



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	2.4%	0.9%	12.4%	14.3%	7.2%	-4.2%
South West	3.1%	-3.5%	7.9%	-2.7%	2.8%	-2.3%
UK	-2.2%	1.2%	4.3%	0.9%	4.6%	-2.9%

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 13,514,687 which is 1.4% up on the previous year.

The total number of visitors for the year to date is 3,616,801 which is 2.4% up on the previous year.

The total number of visitors to St Peter Port, Guernsey in week commencing 20 April 2026 was 264,268.

The busiest day in week commencing 20 April 2026 was Saturday with 48,786 visitors.

The peak hour of the week was 13:00 on Friday 24 April 2026 with footfall of 6,260.

Footfall Counts by week

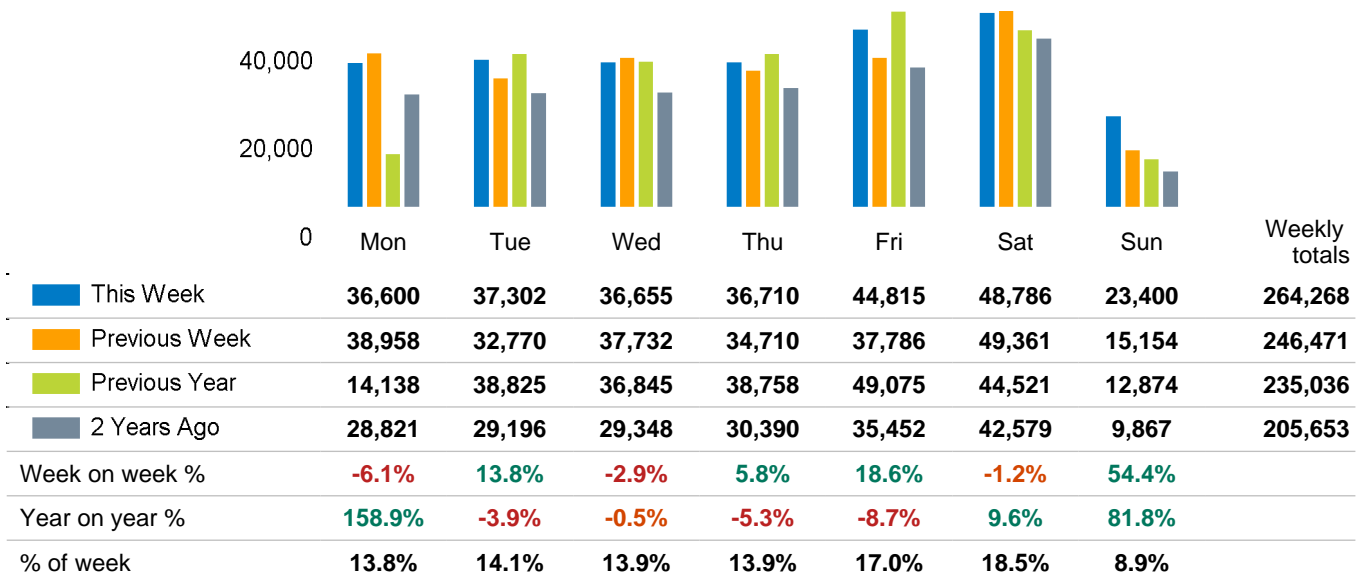


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

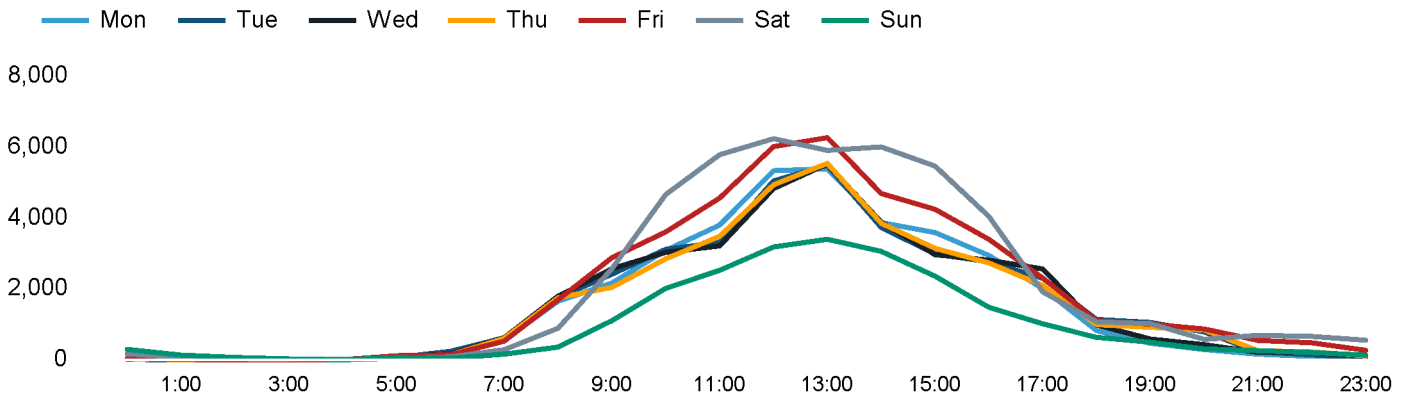
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	14°	14°	15°	17°	17°	20°	18°
Previous week	13°	14°	15°	16°	17°	17°	14°
Previous year	16°	18°	17°	16°	19°	18°	20°

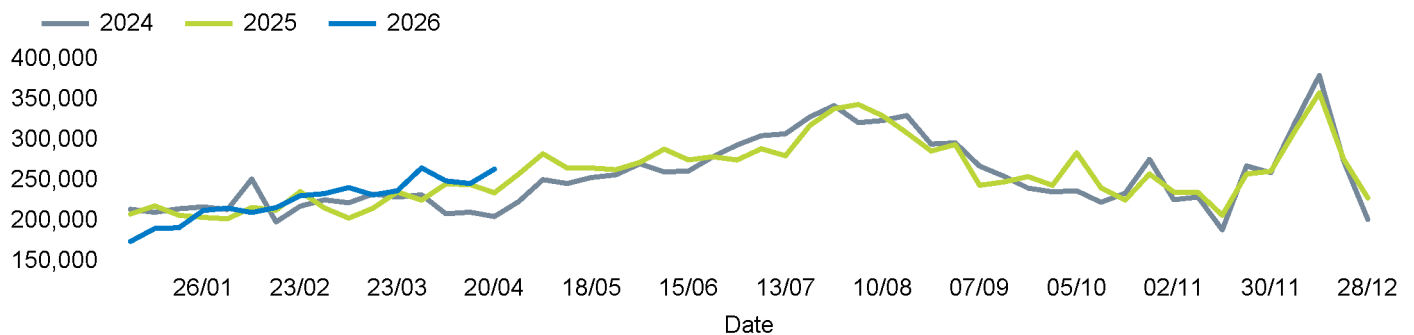
Footfall Counts by day



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	20,768	7.9%	19,682	18,666	5.5%	11.3%	
Commercial Arcade at High Street, Westbound	16,736	6.3%	15,709	14,837	6.5%	12.8%	
