



August 2026. 03 Aug 2026 - 30 Aug 2026

Footfall Report for: St Peter Port, Guernsey

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2026	2025	2026	2025	2026	2025
St Peter Port, Guernsey	1.2%	1.2%	2.8%	-0.1%	4.2%	3.5%
South West	1.9%	-3.2%	0.5%	-1.9%	2.7%	2.9%
UK	-1.8%	0.7%	-0.1%	0.8%	-1.4%	-1.8%

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 8,864,211 which is 1.2% up on the previous year.

The total number of visitors to St Peter Port, Guernsey in month commencing 3 August 2026 was 1,305,740.

The busiest day in month commencing 3 August 2026 was Wednesday 5 August with 59,831 visitors.

The peak hour of the month was 1 PM on Tuesday 11 August 2026 with footfall of 8,461.

Footfall Counts by month



■ This Month ■ Previous Year
■ Previous Month ■ 2 Years Ago

Figures shown below are calculated using monthly totals.

Weather



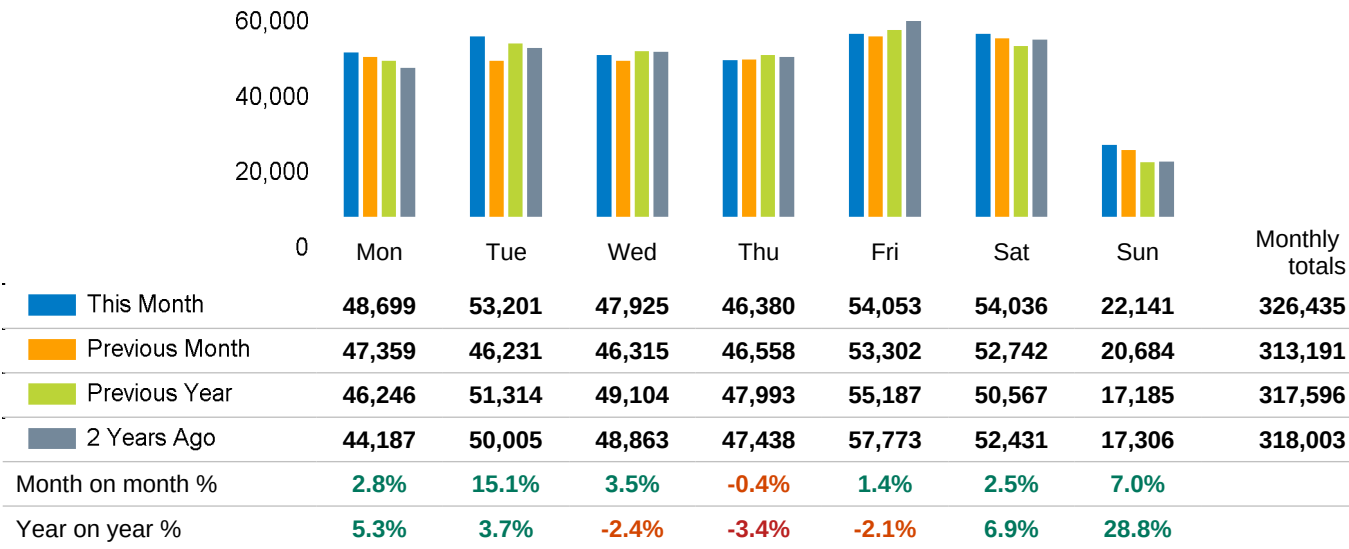
Number of days August 2026	21	7	
Number of days August 2025	17	11	
Number of days August 2024	12	15	1

