



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	1.2%	1.2%	9.7%	-2.9%	0.1%	-7.3%
South West	1.9%	-3.2%	4.3%	-3.8%	1.6%	-3.9%
UK	-1.8%	0.7%	1.3%	-2.4%	-2.2%	-4.1%

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 13,535,223 which is 1.1% up on the previous year.
- 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 week commencing 24 August 2026 was 314,344.
- The busiest day in week commencing 24 August 2026 was Friday with 55,405 visitors.
- The peak hour of the week was 1 PM on Tuesday 25 August 2026 with footfall of 7,848.

Footfall Counts by week

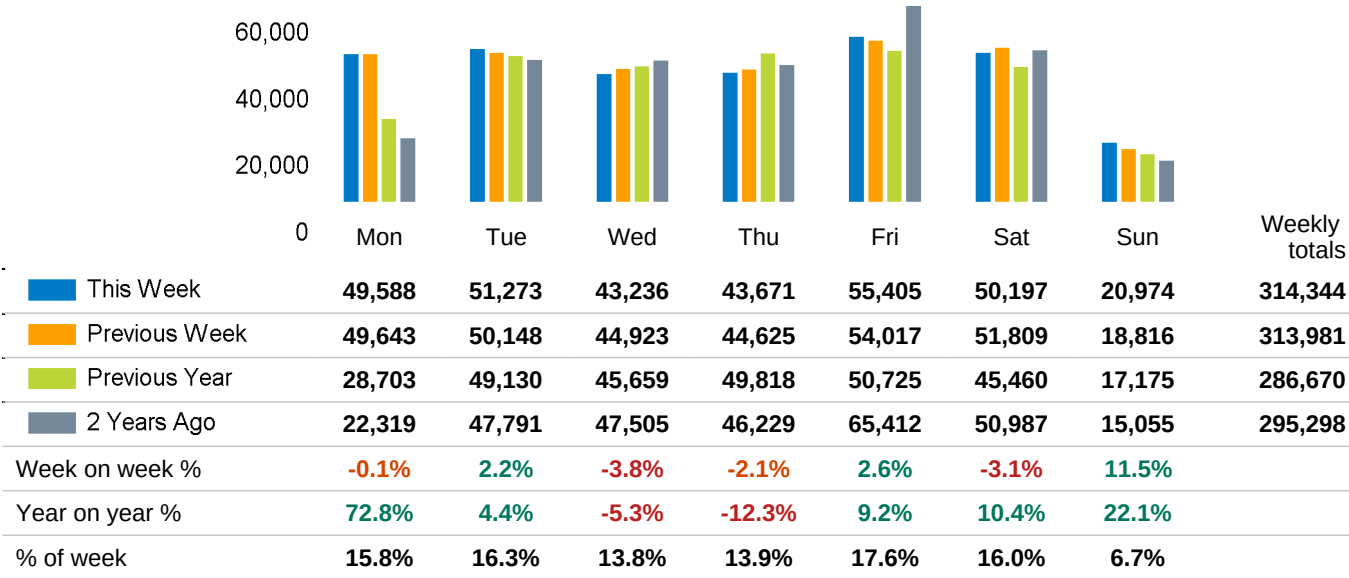


This Week Previous Year
Previous Week 2 Years Ago

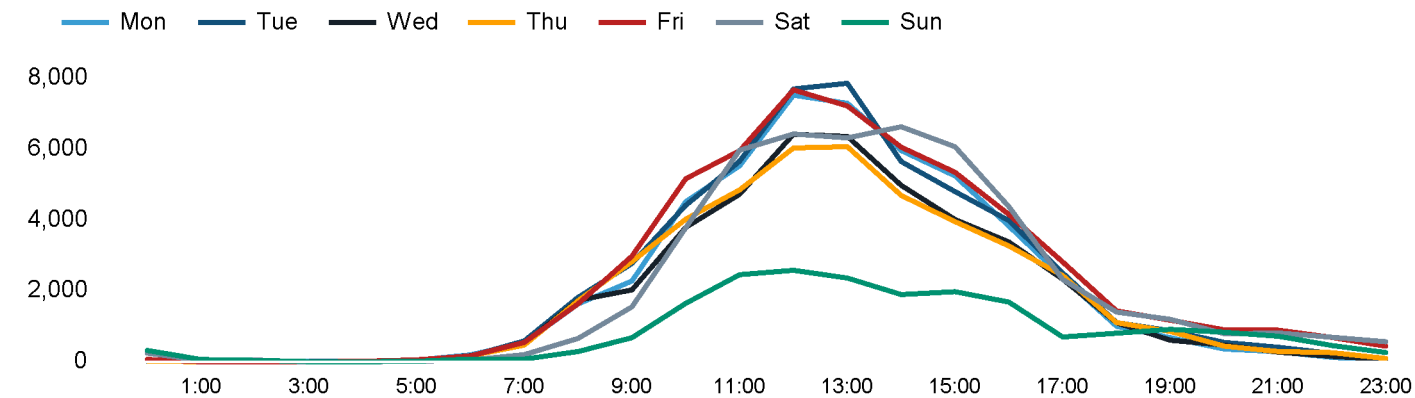
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	22°	25°	25°	23°	23°	22°	21°
Previous week	25°	23°	22°	22°	22°	21°	22°
Previous year	29°	28°	23°	23°	21°	21°	23°

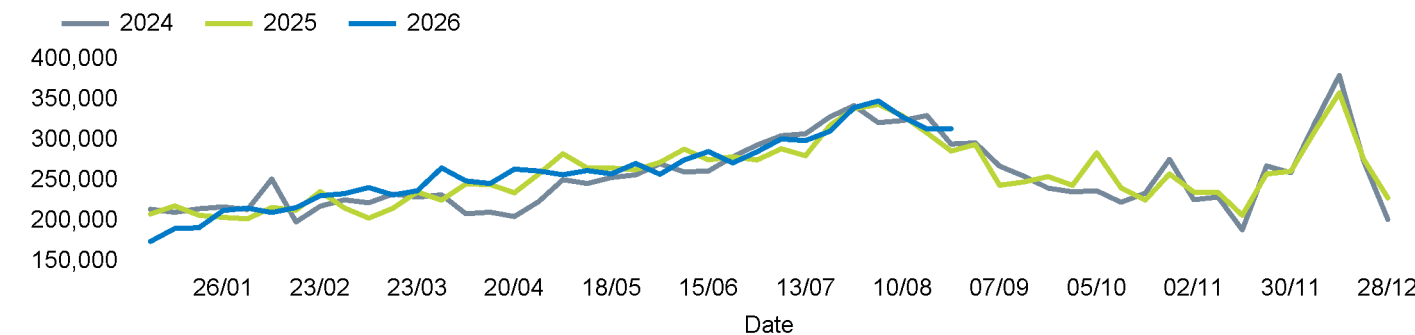
Footfall Counts by day



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	25,301	8.0%	25,216	22,159	0.3%	14.2%	
Commercial Arcade at High Street, Westbound	20,680	6.6%	20,662	18,127	0.1%	14.1%	
