



July 2026. 06 Jul 2026 - 02 Aug 2026

Footfall Report for: St Peter Port, Guernsey

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2026	2025	2026	2025	2026	2025
St Peter Port, Guernsey	0.9%	1.4%	2.1%	-4.5%	13.7%	10.2%
South West	2.1%	-3.4%	0.4%	-2.3%	9.7%	9.6%
UK	-2.1%	0.6%	-0.4%	0.0%	7.3%	4.1%

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

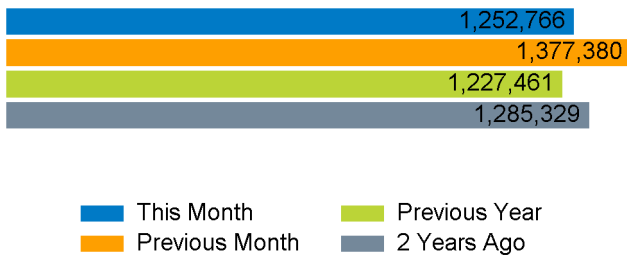
The total number of visitors for the year to date is 7,558,471 which is 0.9% up on the previous year.

The total number of visitors to St Peter Port, Guernsey in month commencing 6 July 2026 was 1,252,766.

The busiest day in month commencing 6 July 2026 was Friday 31 July with 57,755 visitors.

The peak hour of the month was 12 PM on Monday 6 July 2026 with footfall of 9,085.

Footfall Counts by month



Figures shown below are calculated using monthly totals.

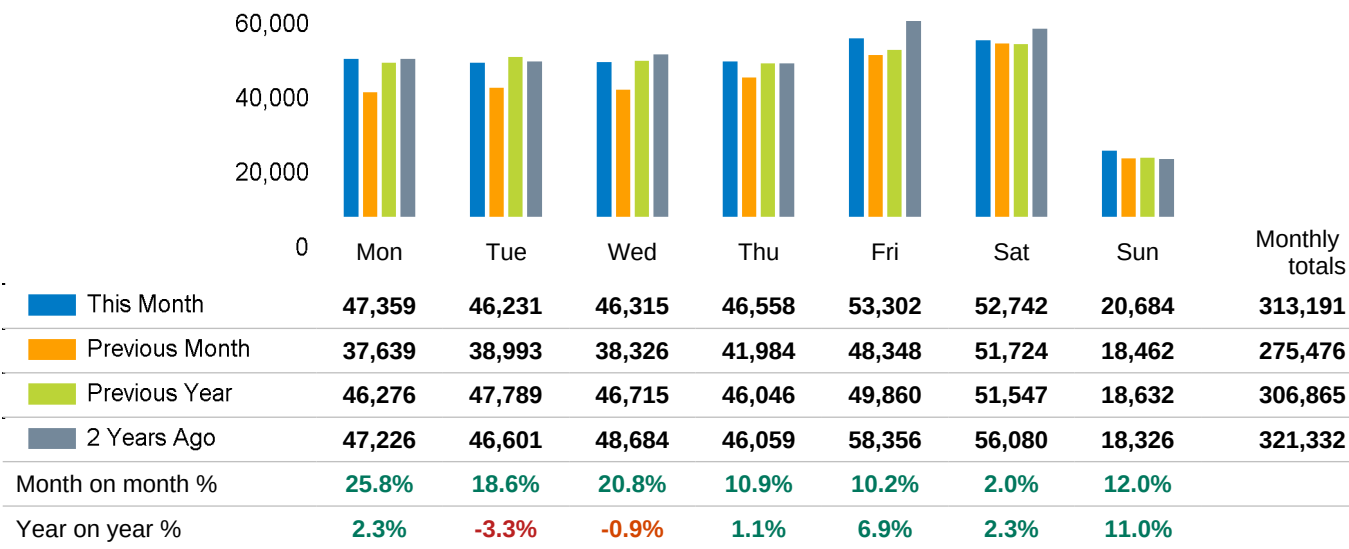
Weather

Number of days July 2026	22	5	1	
Number of days July 2025	12	14		2
Number of days July 2024	15	10	3	
Average temperature				

