



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	-3.7%	-1.0%	-2.1%	8.2%	6.8%	10.8%
South West	0.7%	-3.9%	5.1%	-1.3%	-2.2%	-2.2%
UK	-2.7%	-1.0%	-3.7%	4.3%	-2.6%	-0.3%

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 13,367,037 which is 0.7% up on the previous year.

The total number of visitors for the year to date is 1,645,297 which is 3.7% down on the previous year.

The total number of visitors to St Peter Port, Guernsey in week commencing 23 February 2026 was 231,394.

The busiest day in week commencing 23 February 2026 was Saturday with 46,010 visitors.

The peak hour of the week was 12:00 on Saturday 28 February 2026 with footfall of 5,982.

Footfall Counts by week

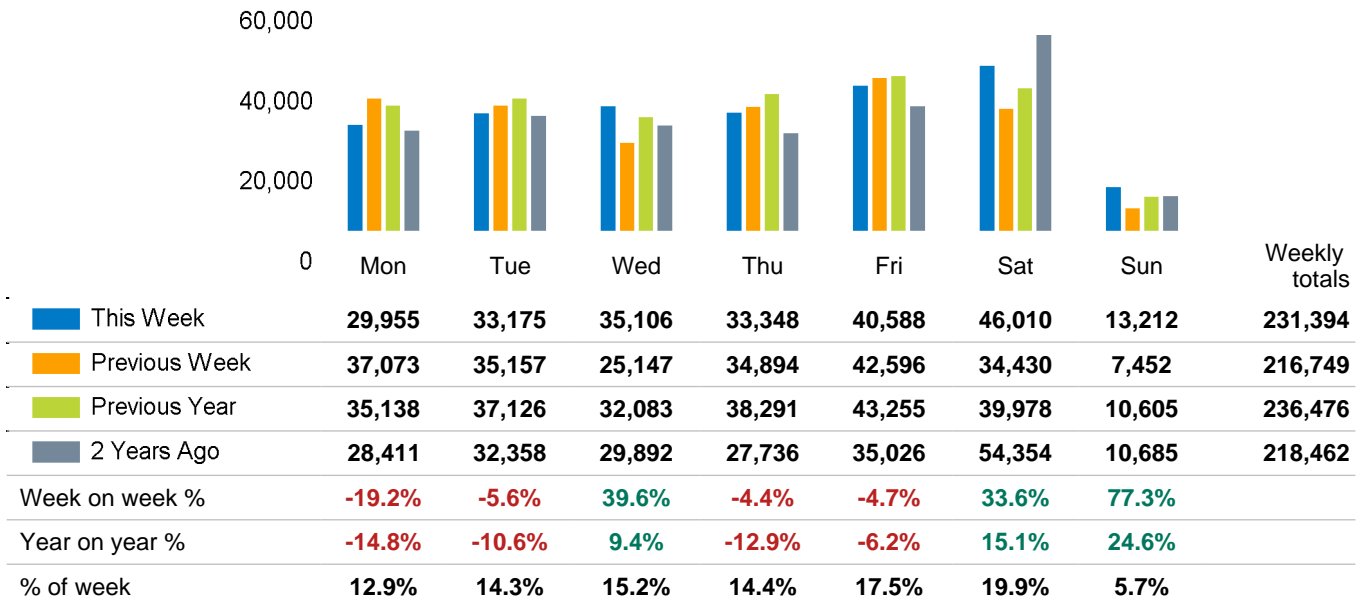


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

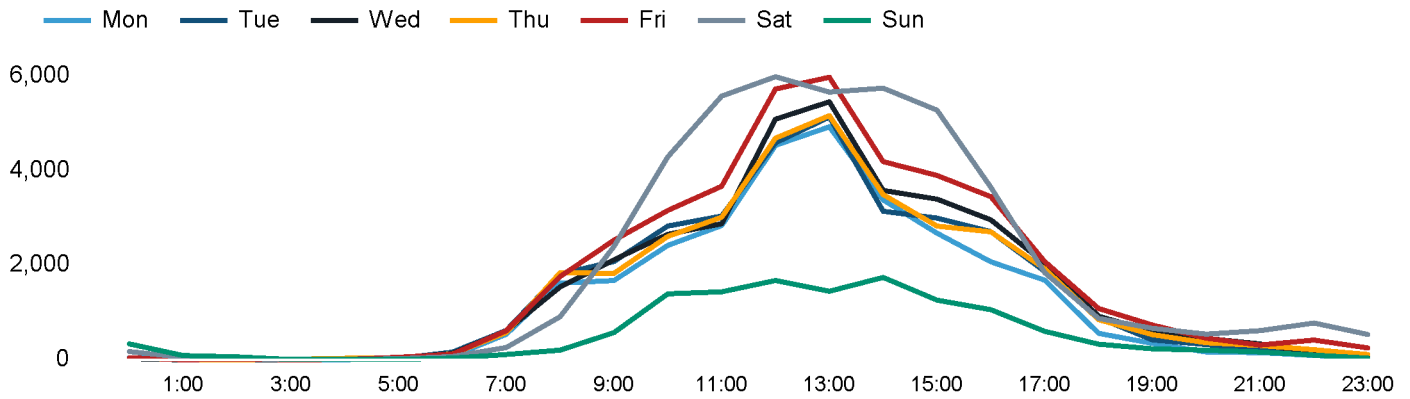
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	12°	13°	15°	15°	13°	12°	12°
Previous week	10°	10°	10°	10°	12°	12°	12°
Previous year	14°	13°	12°	12°	13°	13°	11°

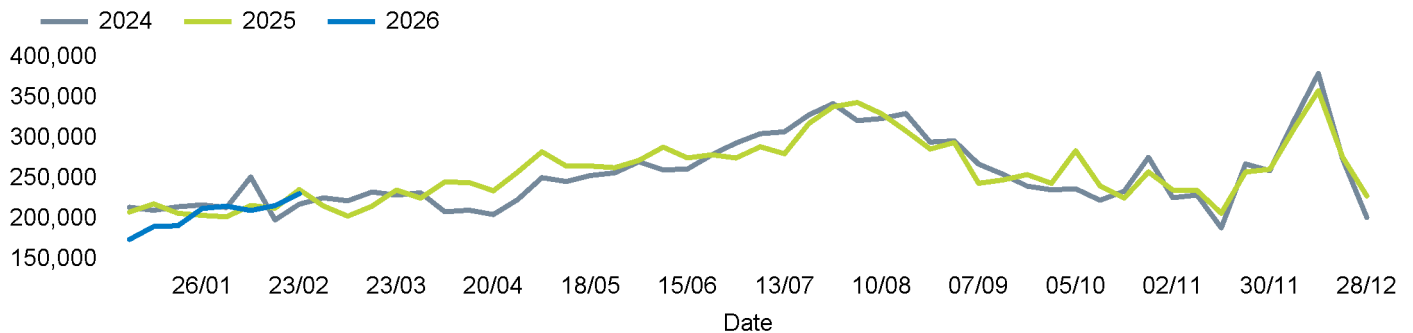
Footfall Counts by day



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; align-items: center;"> This week Previous week Prev Year </div>
