



Footfall Report for: St Peter Port, Guernsey

Weekly Footfall Counts

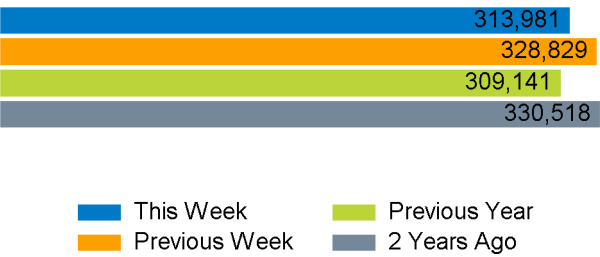
	Year to date %		Year on year %		Week on week %	
	2026	2025	2026	2025	2026	2025
St Peter Port, Guernsey	0.9%	1.3%	1.6%	-6.5%	-4.5%	-6.4%
South West	1.8%	-3.2%	-2.0%	-2.0%	0.5%	2.2%
UK	-1.9%	0.8%	-2.0%	2.8%	-0.1%	0.9%

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 13,507,549 which is 0.8% up on the previous year.
- The total number of visitors for the year to date is 8,549,867 which is 0.9% up on the previous year.
- The total number of visitors to St Peter Port, Guernsey in week commencing 17 August 2026 was 313,981.
- The busiest day in week commencing 17 August 2026 was Friday with 54,017 visitors.
- The peak hour of the week was 1 PM on Monday 17 August 2026 with footfall of 7,635.

