



Footfall Report for: St Peter Port, Guernsey

Weekly Footfall Counts

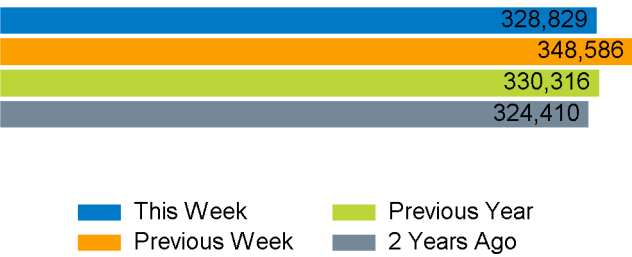
	Year to date %		Year on year %		Week on week %	
	2026	2025	2026	2025	2026	2025
St Peter Port, Guernsey	0.9%	1.6%	-0.5%	1.8%	-5.7%	-4.1%
South West	2.0%	-3.3%	0.1%	-3.2%	-3.5%	-3.3%
UK	-1.9%	0.7%	-0.6%	-0.3%	-2.9%	-1.3%

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 13,502,709 which is 0.6% up on the previous year.
- The total number of visitors for the year to date is 8,235,886 which is 0.9% up on the previous year.
- The total number of visitors to St Peter Port, Guernsey in week commencing 10 August 2026 was 328,829.
- The busiest day in week commencing 10 August 2026 was Saturday with 55,522 visitors.
- The peak hour of the week was 1 PM on Tuesday 11 August 2026 with footfall of 8,461.

