



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	0.9%	1.6%	1.3%	7.0%	2.4%	1.6%
South West	2.0%	-3.3%	0.0%	0.1%	0.3%	0.7%
UK	-2.0%	0.7%	0.8%	3.5%	-0.9%	-1.6%

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 13,504,196 which is 0.6% up on the previous year.
- The total number of visitors for the year to date is 7,907,057 which is 0.9% up on the previous year.
- The total number of visitors to St Peter Port, Guernsey in week commencing 3 August 2026 was 348,586.
- The busiest day in week commencing 3 August 2026 was Wednesday with 59,831 visitors.
- The peak hour of the week was 12 PM on Wednesday 5 August 2026 with footfall of 8,406.

Footfall Counts by week

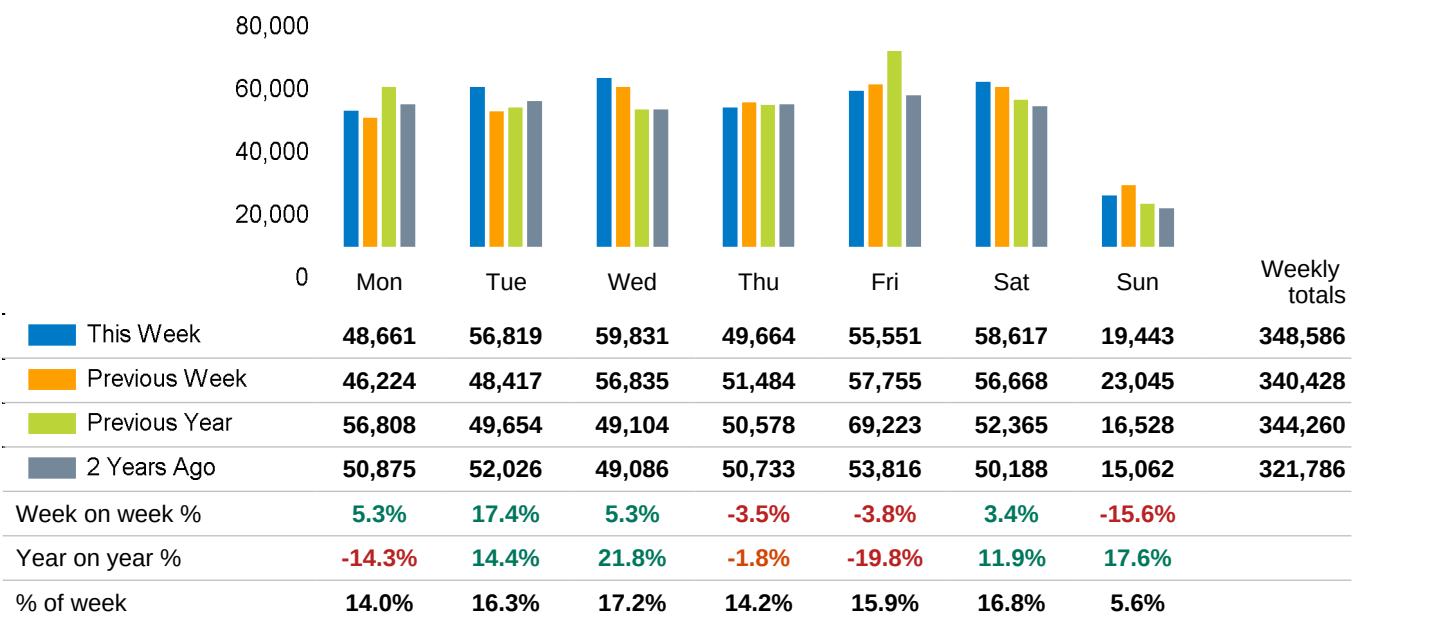


This Week Previous Year
Previous Week 2 Years Ago

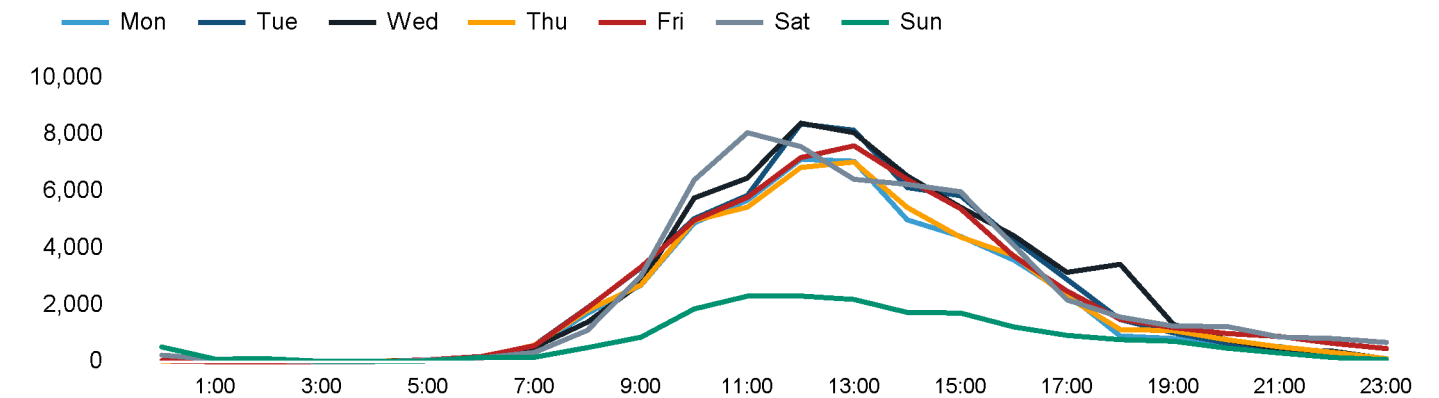
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	28°	28°	25°	22°	22°	27°	24°
Previous week	22°	25°	25°	25°	23°	22°	24°
Previous year	22°	23°	23°	22°	22°	24°	25°

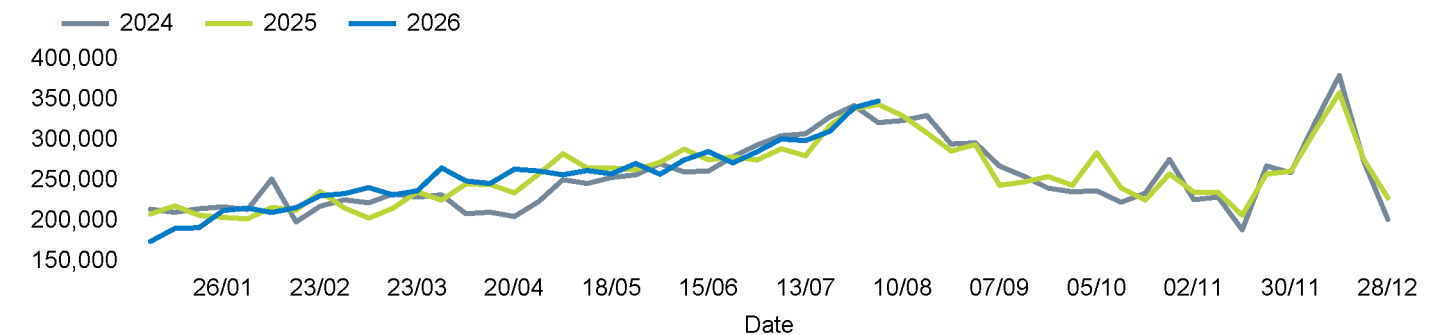
Footfall Counts by day



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 %	This week Previous week Prev Year
Commercial Arcade at High Street, Eastbound	27,531	7.9%	26,680	26,072	3.2%	5.6%	
