



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	
	2026	2025	2026	2025	2026	2025
St Peter Port, Guernsey	1.8%	-2.2%	10.3%	-4.1%	10.8%	1.0%
South West	2.7%	-3.9%	6.6%	-3.8%	6.9%	7.4%
UK	-2.6%	0.7%	-2.4%	3.5%	7.0%	7.2%

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

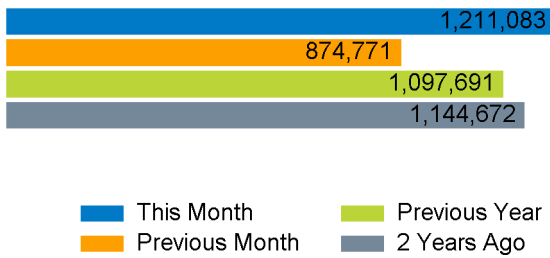
The total number of visitors for the year to date is 2,856,380 which is 1.8% up on the previous year.

The total number of visitors to St Peter Port, Guernsey in month commencing 2 March 2026 was 1,211,083.

The busiest day in month commencing 2 March 2026 was Saturday 4 April with 55,211 visitors.

The peak hour of the month was 14:00 on Saturday 4 April 2026 with footfall of 7,317.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

Weather



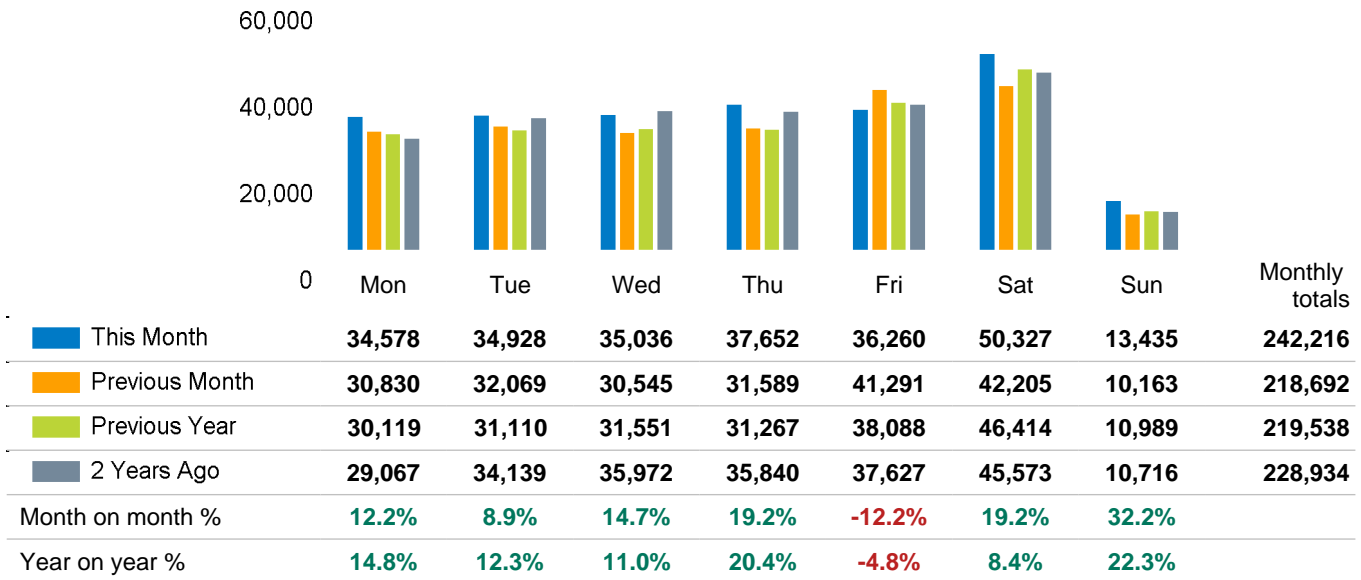
	Sun	Cloud	Rain	Wind
Number of days March 2026	19	14		2
Number of days March 2025	17	17		1
Number of days March 2024	10	23	2	

