



September 2025. 01 Sep 2025 - 05 Oct 2025

# Footfall Report for: St Peter Port, Guernsey

Weeks This Month: 5  
Weeks Last Month: 4

## Monthly Footfall Counts

|                         | Year to date<br>% YoY |       | This month<br>% YoY |       | This month<br>% MoM |        |
|-------------------------|-----------------------|-------|---------------------|-------|---------------------|--------|
|                         | 2025                  | 2024  | 2025                | 2024  | 2025                | 2024   |
| St Peter Port, Guernsey | 0.9%                  | -6.0% | -0.8%               | -3.2% | -19.0%              | -17.8% |
| South West              | -2.8%                 | -3.3% | -0.2%               | -3.9% | -10.0%              | -10.8% |
| UK                      | 0.5%                  | -1.0% | -1.0%               | -1.4% | -6.1%               | -4.6%  |

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 10,262,002 which is 0.9% up on the previous year.

The total number of visitors to St Peter Port, Guernsey in month commencing 1 September 2025 was 1,286,739.

The busiest day in month commencing 1 September 2025 was Friday 5 September with 60,559 visitors.

The peak hour of the month was 13:00 on Friday 5 September 2025 with footfall of 10,130.

## Footfall Counts by month



■ This Month      ■ Previous Year  
■ Previous Month      ■ 2 Years Ago

Figures shown below are calculated using monthly totals.

## Weather



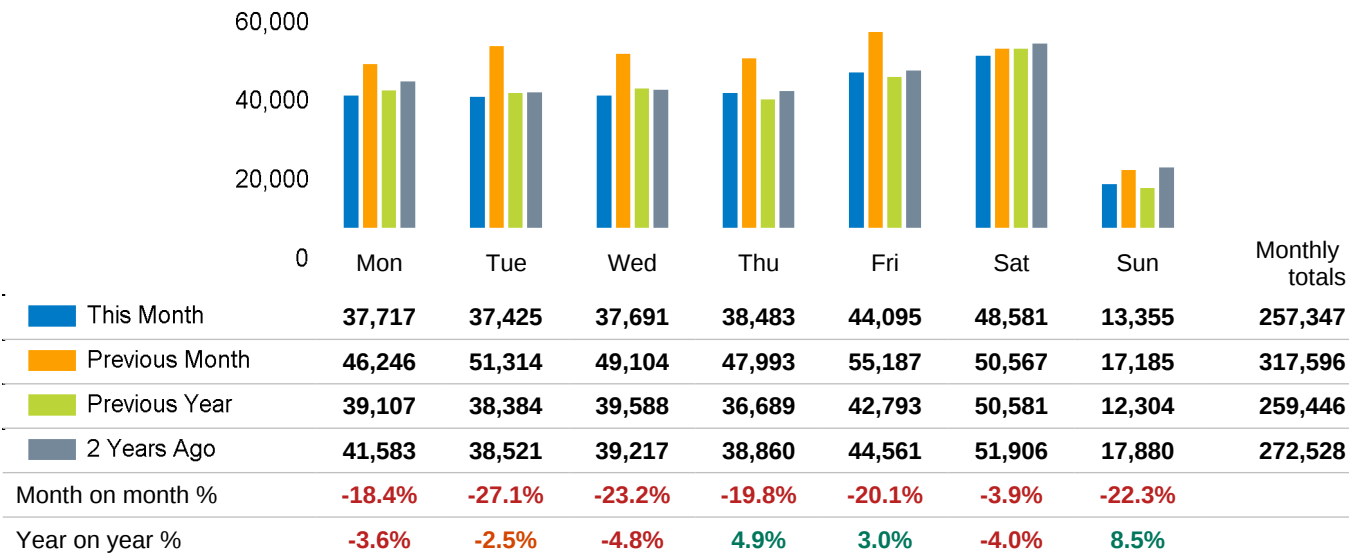
|                                  |    |    |   |   |
|----------------------------------|----|----|---|---|
| Number of days<br>September 2025 | 21 | 14 |   |   |
| Number of days<br>September 2024 | 14 | 20 | 1 |   |
| Number of days<br>September 2023 | 17 | 15 | 2 | 1 |

### Average temperature

|      | Maximum<br>temperature | Minimum<br>temperature |
|------|------------------------|------------------------|
| 2025 | 20°                    | 13°                    |
| 2024 | 20°                    | 13°                    |
| 2023 | 23°                    | 15°                    |

