



August 2025. 04 Aug 2025 - 31 Aug 2025

# Footfall Report for: St Peter Port, Guernsey

Weeks This Month: 4  
Weeks Last Month: 4

## Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2025	2024	2025	2024	2025	2024
St Peter Port, Guernsey	1.2%	-6.4%	-0.1%	3.9%	3.5%	6.7%
South West	-3.2%	-3.2%	-1.9%	-3.8%	2.9%	6.6%
UK	0.7%	-0.9%	0.8%	-0.8%	-1.8%	-0.3%

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 8,975,263 which is 1.2% up on the previous year.

The total number of visitors to St Peter Port, Guernsey in month commencing 4 August 2025 was 1,270,387.

The busiest day in month commencing 4 August 2025 was Friday 8 August with 69,223 visitors.

The peak hour of the month was 13:00 on Friday 8 August 2025 with footfall of 10,994.

## Footfall Counts by month



This Month  
Previous Month  
Previous Year  
2 Years Ago

Figures shown below are calculated using monthly totals.

## Weather



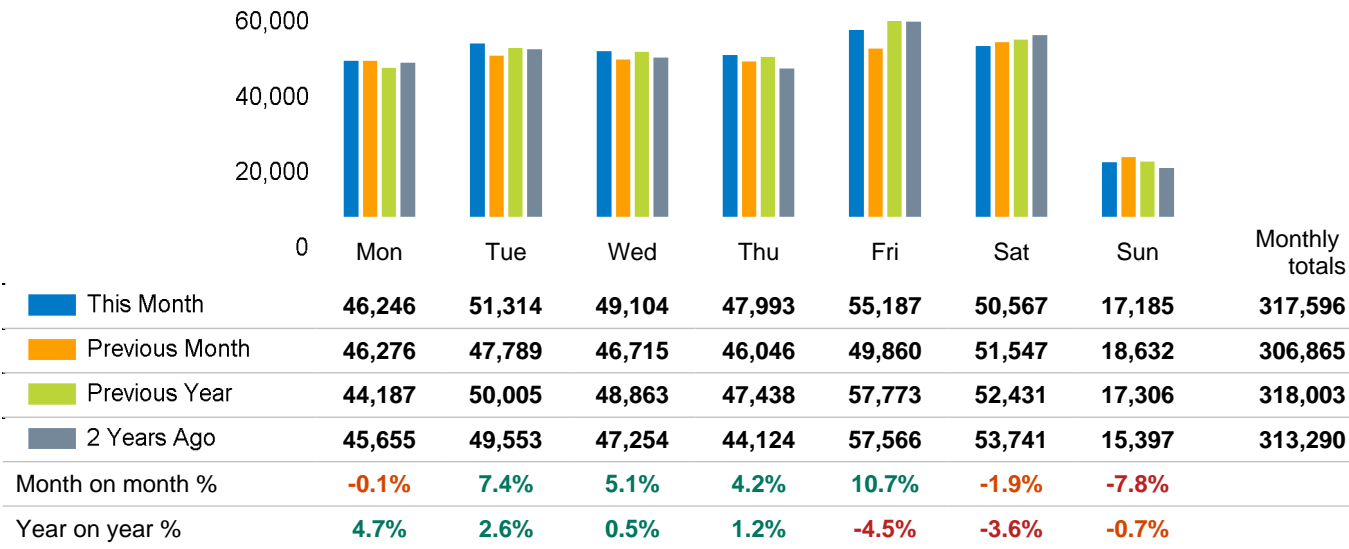
Number of days August 2025	17	11		
Number of days August 2024	12	15	1	
Number of days August 2023	14	12	1	1