Average temperature

	Maximum temperature	Minimum temperature
2026	13°	9°
2025	15°	7°
2024	14°	6°

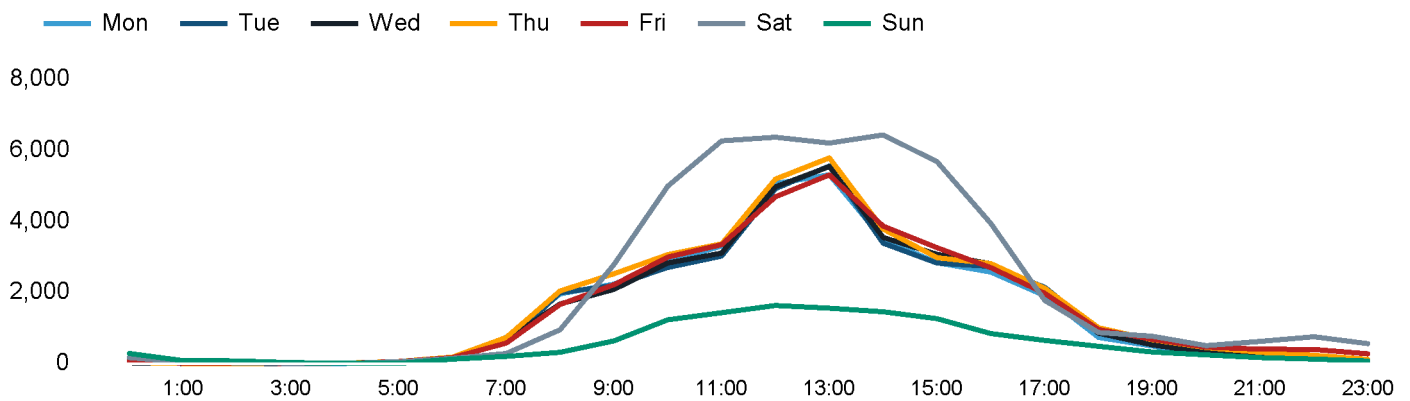
Footfall Counts by day

The figures shown below are calculated using weekly averages.



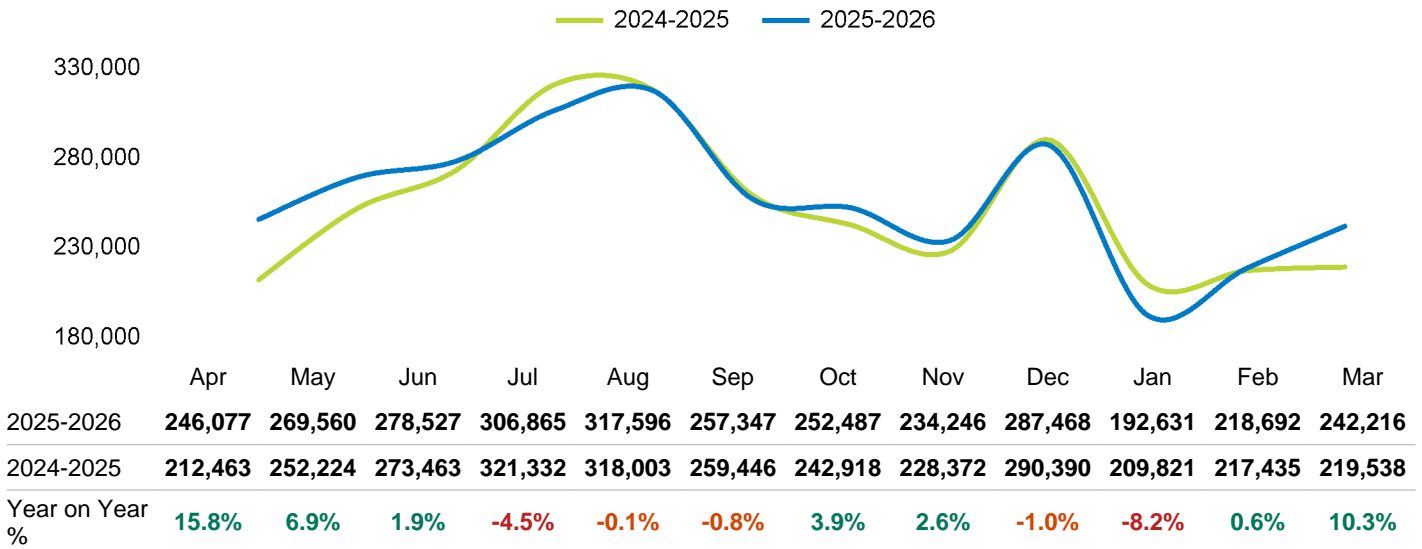
Footfall Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

