



Footfall Report for: St Peter Port, Guernsey

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2026	2025	2026	2025	2026	2025
St Peter Port, Guernsey	-4.0%	-2.2%	1.5%	7.3%	2.9%	-1.6%
South West	0.0%	-4.3%	3.8%	6.7%	6.3%	7.7%
UK	-2.5%	-1.7%	-1.3%	4.8%	6.6%	8.8%

Benchmark calculations (Year on Year and Week on Week) 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 to St Peter Port, Guernsey for the last 52 weeks is 13,372,119 which is 0.9% up on the previous year.
- The total number of visitors for the year to date is 1,413,903 which is 4% down on the previous year.
- The total number of visitors to St Peter Port, Guernsey in week commencing 16 February 2026 was 216,749.
- The busiest day in week commencing 16 February 2026 was Friday with 42,596 visitors.
- The peak hour of the week was 12:00 on Friday 20 February 2026 with footfall of 6,333.

Footfall Counts by week

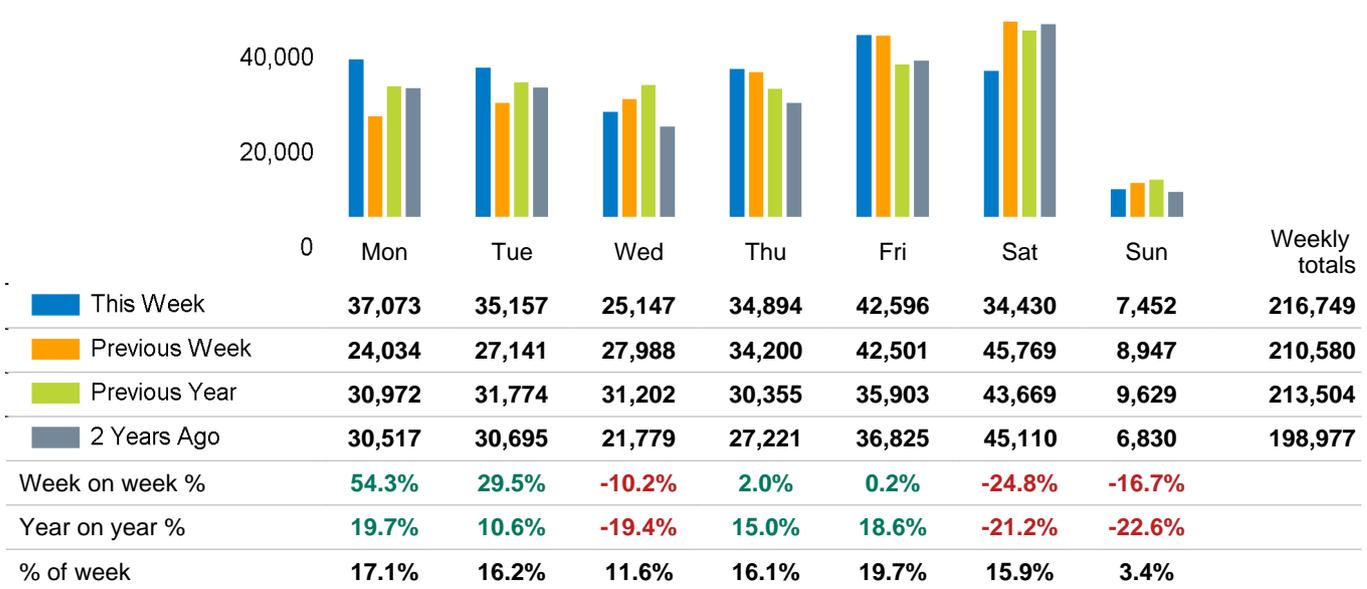


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

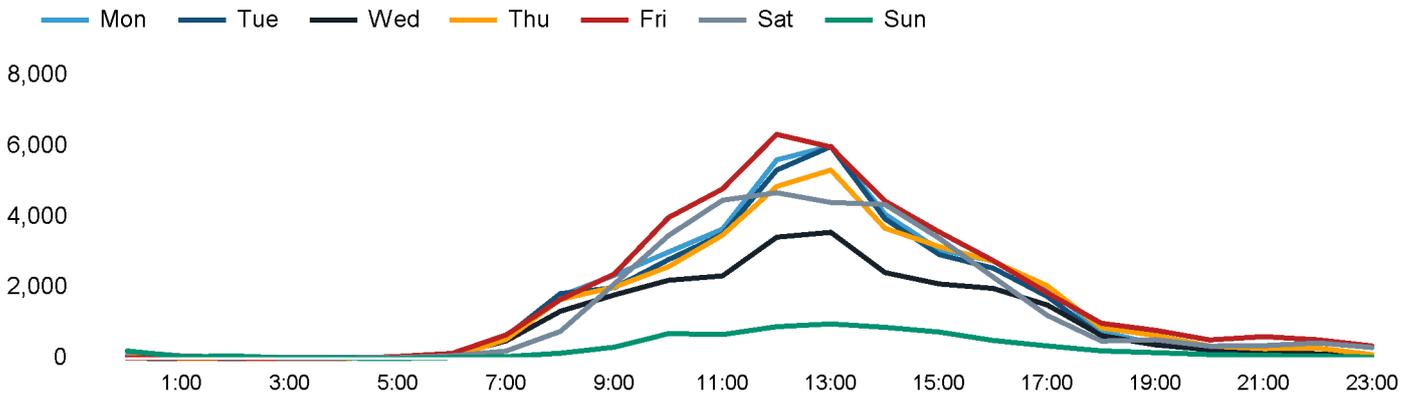
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	10°	10°	10°	10°	12°	12°	11°
Previous week	10°	11°	11°	11°	11°	10°	10°
Previous year	10°	11°	13°	13°	14°	14°	14°

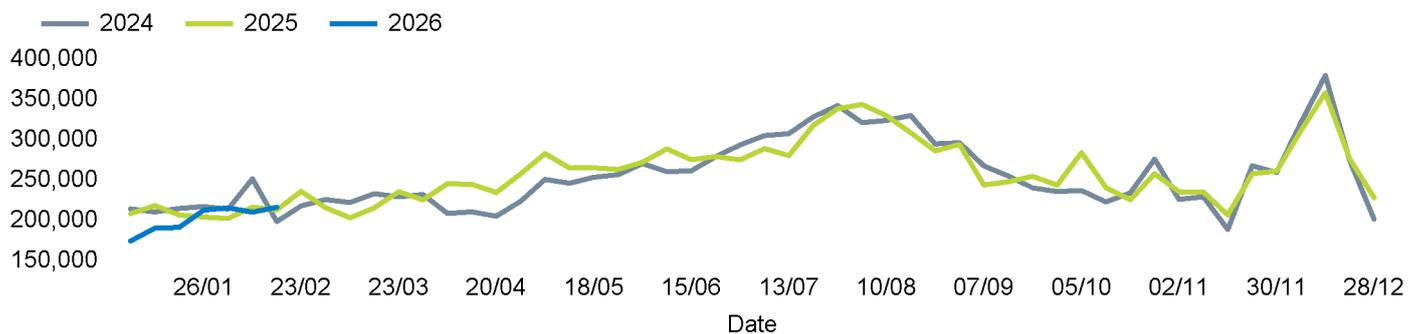
Footfall Counts by day



Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	<div style="display: flex; justify-content: space-between; font-size: 8px;"> This week Previous week Prev Year </div>
Commercial Arcade at High Street, Eastbound	16,666	7.7%	16,215	16,574	2.8%	0.6%	
Commercial Arcade at High Street, Westbound	14,591	6.7%	13,749	14,448	6.1%	1.0%	
High Street at Commercial Arcade, Northbound	28,940	13.4%	28,109	28,648	3.0%	1.0%	
High Street at Commercial Arcade, Southbound	30,927	14.3%	29,193	30,589	5.9%	1.1%	
Market Square from Market Steps	28,757	13.3%	27,331	26,618	5.2%	8.0%	
Market Square from the Arcade	16,656	7.7%	15,530	16,437	7.3%	1.3%	
Market Square from the Church	11,739	5.4%	10,894	10,853	7.8%	8.2%	
The Pollet at High Street, Northbound	22,807	10.5%	23,203	23,557	-1.7%	-3.2%	
The Pollet at High Street, Southbound	24,285	11.2%	24,749	24,688	-1.9%	-1.6%	
The Pollet at Smith Street, Eastbound	11,270	5.2%	11,420	11,161	-1.3%	1.0%	
The Pollet at Smith Street, Westbound	10,111	4.7%	10,187	9,931	-0.7%	1.8%	



Reporting dates

This week - 16 February 2026 - 22 February 2026

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2026 to Week 7, 2026 Vs Week 1, 2025 to Week 7, 2025

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 7, 2026 Vs Week 7, 2025

Week on Week % Change is the % change in footfall for this week from the previous week. Week 7 2026 Vs Week 6 2026

