



Footfall Report for: St Peter Port, Guernsey

Weeks This Month: 5
Weeks Last Month: 4

Monthly Footfall Counts

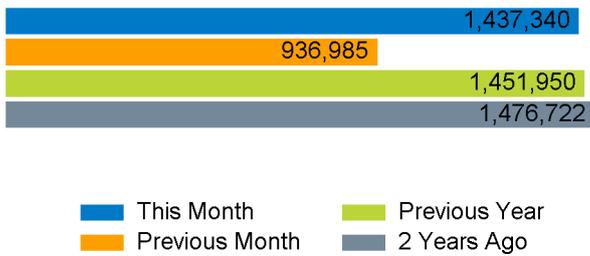
| | Year to date % YoY | | This month % YoY | | This month % MoM | |
|------------|-------------------------|-------|---------------------|-------|---------------------|-------|
| | 2025 | 2024 | 2025 | 2024 | 2025 | 2024 |
| | St Peter Port, Guernsey | 1.0% | -5.2% | -1.0% | -2.6% | 22.7% |
| South West | -1.8% | -3.1% | 3.4% | -0.2% | 5.5% | 15.8% |
| UK | 0.2% | -0.7% | 2.2% | 0.5% | 2.2% | 5.2% |

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 13,646,275 which is 1% up on the previous year.
- The total number of visitors to St Peter Port, Guernsey in month commencing 1 December 2025 was 1,437,340.
- The busiest day in month commencing 1 December 2025 was Saturday 20 December with 73,122 visitors.
- The peak hour of the month was 13:00 on Monday 22 December 2025 with footfall of 11,683.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

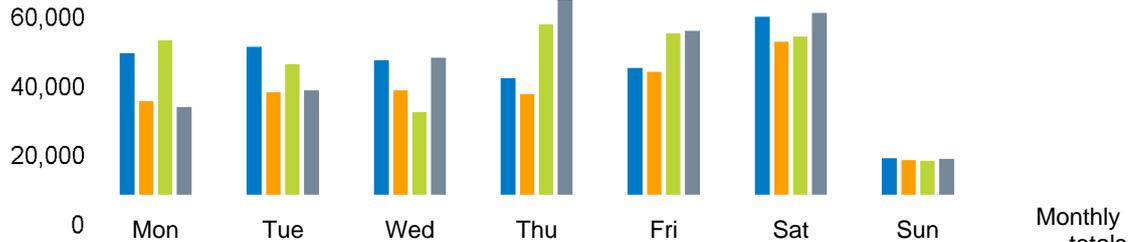
| Number of days December 2025 | 7 | 24 | 4 | |
|---------------------------------|---|----|---|---|
| Number of days December 2024 | 4 | 29 | 1 | 1 |
| Number of days December 2023 | 6 | 22 | 7 | |

Average temperature

| | Maximum temperature | Minimum temperature |
|------|------------------------|------------------------|
| 2025 | 12° | 7° |
| 2024 | 12° | 6° |
| 2023 | 13° | 8° |

Footfall Counts by day

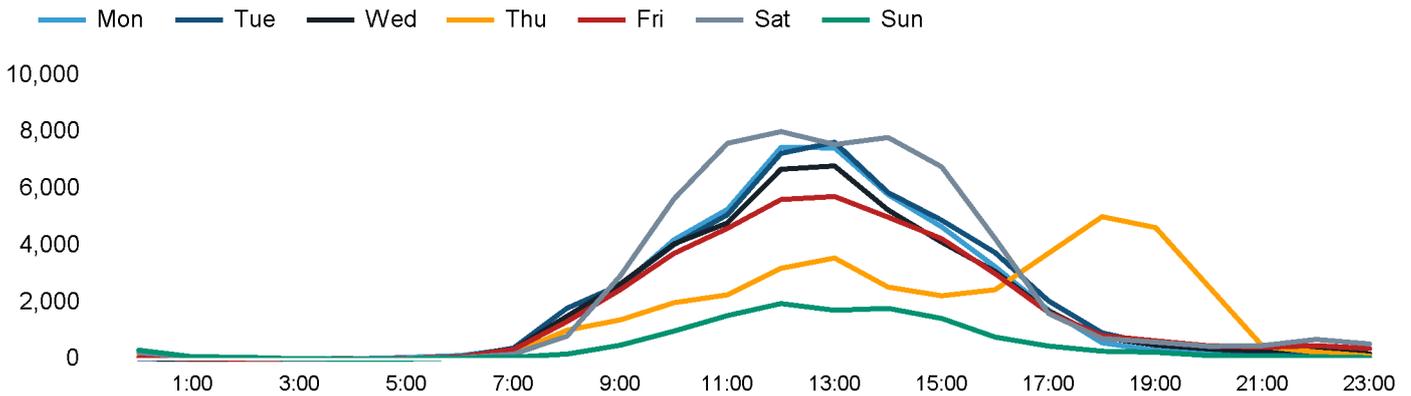
The figures shown below are calculated using weekly averages.