Commercial Arcade at High Street, Westbound	22,096	6.3%	21,159	21,791	4.4%	1.4%	
High Street at Commercial Arcade, Northbound	45,199	13.0%	44,813	44,554	0.9%	1.4%	
High Street at Commercial Arcade, Southbound	47,581	13.6%	46,145	45,827	3.1%	3.8%	
Market Square from Market Steps	45,020	12.9%	43,729	48,833	3.0%	-7.8%	
Market Square from the Arcade	22,159	6.4%	22,203	22,913	-0.2%	-3.3%	
Market Square from the Church	22,577	6.5%	22,841	20,895	-1.2%	8.0%	
The Pollet at High Street, Northbound	38,896	11.2%	39,073	36,637	-0.5%	6.2%	
The Pollet at High Street, Southbound	39,395	11.3%	38,778	37,113	1.6%	6.1%	
The Pollet at Smith Street, Eastbound	19,436	5.6%	18,557	20,321	4.7%	-4.4%	
The Pollet at Smith Street, Westbound	18,696	5.4%	16,450	19,304	13.7%	-3.1%	

Reporting dates

This week - 03 August 2026 - 09 August 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 - 09 August 2026 vs 06 January 2025 - 10 August 2025

Year on year % change is the % change for this week compared to the same week in the previous year.
03 August 2026 - 09 August 2026 vs 04 August 2025 - 10 August 2025

Week on week % change is the % change for this week compared to the previous week.
03 August 2026 - 09 August 2026 vs 27 July 2026 - 02 August 2026