

UK Regional Footfall Analysis November 2023

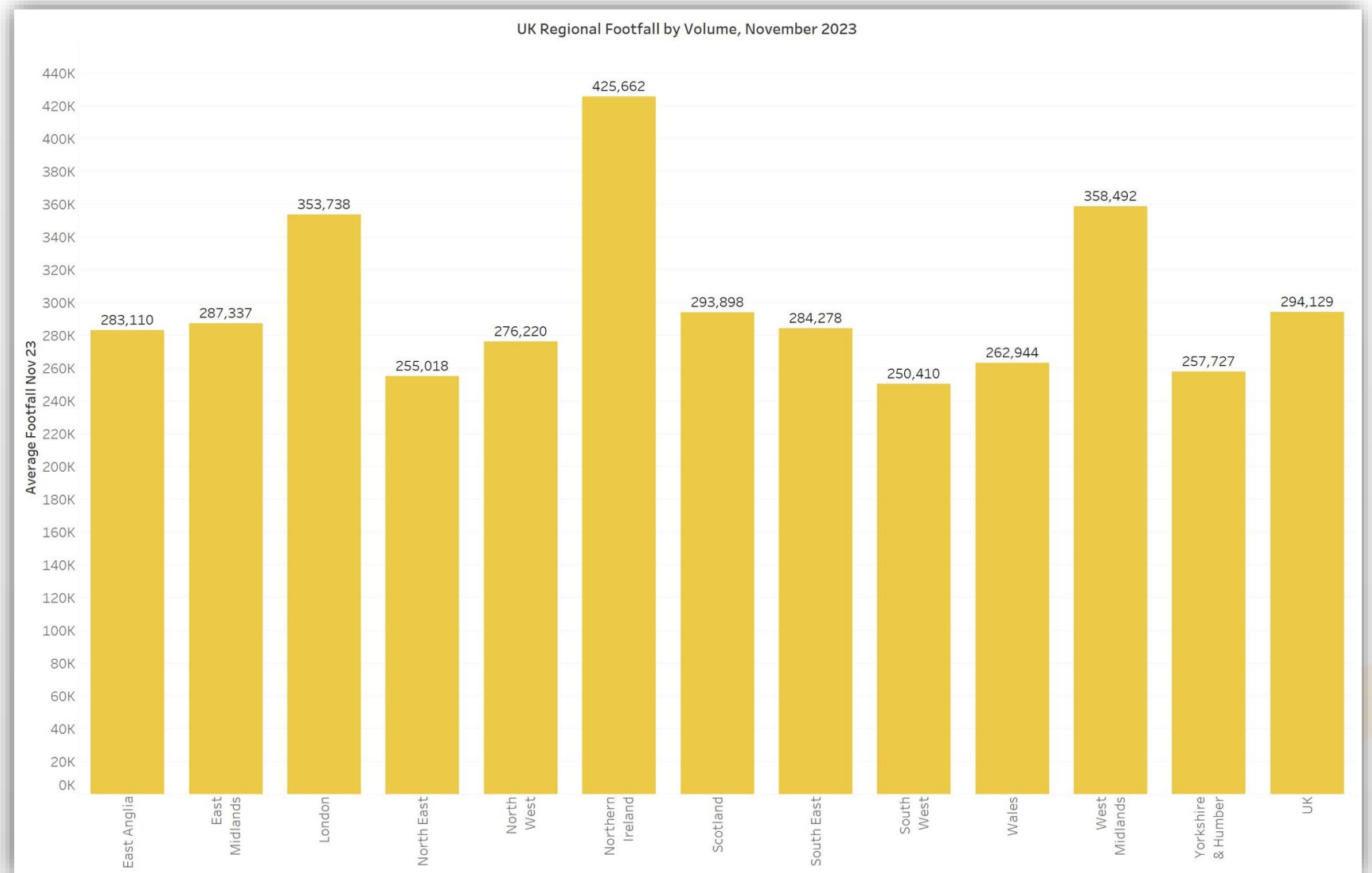


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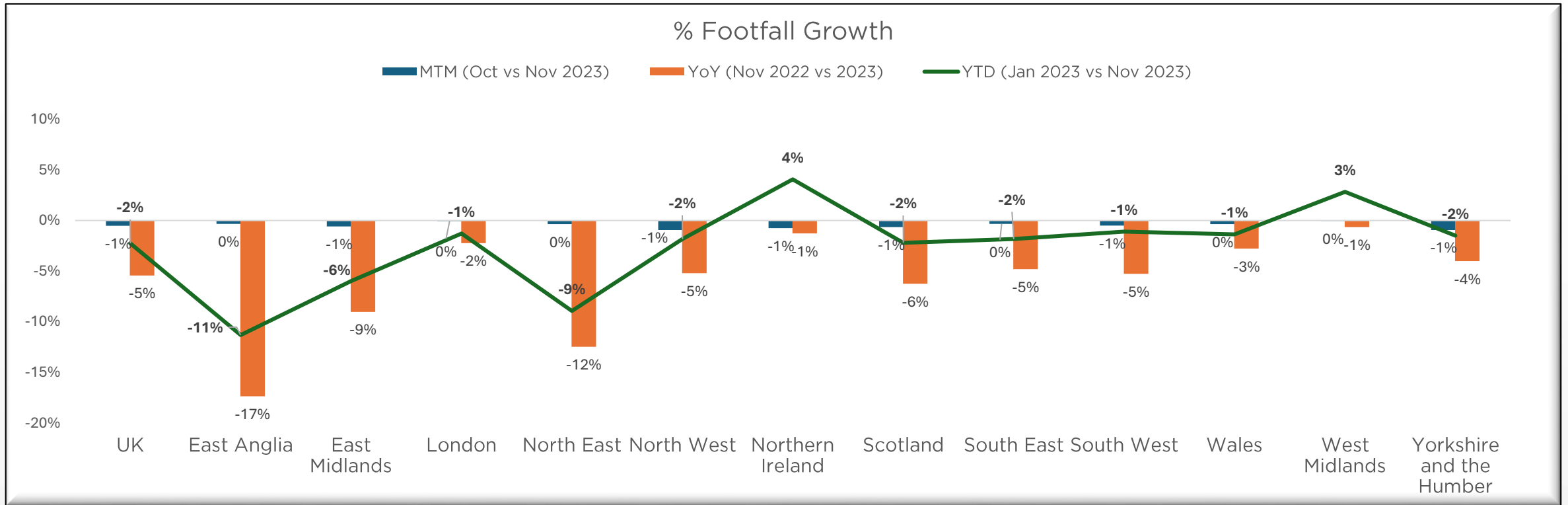
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UK Regional Footfall by Volume

In November 2023, Northern Ireland, West Midlands, and London surpassed the national average footfall of 294,129.

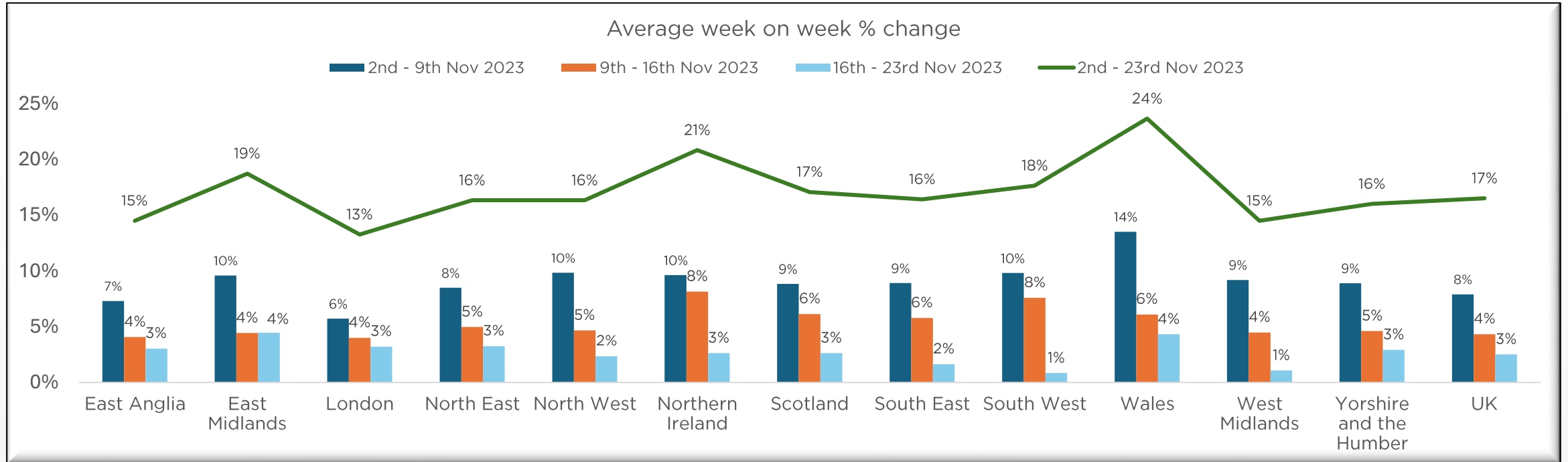


Regional Footfall % Growth



- Northern Ireland and West Midlands have shown growth in year-to-date (YTD) footfall of **4.1%** and **2.8%** respectively.
- Overall, there was a **0.5%** decline in month-to-month (MTM) footfall.
- The YoY footfall sees a decline for November 2023 vs November 2022, affecting all regions across the UK with East Anglia and North East regions noting the highest decline.

Regional WoW Footfall



- During the period from 2nd Nov - 23rd Nov 2023, UK saw an average of **16.5%** increase in footfall with Wales and Northern Ireland seeing the highest growth, respectively.
- There was an average uptick of **9.15%** in footfall from the first weekend of November to the second and it can be observed that Wales has the highest growth among all the regions in the UK with a **13.5%** rise.

- While the general trend shows a drop in average footfall toward the last weekend, the UK regions still saw a growth with an average of **2.7%** rise in footfall in the last weekend.
- The UK regions were up by **5.75%** on an average in the month of November.
- The rise in footfall from the second to the third weekend of November was the highest in Northern Ireland with a positive growth of 8.15%, followed by Scotland with a growth of **6.14%**



Place Informatics hold visitor behaviour data for your town centre from 2019.

We would love to share this information with you using our online self-serve dashboard - TownandPlace.AI

To discover more about the current visitor behaviours in your town centre please use the link below to book a short online introductory meeting:

[Place Informatics Introductory Call](#)



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