



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	
	2026	2025	2026	2025	2026	2025
St Peter Port, Guernsey	-8.2%	-0.5%	-8.2%	-0.5%	-33.0%	-29.9%
South West	-3.5%	-3.1%	-3.4%	-3.1%	-28.1%	-29.0%
UK	-3.3%	-0.3%	-3.3%	-0.3%	-21.8%	-22.4%

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

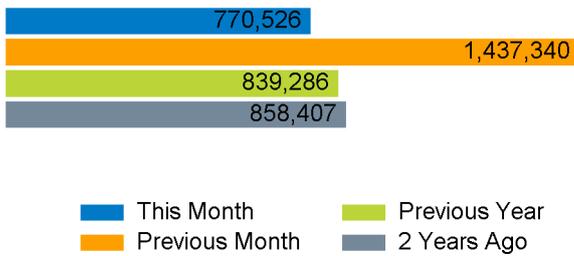
The total number of visitors for the year to date is 770,526 which is 8.2% down on the previous year.

The total number of visitors to St Peter Port, Guernsey in month commencing 5 January 2026 was 770,526.

The busiest day in month commencing 5 January 2026 was Saturday 31 January with 49,299 visitors.

The peak hour of the month was 14:00 on Saturday 31 January 2026 with footfall of 6,725.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather

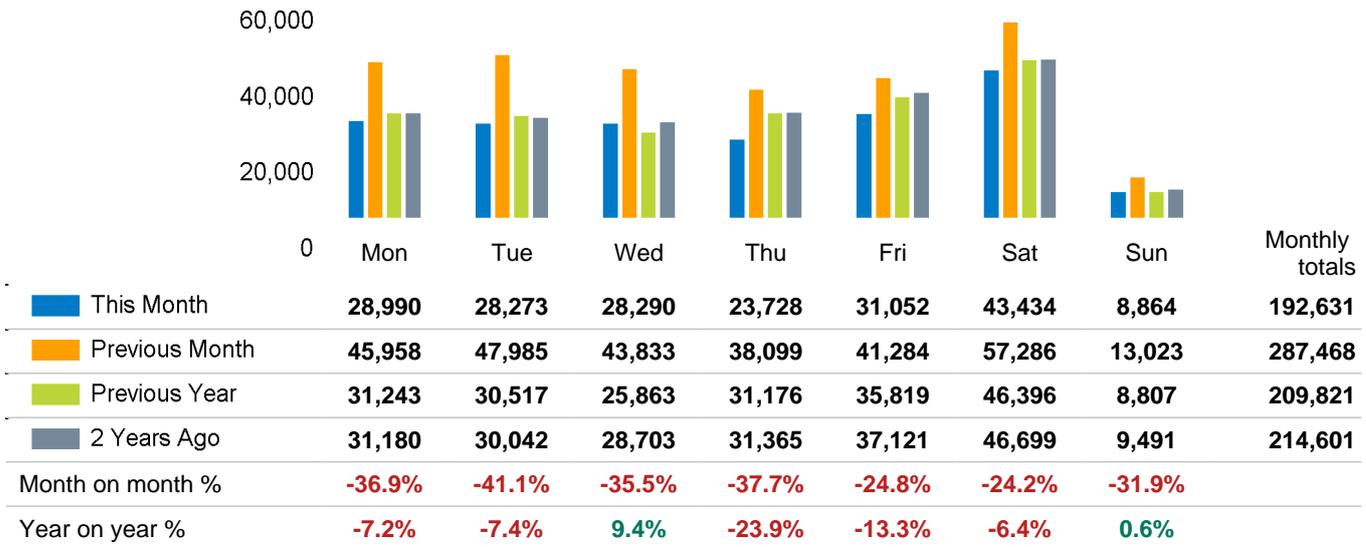
Number of days January 2026	6	15	7	
Number of days January 2025	9	15	4	
Number of days January 2024	9	17	1	1