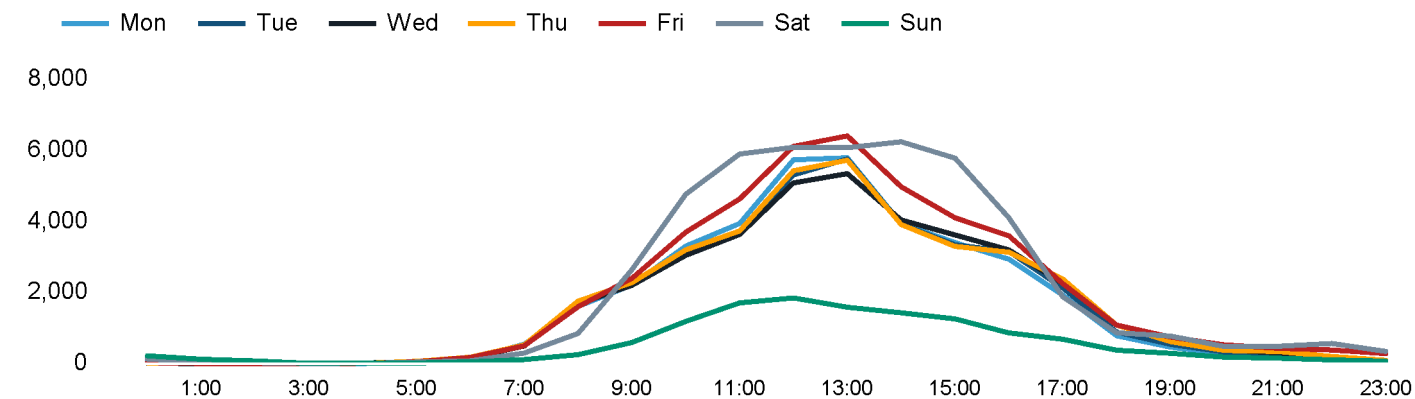
Footfall Counts by day

The figures shown below are calculated using weekly averages.



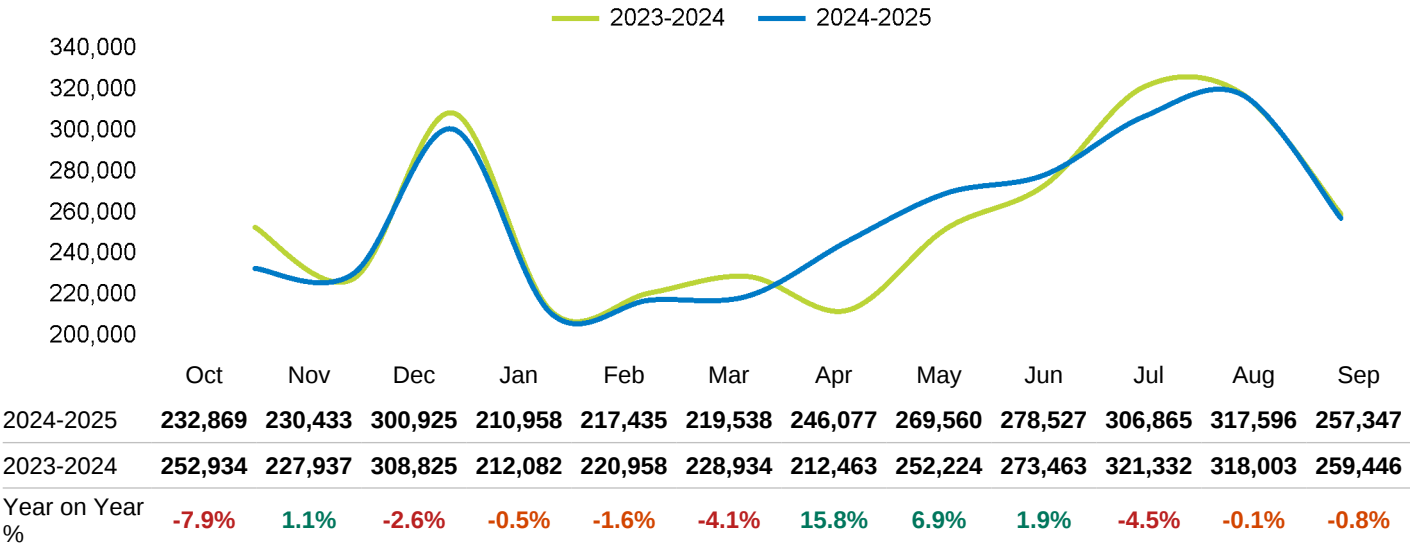
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Football Counts - rolling 12 months