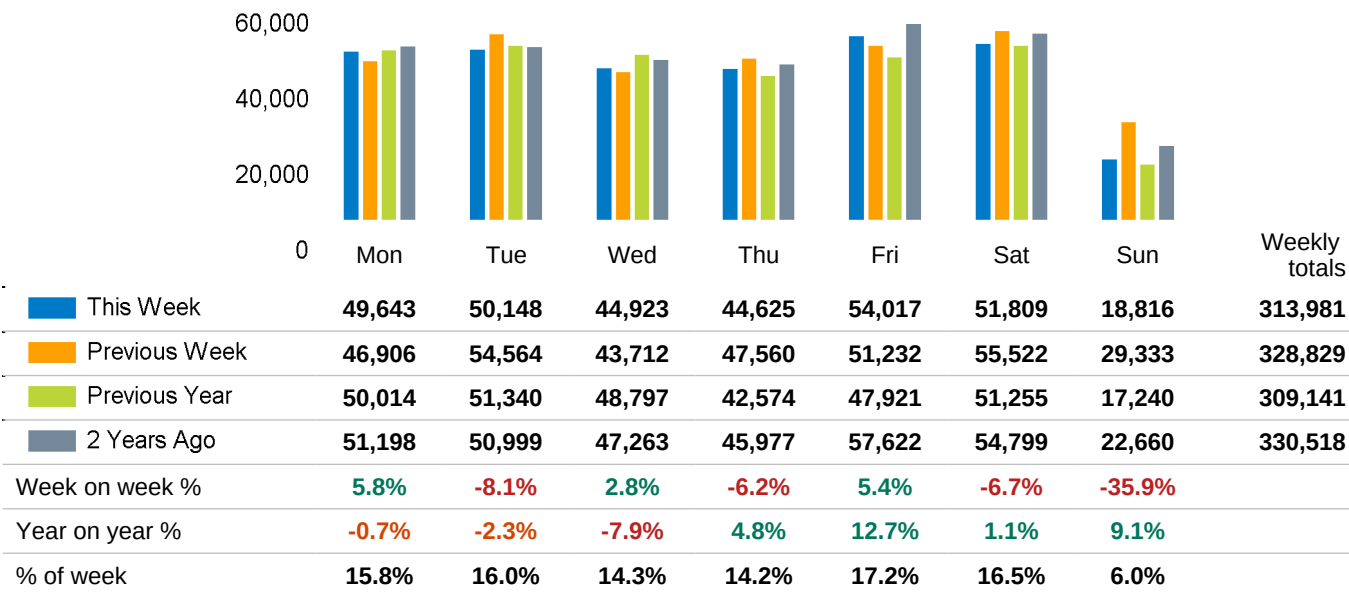
Footfall Counts by week



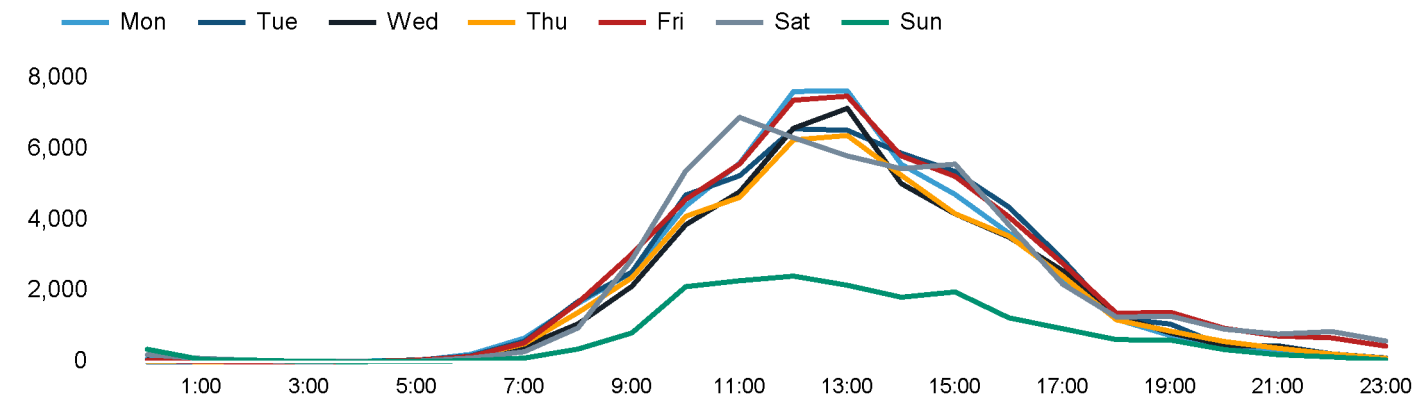
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	25°	23°	22°	22°	22°	21°	22°
Previous week	24°	25°	32°	32°	29°	25°	25°
Previous year	24°	22°	21°	23°	25°	24°	29°

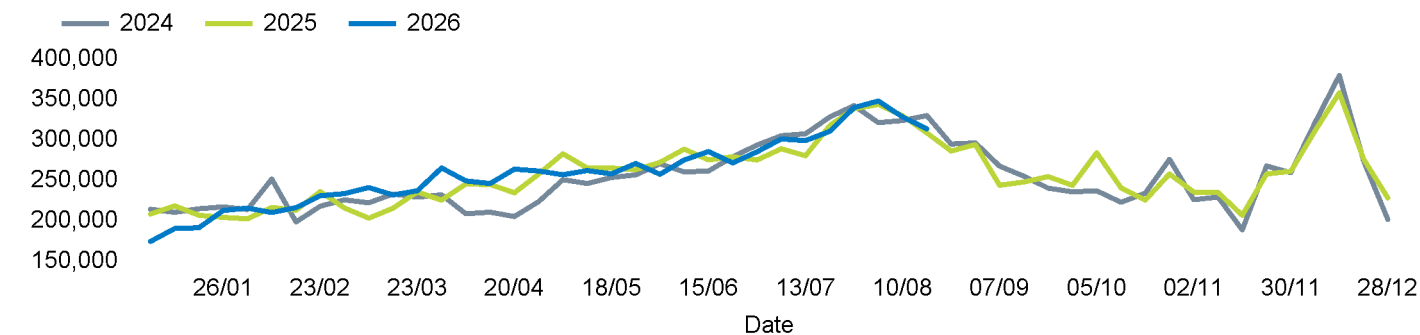
Footfall Counts by day



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	25,216	8.0%	25,920	23,465	-2.7%	7.5%	
Commercial Arcade at High Street, Westbound	20,662	6.6%	20,989	19,483	-1.6%	6.1%	
High Street at Commercial Arcade, Northbound	40,094	12.8%	42,724	40,020	-6.2%	0.2%	
High Street at Commercial Arcade, Southbound	42,403	13.5%	44,795	42,028	-5.3%	0.9%	
Market Square from Market Steps	40,260	12.8%	42,682	40,322	-5.7%	-0.2%	
Market Square from the Arcade	20,711	6.6%	21,163	20,244	-2.1%	2.3%	
Market Square from the Church	20,786	6.6%	22,202	18,604	-6.4%	11.7%	
The Pollet at High Street, Northbound	35,875	11.4%	37,547	35,126	-4.5%	2.1%	
The Pollet at High Street, Southbound	36,472	11.6%	37,788	35,851	-3.5%	1.7%	
The Pollet at Smith Street, Eastbound	16,670	5.3%	17,690	17,796	-5.8%	-6.3%	
The Pollet at Smith Street, Westbound	14,832	4.7%	15,329	16,202	-3.2%	-8.5%	

Reporting dates

This week - 17 August 2026 - 23 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 - 23 August 2026 vs 06 January 2025 - 24 August 2025

Year on year % change is the % change for this week compared to the same week in the previous year.
17 August 2026 - 23 August 2026 vs 18 August 2025 - 24 August 2025

Week on week % change is the % change for this week compared to the previous week.
17 August 2026 - 23 August 2026 vs 10 August 2026 - 16 August 2026