	Maximum temperature	Minimum temperature
2026	25°	16°
2025	24°	15°
2024	23°	14°

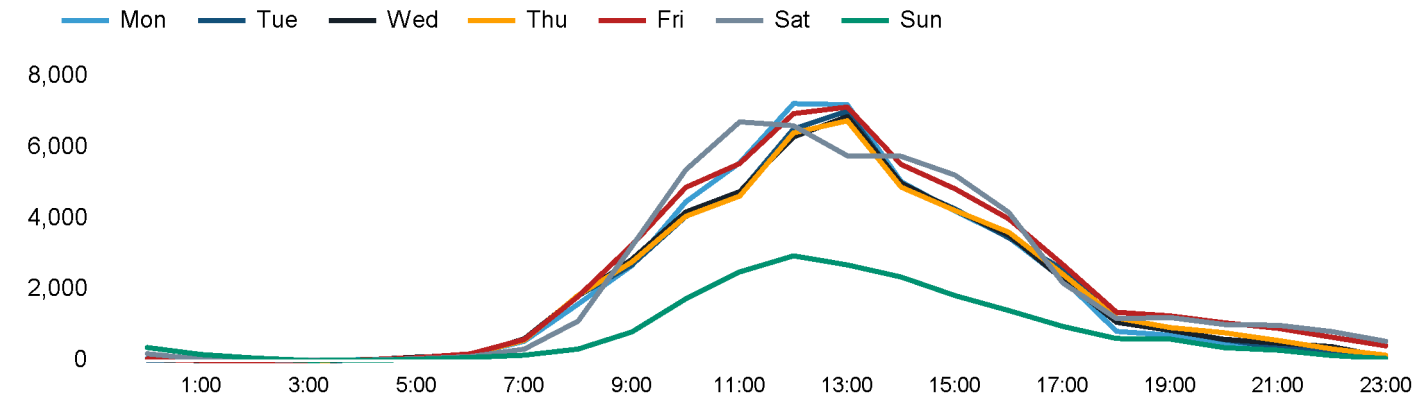
Football Counts by day

The figures shown below are calculated using weekly averages.



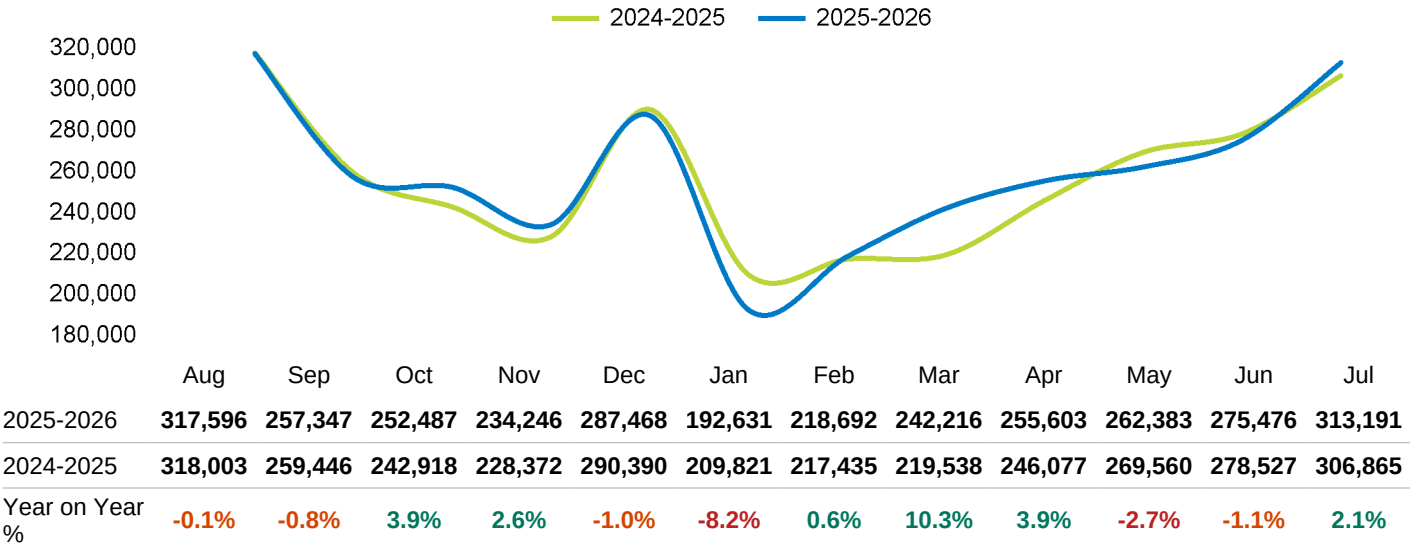
Football Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