Average temperature

	Maximum temperature	Minimum temperature
2026	11°	6°
2025	10°	4°
2024	10°	4°

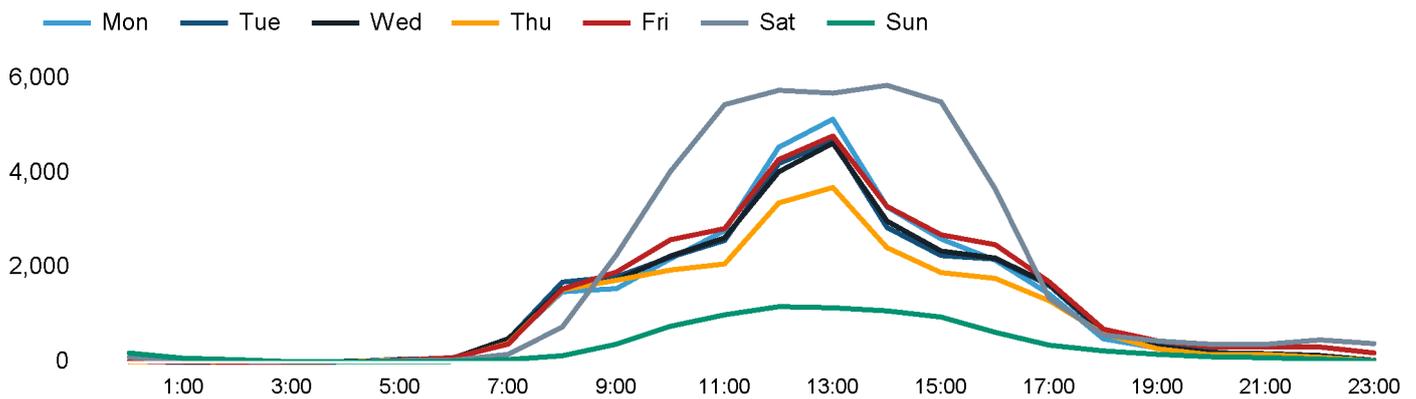
Footfall Counts by day

The figures shown below are calculated using weekly averages.



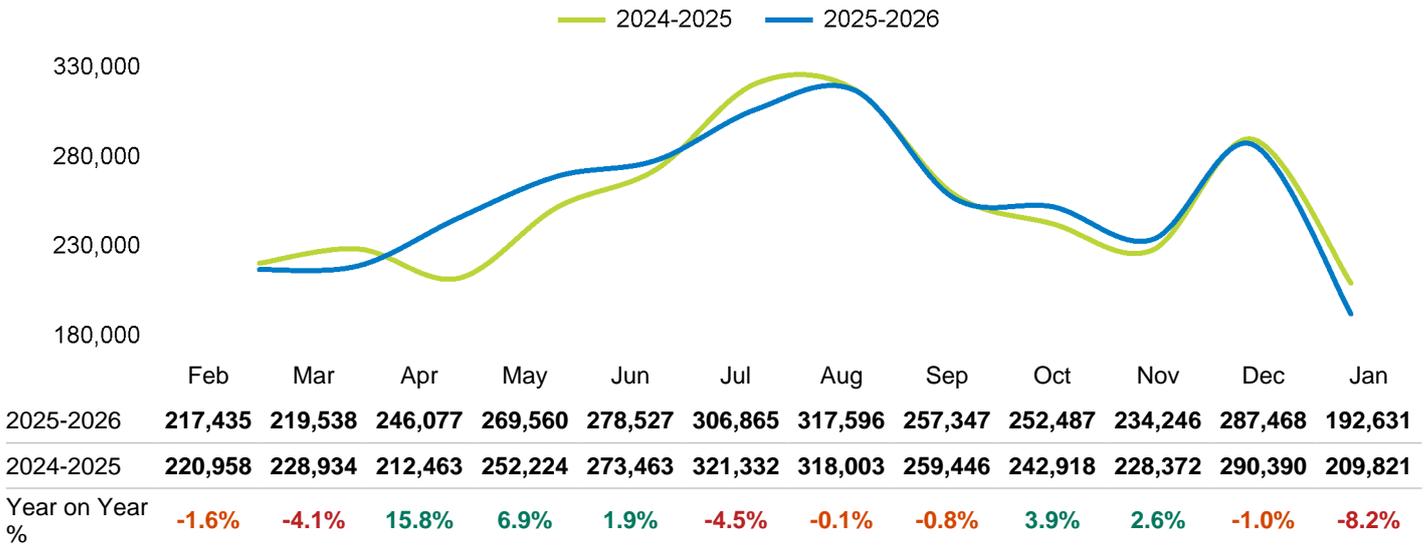
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

