



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	1.8%	-2.2%	17.6%	-2.8%	11.9%	-4.2%
South West	2.7%	-3.9%	7.8%	-3.5%	6.5%	0.0%
UK	-2.6%	0.7%	-2.3%	5.8%	7.8%	2.1%

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 13,480,429 which is 1.9% up on the previous year.

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 week commencing 30 March 2026 was 265,798.

The busiest day in week commencing 30 March 2026 was Saturday with 55,211 visitors.

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

Footfall Counts by week

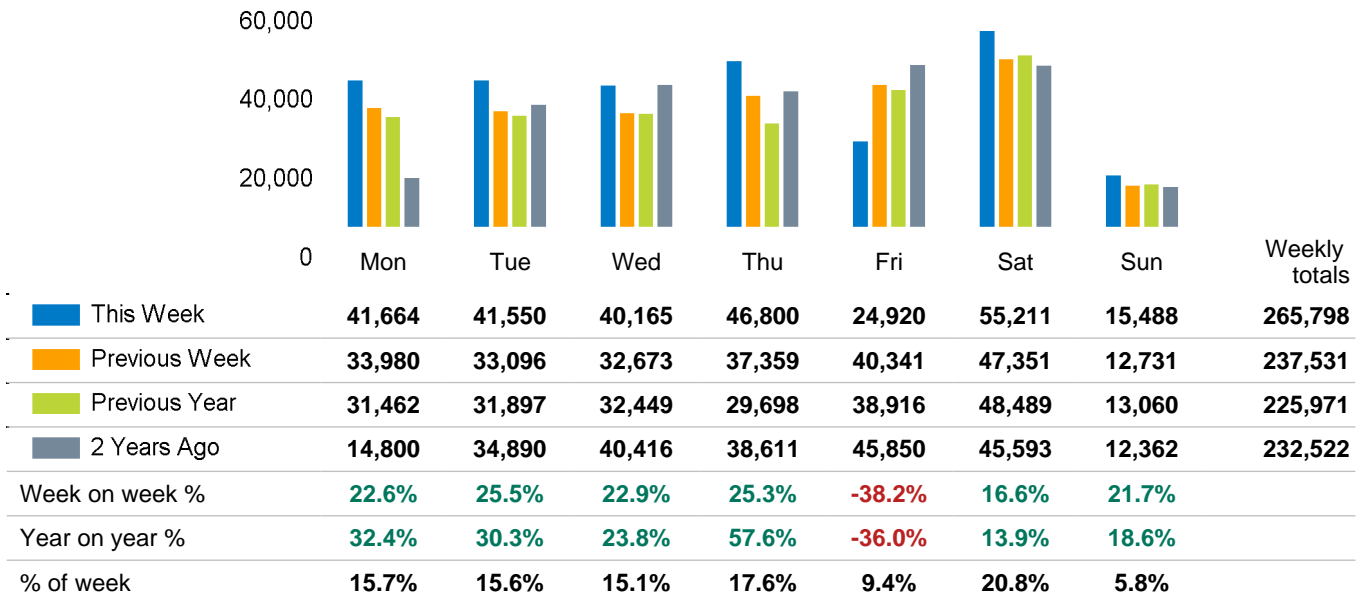


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

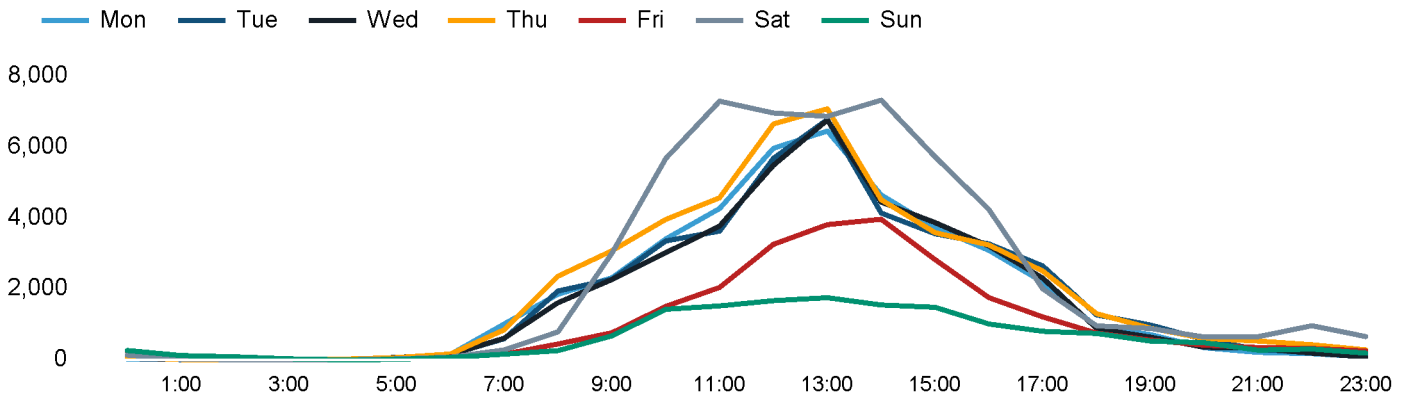
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	14°	14°	14°	13°	12°	15°	12°
Previous week	15°	15°	13°	12°	12°	12°	12°
Previous year	19°	18°	16°	16°	18°	17°	15°