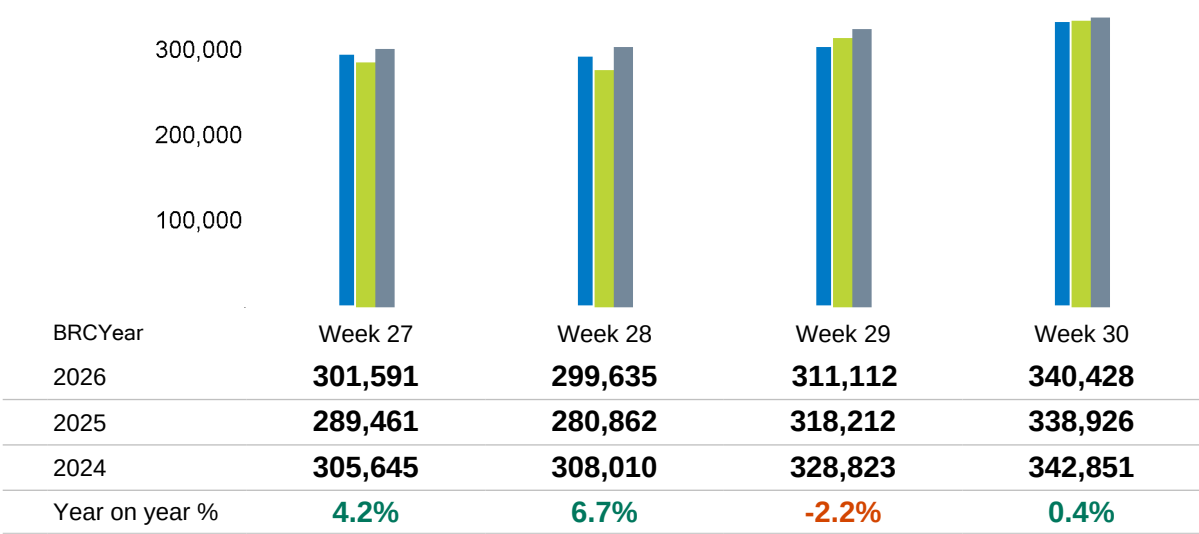
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2025-2026 period with the 2024-2025 period i.e the figure for July compares July 2026 to July 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 %	This month Previous month Prev Year
Commercial Arcade at High Street, Eastbound	24,816	7.9%	21,259	23,237	16.7%	6.8%	
Commercial Arcade at High Street, Westbound	19,597	6.3%	17,273	19,176	13.5%	2.2%	
High Street at Commercial Arcade, Northbound	41,687	13.3%	35,949	39,904	16.0%	4.5%	
High Street at Commercial Arcade, Southbound	42,592	13.6%	37,633	41,856	13.2%	1.8%	
Market Square from Market Steps	41,098	13.1%	35,961	40,051	14.3%	2.6%	
Market Square from the Arcade	20,536	6.6%	18,768	20,385	9.4%	0.7%	
Market Square from the Church	20,211	6.5%	17,477	18,614	15.6%	8.6%	
The Pollet at High Street, Northbound	35,792	11.4%	31,035	33,828	15.3%	5.8%	
The Pollet at High Street, Southbound	35,717	11.4%	32,001	35,333	11.6%	1.1%	
The Pollet at Smith Street, Eastbound	16,404	5.2%	14,963	17,827	9.6%	-8.0%	
The Pollet at Smith Street, Westbound	14,737	4.7%	13,152	16,650	12.1%	-11.5%	

Reporting dates

This month - 06 July 2026 - 02 August 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 - 02 August 2026 vs 06 January 2025 - 03 August 2025

Year on year % change is the % change for this month compared to the same month in the previous year.
06 July 2026 - 02 August 2026 vs 07 July 2025 - 03 August 2025

Month on month % change is the % change for this month compared to the previous month.
06 July 2026 - 02 August 2026 vs 01 June 2026 - 05 July 2026