High Street at Commercial Arcade, Northbound	41,254	13.1%	40,094	36,959	2.9%	11.6%	
High Street at Commercial Arcade, Southbound	43,136	13.7%	42,403	38,401	1.7%	12.3%	
Market Square from Market Steps	39,710	12.6%	40,260	39,420	-1.4%	0.7%	
Market Square from the Arcade	20,553	6.5%	20,711	19,044	-0.8%	7.9%	
Market Square from the Church	19,915	6.3%	20,786	17,597	-4.2%	13.2%	
The Pollet at High Street, Northbound	35,973	11.4%	35,875	31,736	0.3%	13.4%	
The Pollet at High Street, Southbound	36,535	11.6%	36,472	32,402	0.2%	12.8%	
The Pollet at Smith Street, Eastbound	16,618	5.3%	16,670	16,132	-0.3%	3.0%	
The Pollet at Smith Street, Westbound	14,669	4.7%	14,832	14,693	-1.1%	-0.2%	

Reporting dates

This week - 24 August 2026 - 30 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 - 30 August 2026 vs 06 January 2025 - 31 August 2025

Year on year % change is the % change for this week compared to the same week in the previous year.
24 August 2026 - 30 August 2026 vs 25 August 2025 - 31 August 2025

Week on week % change is the % change for this week compared to the previous week.
24 August 2026 - 30 August 2026 vs 17 August 2026 - 23 August 2026