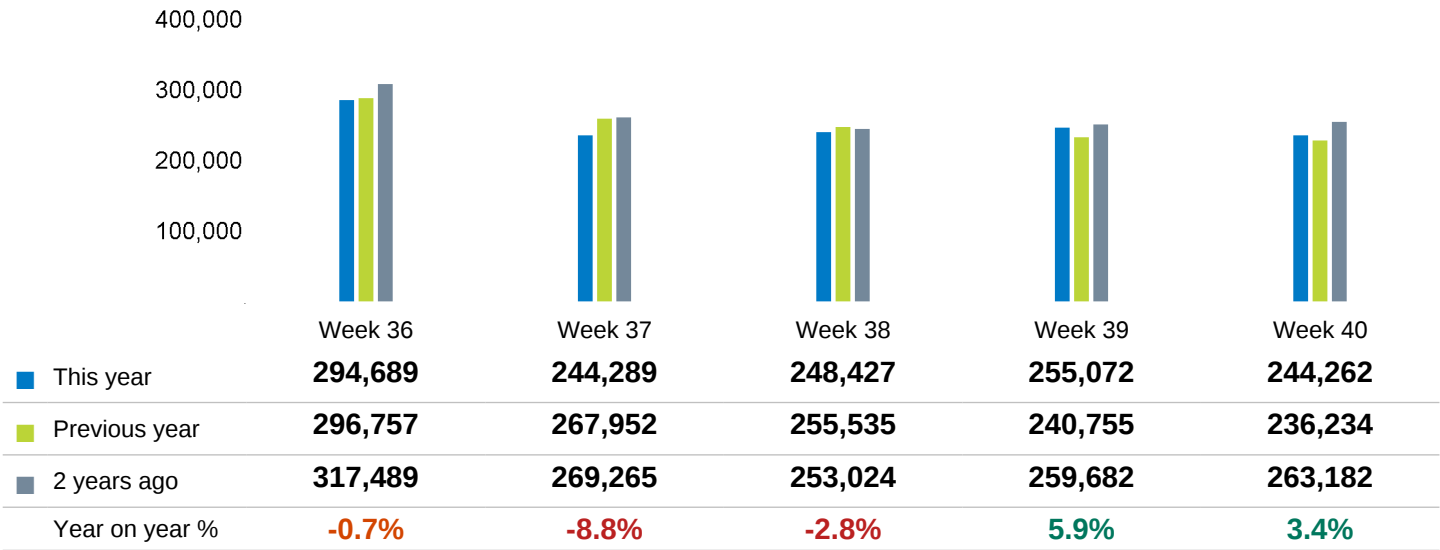
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for September compares September 2025 to September 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  | 19,730     | 7.7%                   | 23,923         | 19,745        | -17.5%           | -0.1%          |                                                                                   |
| Commercial Arcade at High Street, Westbound  | 16,519     | 6.4%                   | 19,746         | 16,421        | -16.3%           | 0.6%           |                                                                                   |
| High Street at Commercial Arcade, Northbound | 34,237     | 13.3%                  | 40,487         | 34,828        | -15.4%           | -1.7%          |                                                                                   |
| High Street at Commercial Arcade, Southbound | 35,980     | 14.0%                  | 42,356         | 36,707        | -15.1%           | -2.0%          |                                                                                   |
| Market Square from Market Steps              | 30,889     | 12.0%                  | 46,836         | 29,669        | -34.0%           | 4.1%           |                                                                                   |
| Market Square from the Arcade                | 17,559     | 6.8%                   | 20,795         | 20,335        | -15.6%           | -13.7%         |                                                                                   |
| Market Square from the Church                | 15,465     | 6.0%                   | 19,018         | 15,784        | -18.7%           | -2.0%          |                                                                                   |
| The Pollet at High Street, Northbound        | 28,642     | 11.1%                  | 34,542         | 29,490        | -17.1%           | -2.9%          |                                                                                   |
| The Pollet at High Street, Southbound        | 29,947     | 11.6%                  | 35,359         | 30,355        | -15.3%           | -1.3%          |                                                                                   |
| The Pollet at Smith Street, Eastbound        | 14,939     | 5.8%                   | 17,925         | 14,005        | -16.7%           | 6.7%           |                                                                                   |
| The Pollet at Smith Street, Westbound        | 13,437     | 5.2%                   | 16,604         | 12,103        | -19.1%           | 11.0%          |                                                                                   |

Reporting dates

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This month - 01 September 2025 - 05 October 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 September , 2025 Vs January, 2024 to September , 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month.9 2025 Vs 8 2025