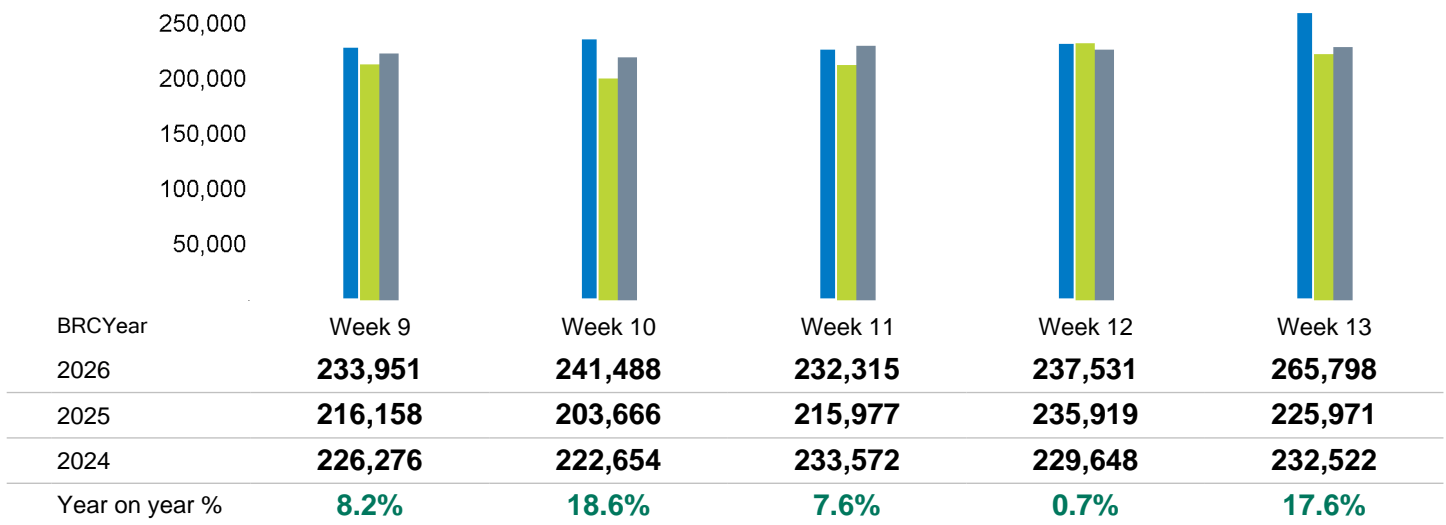
The figures shown below are calculated using weekly averages.



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

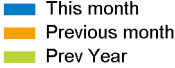











Footfall Counts by week of month

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	18,894	7.8%	17,054	17,052	10.8%	10.8%	
Commercial Arcade at High Street, Westbound	15,651	6.5%	14,342	14,139	9.1%	10.7%	
High Street at Commercial Arcade, Northbound	32,682	13.5%	29,284	29,824	11.6%	9.6%	
High Street at Commercial Arcade, Southbound	34,283	14.2%	30,830	31,236	11.2%	9.8%	
Market Square from Market Steps	31,939	13.2%	28,467	27,897	12.2%	14.5%	
Market Square from the Arcade	18,304	7.6%	16,224	15,220	12.8%	20.3%	
Market Square from the Church	13,830	5.7%	11,712	11,821	18.1%	17.0%	
The Pollet at High Street, Northbound	25,463	10.5%	23,348	24,648	9.1%	3.3%	
The Pollet at High Street, Southbound	26,928	11.1%	24,976	25,746	7.8%	4.6%	
The Pollet at Smith Street, Eastbound	12,863	5.3%	11,890	11,689	8.2%	10.0%	
The Pollet at Smith Street, Westbound	11,374	4.7%	10,562	10,261	7.7%	10.8%	



Reporting dates

This month - 02 March 2026 - 05 April 2026

Year to Date % change is the annual % change in footfall from the start the current reporting year compared to the same period last year.
05 January 2026 - 05 April 2026 vs 06 January 2025 - 06 April 2025

Year on year % change is the % change for this month compared to the same month in the previous year.
02 March 2026 - 05 April 2026 vs 03 March 2025 - 06 April 2025

Month on month % change is the % change for this month compared to the previous month.
02 March 2026 - 05 April 2026 vs 02 February 2026 - 01 March 2026