High Street at Commercial Arcade, Northbound	34,777	13.2%	31,189	31,257	11.5%	11.3%	
High Street at Commercial Arcade, Southbound	36,391	13.8%	32,556	32,318	11.8%	12.6%	
Market Square from Market Steps	35,756	13.5%	33,091	31,550	8.1%	13.3%	
Market Square from the Arcade	18,977	7.2%	18,518	17,254	2.5%	10.0%	
Market Square from the Church	15,668	5.9%	14,776	14,285	6.0%	9.7%	
The Pollet at High Street, Northbound	28,768	10.9%	26,706	26,298	7.7%	9.4%	
The Pollet at High Street, Southbound	29,747	11.3%	28,570	26,438	4.1%	12.5%	
The Pollet at Smith Street, Eastbound	13,674	5.2%	13,092	12,002	4.4%	13.9%	
The Pollet at Smith Street, Westbound	13,006	4.9%	12,582	10,131	3.4%	28.4%	



Reporting dates

This week - 20 April 2026 - 26 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 - 26 April 2026 vs 06 January 2025 - 27 April 2025

Year on year % change is the % change for this week compared to the same week in the previous year.
20 April 2026 - 26 April 2026 vs 21 April 2025 - 27 April 2025

Week on week % change is the % change for this week compared to the previous week.
20 April 2026 - 26 April 2026 vs 13 April 2026 - 19 April 2026