## Average temperature

	Maximum temperature	Minimum temperature
2025	24°	15°
2024	23°	15°
2023	21°	15°

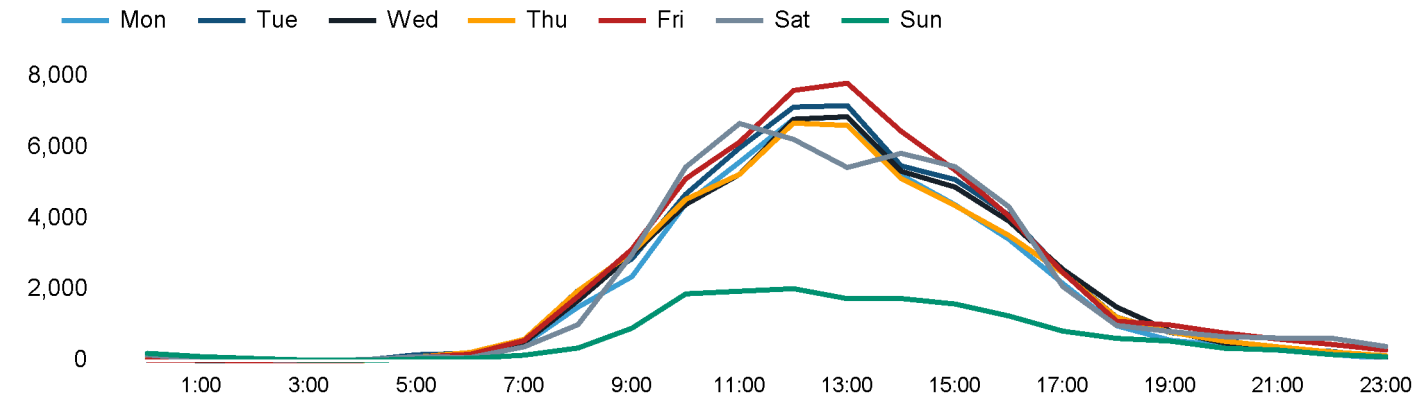
Football Counts by day

The figures shown below are calculated using weekly averages.



