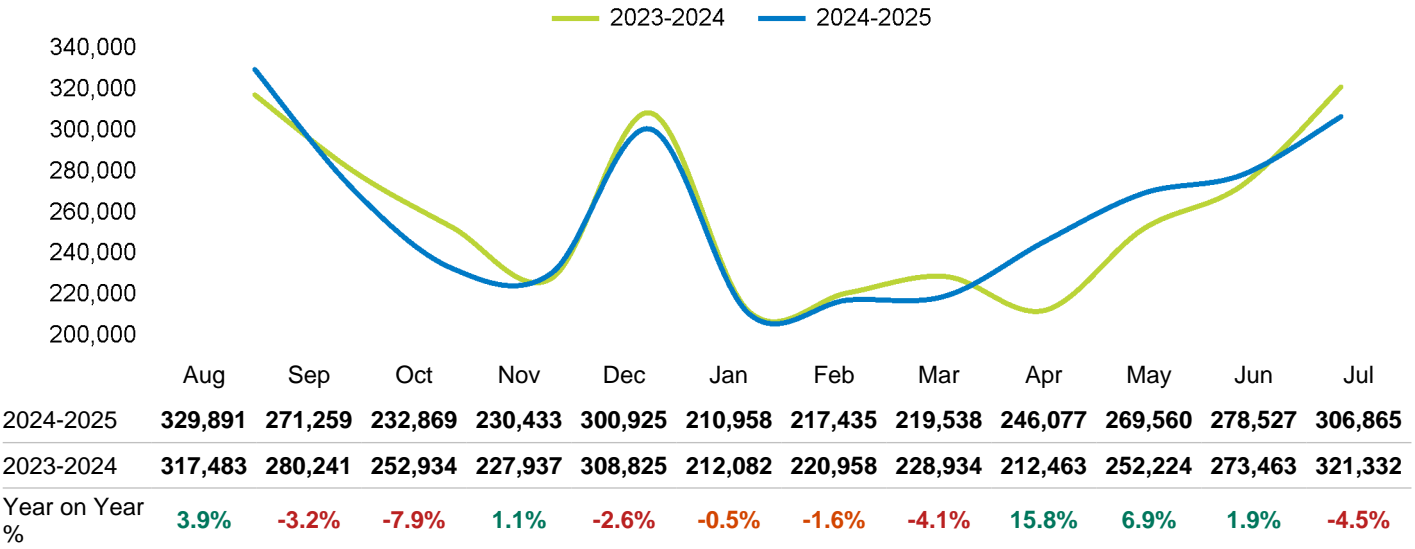
Football Counts by hour

The figures shown below are calculated using a weekly average



Football Counts - rolling 12 months

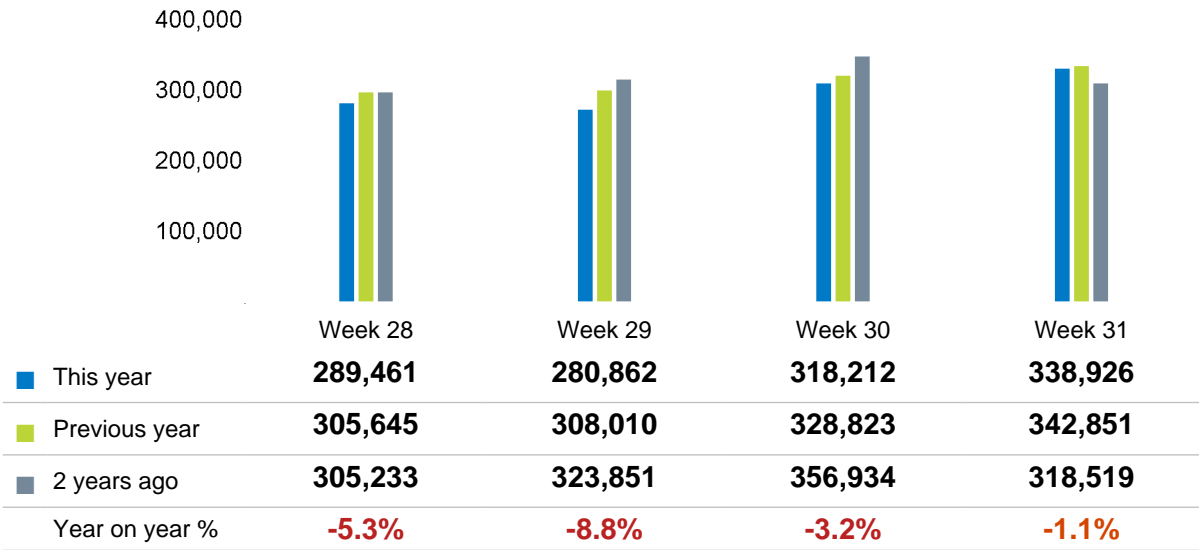
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for July compares July 2025 to July 2024

Football 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 %	<div> <div>This month</div> <div>Previous month</div> <div>Prev Year</div> </div>
Commercial Arcade at High Street, Eastbound	23,237	7.6%	20,952	23,519	10.9%	-1.2%	
Commercial Arcade at High Street, Westbound	19,176	6.2%	17,185	19,916	11.6%	-3.7%	
High Street at Commercial Arcade, Northbound	39,904	13.0%	37,074	40,272	7.6%	-0.9%	
High Street at Commercial Arcade, Southbound	41,856	13.6%	38,687	42,325	8.2%	-1.1%	
Market Square from Market Steps	40,051	13.1%	33,725	33,909	18.8%	18.1%	
Market Square from the Arcade	20,385	6.6%	18,701	22,806	9.0%	-10.6%	
Market Square from the Church	18,614	6.1%	16,479	18,241	13.0%	2.0%	
The Pollet at High Street, Northbound	33,828	11.0%	31,323	34,583	8.0%	-2.2%	
The Pollet at High Street, Southbound	35,333	11.5%	32,705	35,266	8.0%	0.2%	
The Pollet at Smith Street, Eastbound	17,827	5.8%	16,553	35,266	7.7%	-49.4%	
The Pollet at Smith Street, Westbound	16,650	5.4%	15,138	15,224	10.0%	9.4%	

Reporting dates

This month - 07 July 2025 - 03 August 2025

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2025 to July , 2025 Vs January, 2024 to July , 2024

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year.July, 2025 Vs July, 2024

Month on Month % Change is the % change in footfall for this Month from the previous Month.7 2025 Vs 6 2025