| | | | | | | | | |
|------------------|--------|--------|--------|--------|--------|--------|--------|---------|
| This Month | 45,958 | 47,985 | 43,833 | 38,099 | 41,284 | 57,286 | 13,023 | 287,468 |
| Previous Month | 30,971 | 33,643 | 34,356 | 33,113 | 40,205 | 49,592 | 12,366 | 234,246 |
| Previous Year | 50,036 | 42,543 | 27,458 | 54,903 | 52,178 | 51,133 | 12,139 | 290,390 |
| 2 Years Ago | 29,153 | 34,248 | 44,614 | 62,858 | 52,980 | 58,557 | 12,934 | 295,344 |
| Month on month % | 48.4% | 42.6% | 27.6% | 15.1% | 2.7% | 15.5% | 5.3% | |
| Year on year % | -8.2% | 12.8% | 59.6% | -30.6% | -20.9% | 12.0% | 7.3% | |

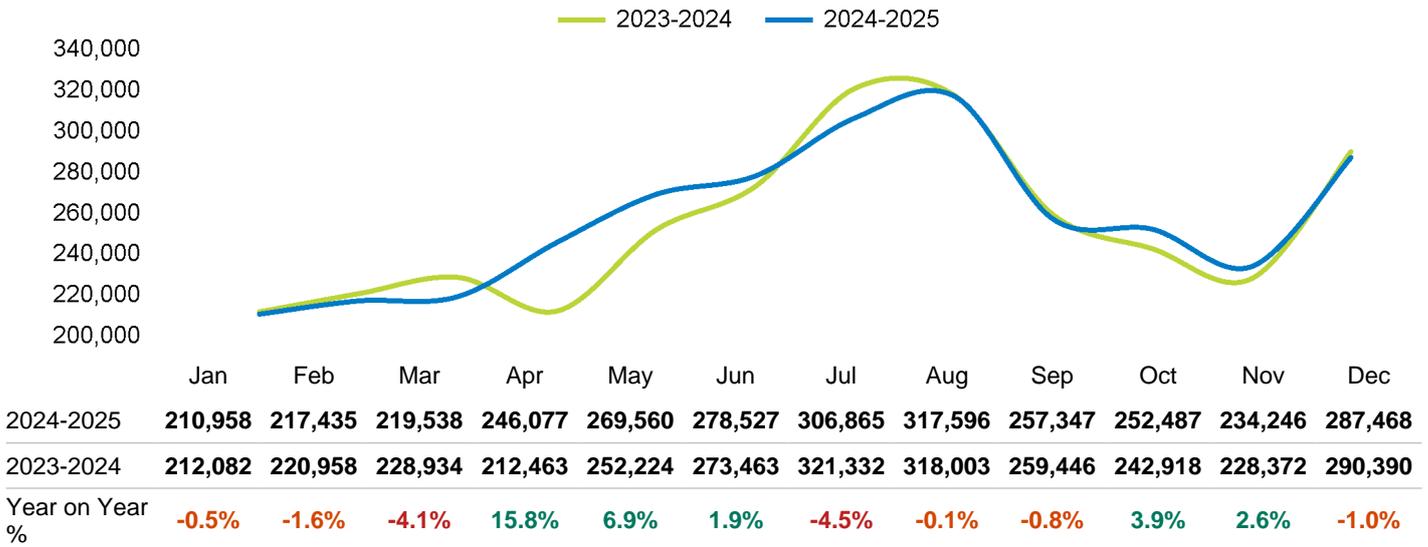
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