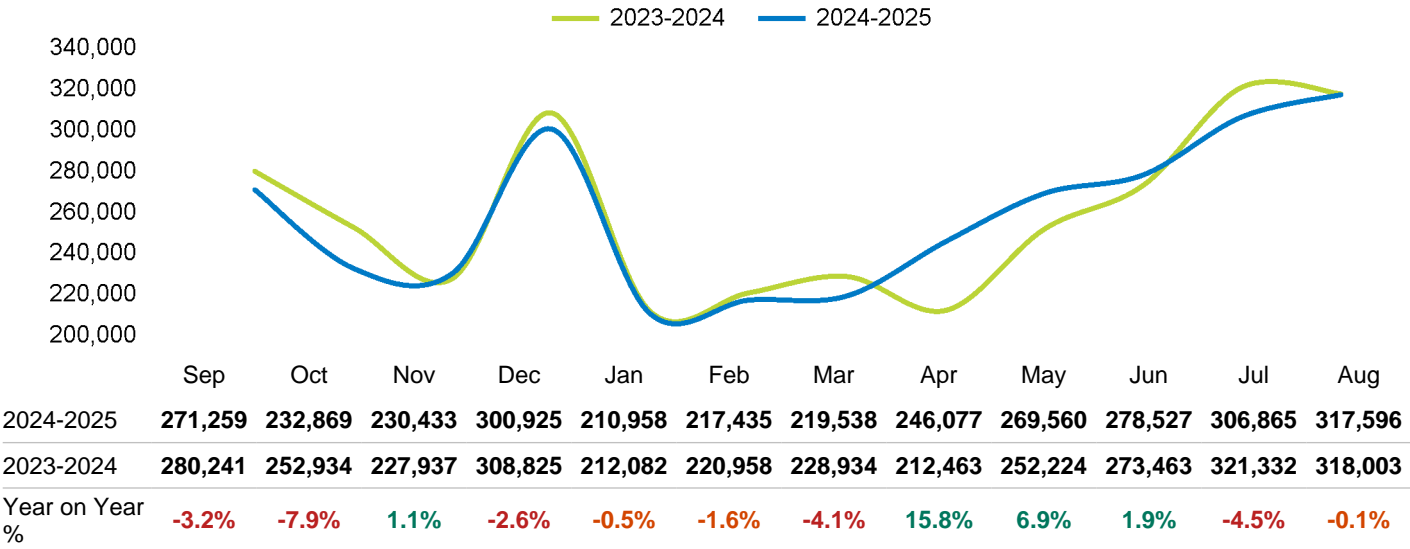
Football Counts by hour

The figures shown below are calculated using a weekly average



Football Counts - rolling 12 months

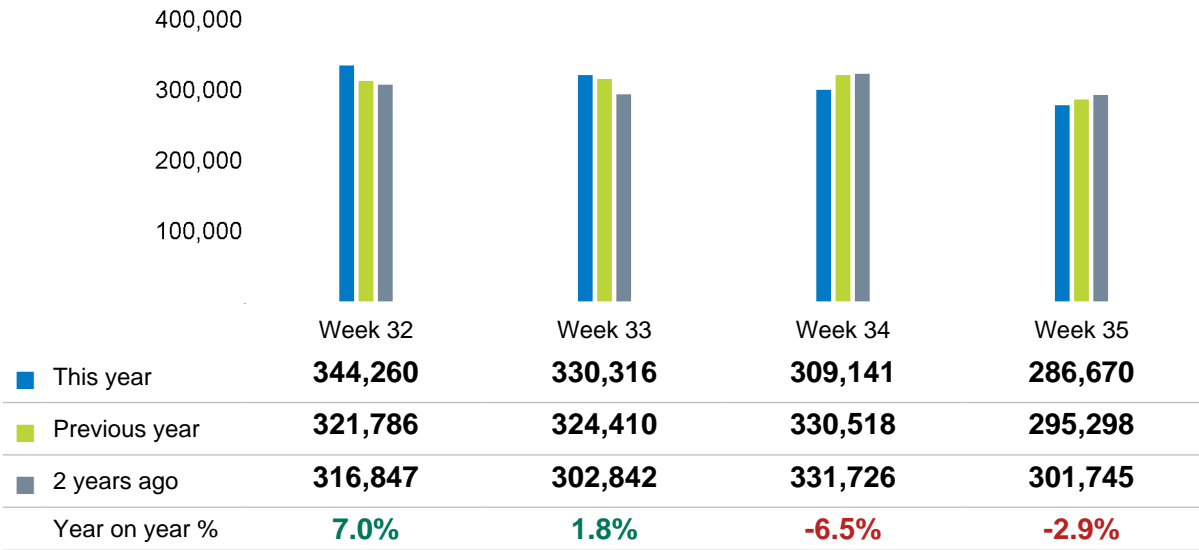
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for August compares August 2025 to August 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	23,923	7.5%	23,237	23,400	3.0%	2.2%	<div> <div></div> <div></div> <div></div> </div>
Commercial Arcade at High Street, Westbound	19,746	6.2%	19,176	19,474	3.0%	1.4%	<div> <div></div> <div></div> <div></div> </div>
High Street at Commercial Arcade, Northbound	40,487	12.7%	39,904	40,345	1.5%	0.4%	<div> <div></div> <div></div> <div></div> </div>
High Street at Commercial Arcade, Southbound	42,356	13.3%	41,856	42,493	1.2%	-0.3%	<div> <div></div> <div></div> <div></div> </div>
Market Square from Market Steps	46,836	14.7%	40,051	34,309	16.9%	36.5%	<div> <div></div> <div></div> <div></div> </div>
Market Square from the Arcade	20,795	6.5%	20,385	23,167	2.0%	-10.2%	<div> <div></div> <div></div> <div></div> </div>
Market Square from the Church	19,018	6.0%	18,614	19,086	2.2%	-0.4%	<div> <div></div> <div></div> <div></div> </div>
The Pollet at High Street, Northbound	34,542	10.9%	33,828	34,765	2.1%	-0.6%	<div> <div></div> <div></div> <div></div> </div>
The Pollet at High Street, Southbound	35,359	11.1%	35,333	35,547	0.1%	-0.5%	<div> <div></div> <div></div> <div></div> </div>
The Pollet at Smith Street, Eastbound	17,925	5.6%	17,827	31,215	0.5%	-42.6%	<div> <div></div> <div></div> <div></div> </div>
The Pollet at Smith Street, Westbound	16,604	5.2%	16,650	14,199	-0.3%	16.9%	<div> <div></div> <div></div> <div></div> </div>

Reporting dates

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This month - 04 August 2025 - 31 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 August , 2025 Vs January, 2024 to August , 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.8 2025 Vs 7 2025