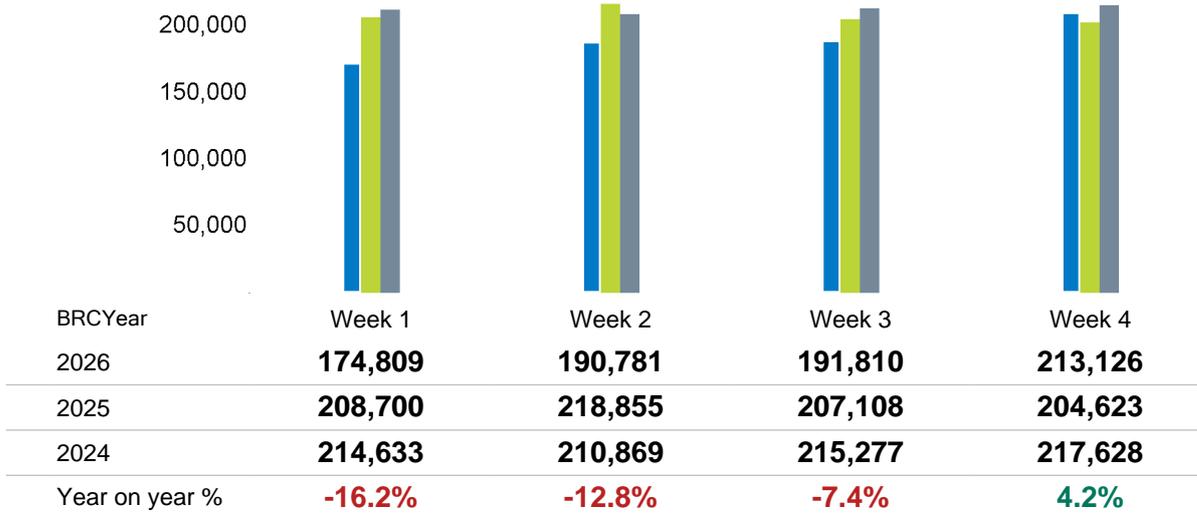
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2025-2026 period with the 2024-2025 period i.e the figure for January compares January 2026 to January 2025

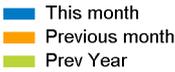
Footfall Counts by week of month

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	14,831	7.7%	22,407	16,087	-33.8%	-7.8%	
Commercial Arcade at High Street, Westbound	12,527	6.5%	18,944	13,573	-33.9%	-7.7%	
High Street at Commercial Arcade, Northbound	25,578	13.3%	39,245	27,805	-34.8%	-8.0%	
High Street at Commercial Arcade, Southbound	27,042	14.0%	40,621	29,413	-33.4%	-8.1%	
Market Square from Market Steps	23,640	12.3%	34,671	28,090	-31.8%	-15.8%	
Market Square from the Arcade	13,385	6.9%	16,893	15,894	-20.8%	-15.8%	
Market Square from the Church	9,116	4.7%	13,728	10,432	-33.6%	-12.6%	
The Pollet at High Street, Northbound	21,788	11.3%	34,063	22,957	-36.0%	-5.1%	
The Pollet at High Street, Southbound	23,684	12.3%	35,554	24,512	-33.4%	-3.4%	
The Pollet at Smith Street, Eastbound	11,132	5.8%	16,412	11,143	-32.2%	-0.1%	
The Pollet at Smith Street, Westbound	9,904	5.1%	14,926	9,911	-33.6%	-0.1%	



Reporting dates

This month - 05 January 2026 - 01 February 2026

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2026 to January, 2026 Vs January, 2025 to January, 2025

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. January, 2026 Vs January, 2025

Month on Month % Change is the % change in footfall for this Month from the previous Month. 1 2026 Vs December 2025