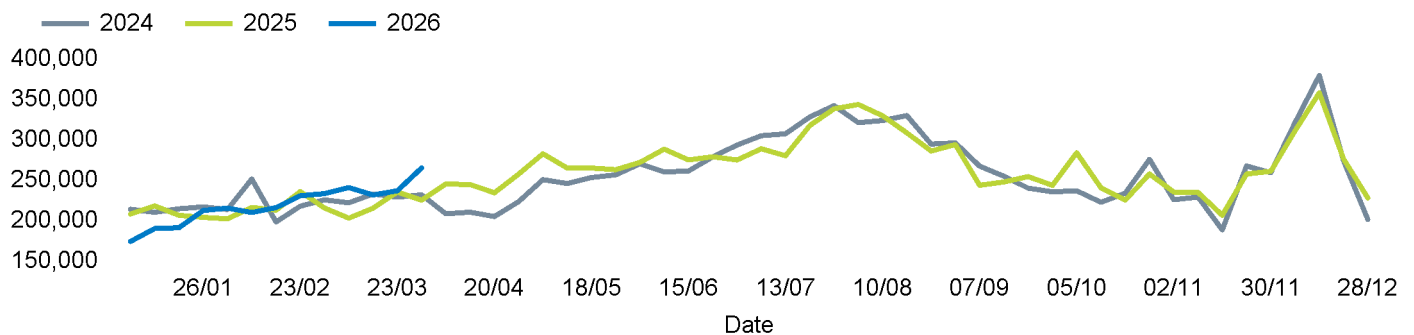
Footfall Counts by day



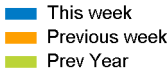











Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Commercial Arcade at High Street, Eastbound	20,556	7.7%	18,113	17,436	13.5%	17.9%	
Commercial Arcade at High Street, Westbound	16,923	6.4%	15,040	14,319	12.5%	18.2%	
High Street at Commercial Arcade, Northbound	34,653	13.0%	32,049	30,312	8.1%	14.3%	
High Street at Commercial Arcade, Southbound	35,953	13.5%	34,101	31,302	5.4%	14.9%	
Market Square from Market Steps	38,579	14.5%	30,531	29,450	26.4%	31.0%	
Market Square from the Arcade	20,401	7.7%	18,432	16,213	10.7%	25.8%	
Market Square from the Church	17,599	6.6%	13,437	12,852	31.0%	36.9%	
The Pollet at High Street, Northbound	27,604	10.4%	24,954	25,610	10.6%	7.8%	
The Pollet at High Street, Southbound	28,569	10.7%	26,590	25,965	7.4%	10.0%	
The Pollet at Smith Street, Eastbound	13,165	5.0%	12,875	12,132	2.3%	8.5%	
The Pollet at Smith Street, Westbound	11,796	4.4%	11,409	10,380	3.4%	13.6%	



Reporting dates

This week - 30 March 2026 - 05 April 2026

Year to Date % change is the annual % change in footfall from week 1 of 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 week compared to the same week in the previous year.
30 March 2026 - 05 April 2026 vs 31 March 2025 - 06 April 2025

Week on week % change is the % change for this week compared to the previous week.
30 March 2026 - 05 April 2026 vs 23 March 2026 - 29 March 2026