Commercial Arcade at High Street, Eastbound	18,550	8.0%	16,666	18,777	11.3%	-1.2%	
Commercial Arcade at High Street, Westbound	14,985	6.5%	14,591	15,248	2.7%	-1.7%	
High Street at Commercial Arcade, Northbound	31,431	13.6%	28,940	31,875	8.6%	-1.4%	
High Street at Commercial Arcade, Southbound	32,884	14.2%	30,927	33,446	6.3%	-1.7%	
Market Square from Market Steps	30,975	13.4%	28,757	31,936	7.7%	-3.0%	
Market Square from the Arcade	16,497	7.1%	16,656	16,335	-1.0%	1.0%	
Market Square from the Church	12,716	5.5%	11,739	12,948	8.3%	-1.8%	
The Pollet at High Street, Northbound	23,869	10.3%	22,807	26,338	4.7%	-9.4%	
The Pollet at High Street, Southbound	25,534	11.0%	24,285	26,342	5.1%	-3.1%	
The Pollet at Smith Street, Eastbound	12,746	5.5%	11,270	12,394	13.1%	2.8%	
The Pollet at Smith Street, Westbound	11,207	4.8%	10,111	10,837	10.8%	3.4%	



Reporting dates

This week - 23 February 2026 - 01 March 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 8, 2026 Vs Week 1, 2025 to Week 8, 2025

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 8, 2026 Vs Week 8, 2025

Week on Week % Change is the % change in footfall for this week from the previous week. Week 8 2026 Vs Week 7 2026