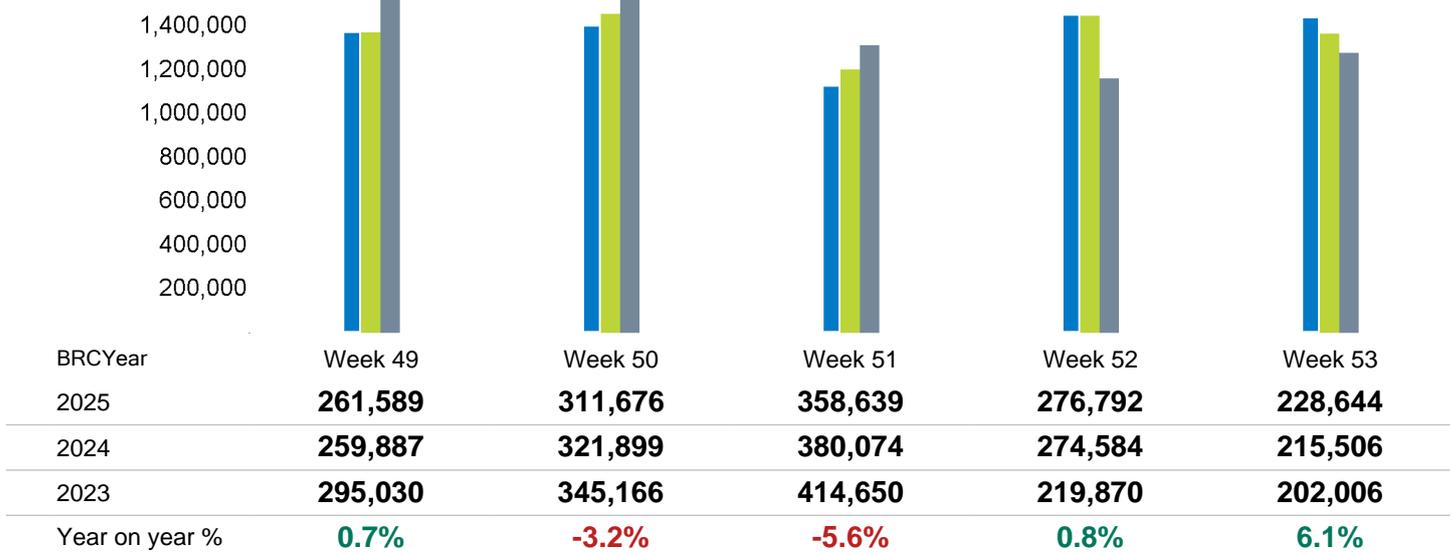
The figures shown below are calculated using weekly averages.



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

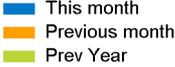
Footfall Counts by week of month

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 % |  |
|--|------------|------------------------|----------------|---------------|------------------|----------------|---|
| Commercial Arcade at High Street, Eastbound | 22,407 | 7.8% | 17,892 | 22,009 | 25.2% | 1.8% |  |
| Commercial Arcade at High Street, Westbound | 18,944 | 6.6% | 14,836 | 18,195 | 27.7% | 4.1% |  |
| High Street at Commercial Arcade, Northbound | 39,245 | 13.7% | 31,952 | 38,683 | 22.8% | 1.5% |  |
| High Street at Commercial Arcade, Southbound | 40,621 | 14.1% | 33,695 | 40,065 | 20.6% | 1.4% |  |
| Market Square from Market Steps | 34,671 | 12.1% | 29,780 | 40,757 | 16.4% | -14.9% |  |
| Market Square from the Arcade | 16,893 | 5.9% | 16,060 | 21,529 | 5.2% | -21.5% |  |
| Market Square from the Church | 13,728 | 4.8% | 12,569 | 14,509 | 9.2% | -5.4% |  |
| The Pollet at High Street, Northbound | 34,063 | 11.8% | 25,266 | 33,447 | 34.8% | 1.8% |  |
| The Pollet at High Street, Southbound | 35,554 | 12.4% | 26,890 | 34,625 | 32.2% | 2.7% |  |
| The Pollet at Smith Street, Eastbound | 16,412 | 5.7% | 13,421 | 14,048 | 22.3% | 16.8% |  |
| The Pollet at Smith Street, Westbound | 14,926 | 5.2% | 11,882 | 12,519 | 25.6% | 19.2% |  |



Reporting dates

This month - 01 December 2025 - 04 January 2026

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 December, 2025 Vs January, 2024 to December, 2024

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2025 Vs 11 2025