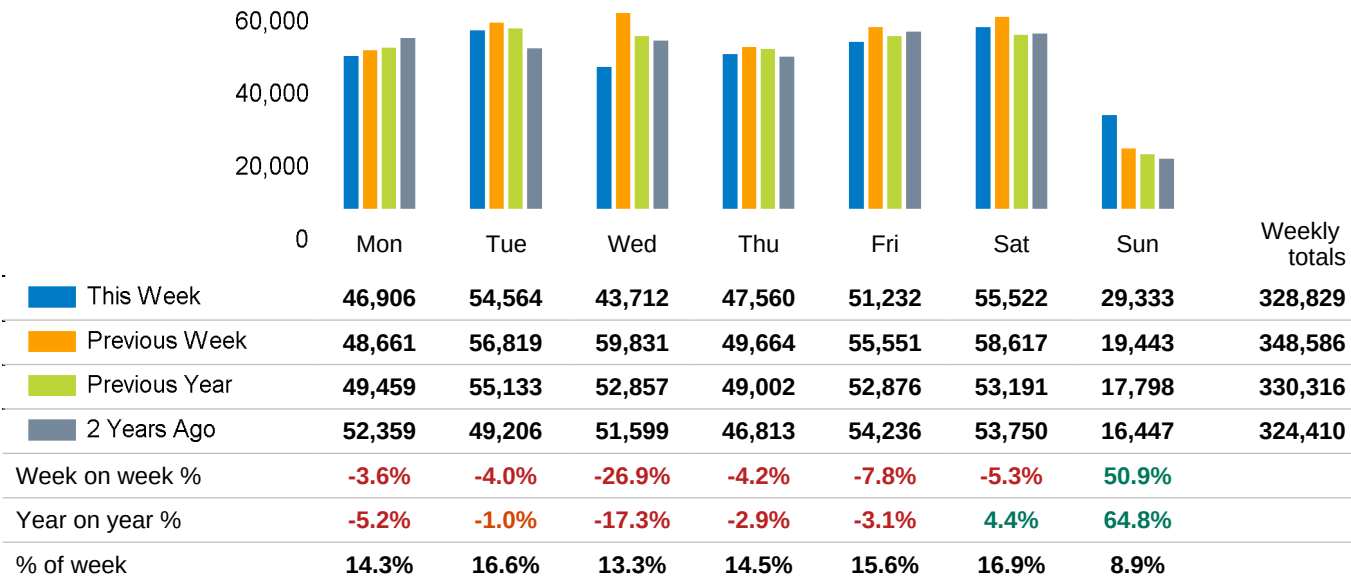
Footfall Counts by week



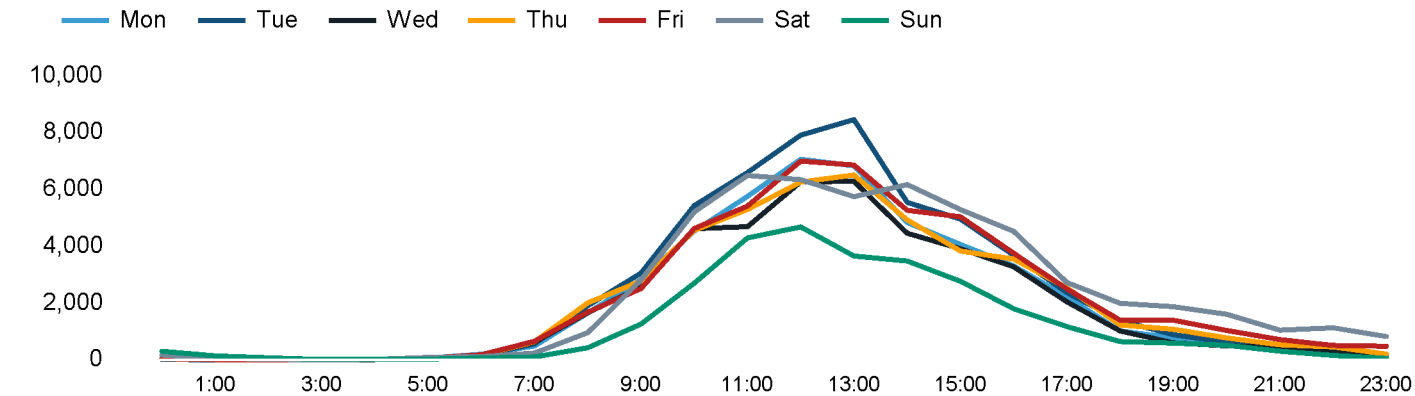
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	24°	25°	32°	32°	29°	25°	24°
Previous week	28°	28°	25°	22°	22°	27°	27°
Previous year	27°	26°	23°	26°	27°	26°	24°

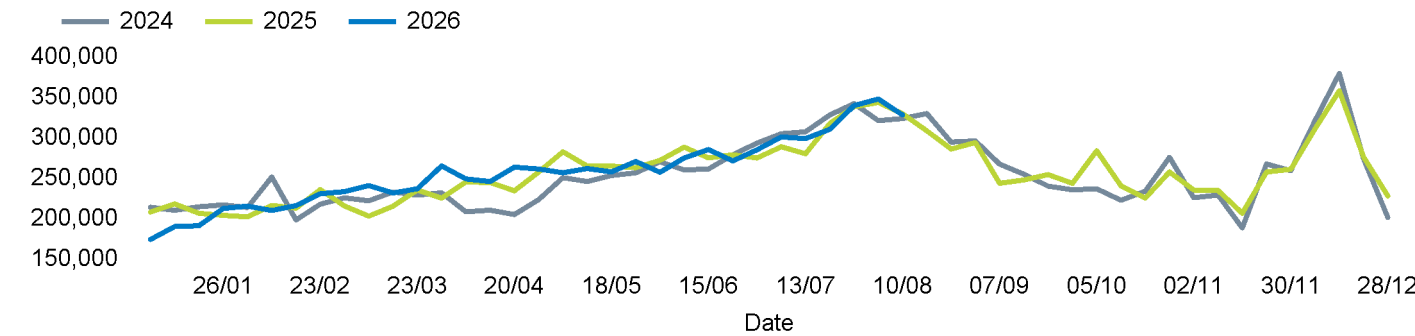
Footfall Counts by day



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	25,920	7.9%	27,531	23,997	-5.9%	8.0%	
Commercial Arcade at High Street, Westbound	20,989	6.4%	22,096	19,585	-5.0%	7.2%	
High Street at Commercial Arcade, Northbound	42,724	13.0%	45,199	40,418	-5.5%	5.7%	
High Street at Commercial Arcade, Southbound	44,795	13.6%	47,581	43,171	-5.9%	3.8%	
Market Square from Market Steps	42,682	13.0%	45,020	58,772	-5.2%	-27.4%	
Market Square from the Arcade	21,163	6.4%	22,159	20,980	-4.5%	0.9%	
Market Square from the Church	22,202	6.8%	22,577	18,976	-1.7%	17.0%	
The Pollet at High Street, Northbound	37,547	11.4%	38,896	34,672	-3.5%	8.3%	
The Pollet at High Street, Southbound	37,788	11.5%	39,395	36,072	-4.1%	4.8%	
The Pollet at Smith Street, Eastbound	17,690	5.4%	19,436	17,453	-9.0%	1.4%	
The Pollet at Smith Street, Westbound	15,329	4.7%	18,696	16,220	-18.0%	-5.5%	

Reporting dates

This week - 10 August 2026 - 16 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 - 16 August 2026 vs 06 January 2025 - 17 August 2025

Year on year % change is the % change for this week compared to the same week in the previous year.
10 August 2026 - 16 August 2026 vs 11 August 2025 - 17 August 2025

Week on week % change is the % change for this week compared to the previous week.
10 August 2026 - 16 August 2026 vs 03 August 2026 - 09 August 2026