Average temperature

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

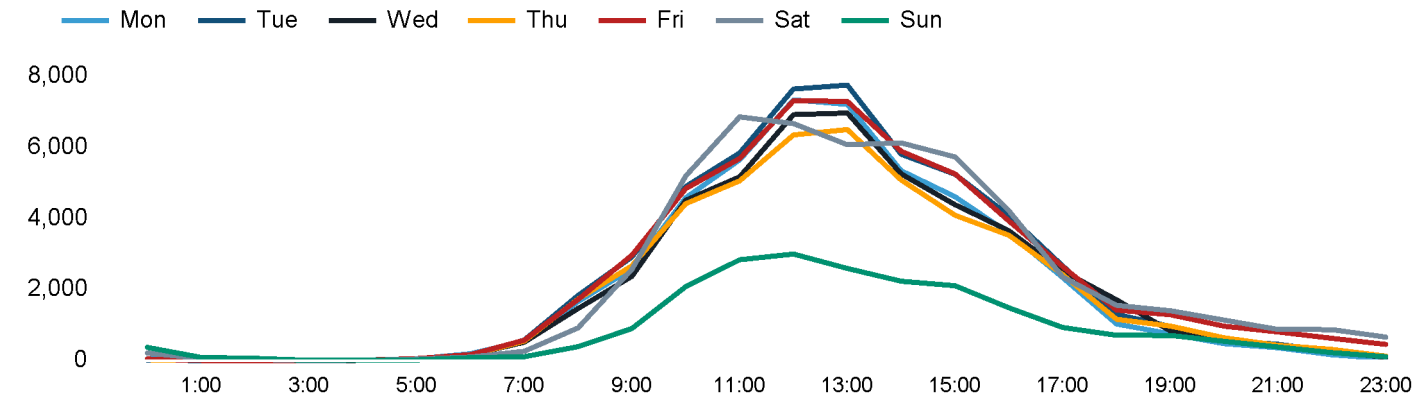
Football Counts by day

The figures shown below are calculated using weekly averages.



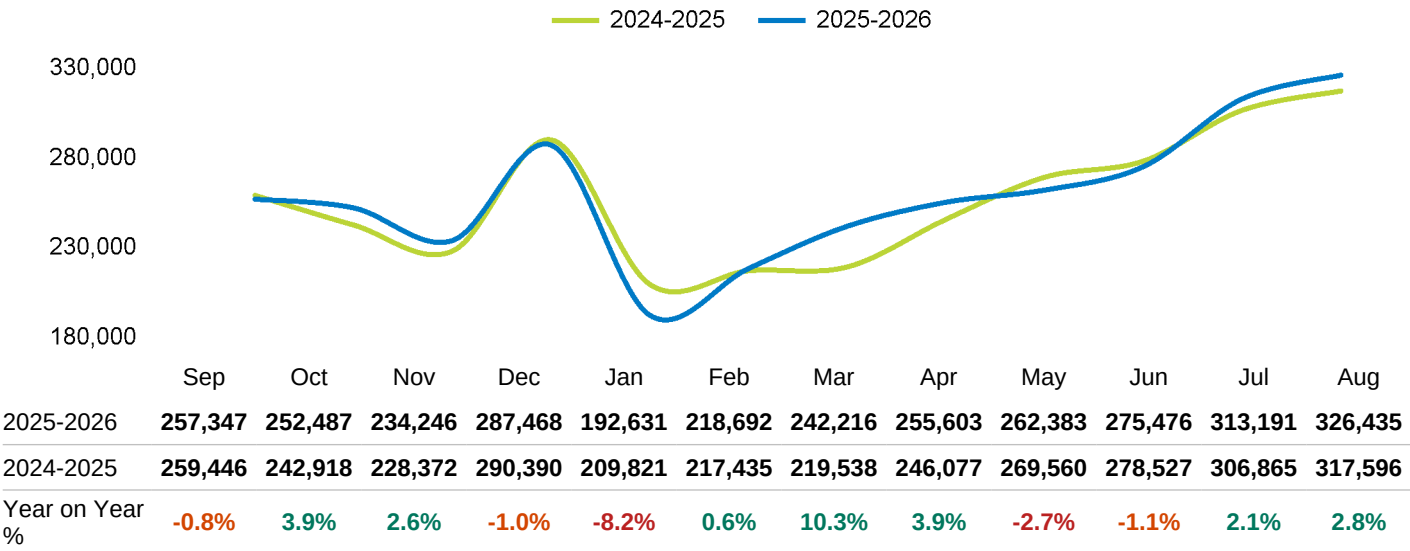
Football Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

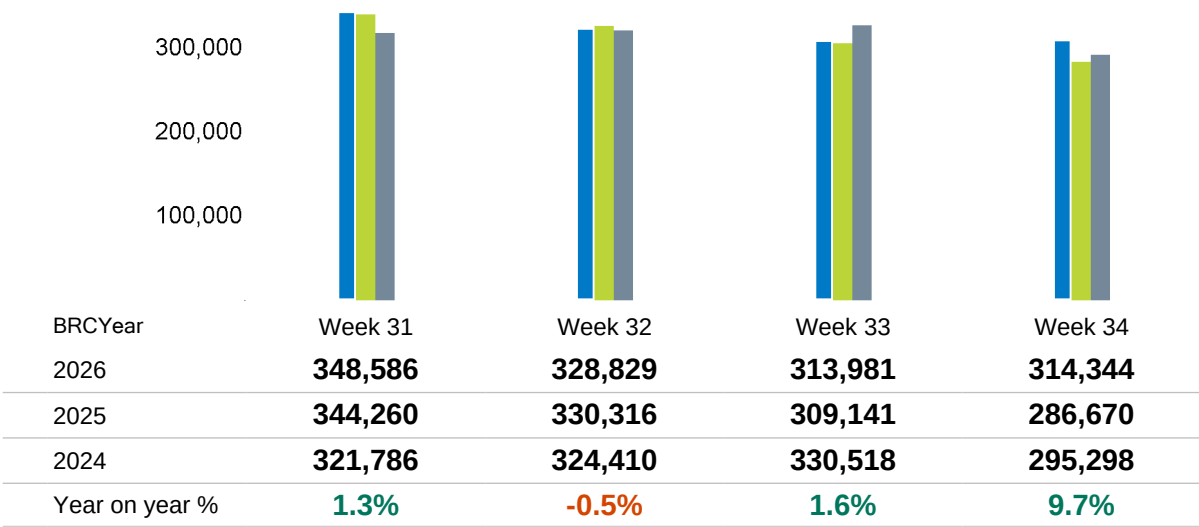
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2025-2026 period with the 2024-2025 period i.e the figure for August compares August 2026 to August 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	25,992	8.0%	24,816	23,923	4.7%	8.6%	
Commercial Arcade at High Street, Westbound	21,106	6.5%	19,597	19,746	7.7%	6.9%	
High Street at Commercial Arcade, Northbound	42,317	13.0%	41,687	40,487	1.5%	4.5%	
High Street at Commercial Arcade, Southbound	44,478	13.6%	42,592	42,356	4.4%	5.0%	
Market Square from Market Steps	41,918	12.8%	41,098	46,836	2.0%	-10.5%	
Market Square from the Arcade	21,146	6.5%	20,536	20,795	3.0%	1.7%	
Market Square from the Church	21,370	6.5%	20,211	19,018	5.7%	12.4%	
The Pollet at High Street, Northbound	37,072	11.4%	35,792	34,542	3.6%	7.3%	
The Pollet at High Street, Southbound	37,547	11.5%	35,717	35,359	5.1%	6.2%	
The Pollet at Smith Street, Eastbound	17,603	5.4%	16,404	17,925	7.3%	-1.8%	
The Pollet at Smith Street, Westbound	15,881	4.9%	14,737	16,604	7.8%	-4.4%	

Reporting dates

This month - 03 August 2026 - 30 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 - 30 August 2026 vs 06 January 2025 - 31 August 2025

Year on year % change is the % change for this month compared to the same month in the previous year.
03 August 2026 - 30 August 2026 vs 04 August 2025 - 31 August 2025

Month on month % change is the % change for this month compared to the previous month.
03 August 2026 - 30 August 2026 vs 06 July 2026 - 02 August 2026