



Footfall Figures

Monthly Report

January 2024

Visitor Behaviour Data - UK



Trend Analysis



Visitor Behaviour

Monthly Report - January

REGIONAL ANALYSIS

The **Monthly Report** explores the footfall dynamics across 12 regions in the UK for January 2024, with a specific emphasis on drawing a comparison in foot traffic with 2023 footfall data.



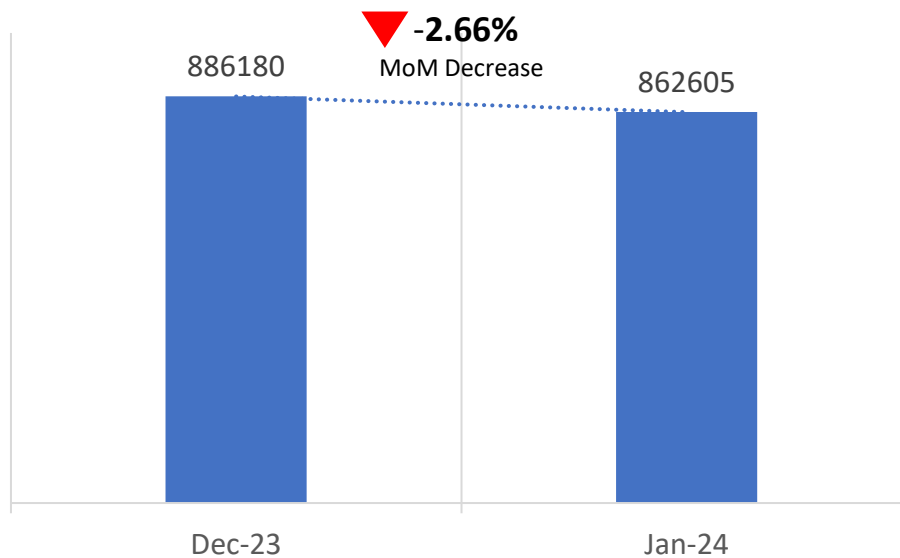
UK Region	YoY % Change in Footfall	
Scotland	▲	0.90 %
North-East	▼	-2.22 %
North-West	▲	1.13 %
Yorkshire and the Humber	▲	0.34 %
East Midlands	▼	-2.05 %
West Midlands	▼	-0.71 %
East Anglia	▼	-3.47 %
London	▼	-1.54 %
South-East	▲	0.78 %
South-West	▲	1.63 %
Wales	▲	1.53 %
Northern Ireland	▼	-0.55 %



January Footfall



Change in Average Footfall – Dec 2023 vs Jan 2024



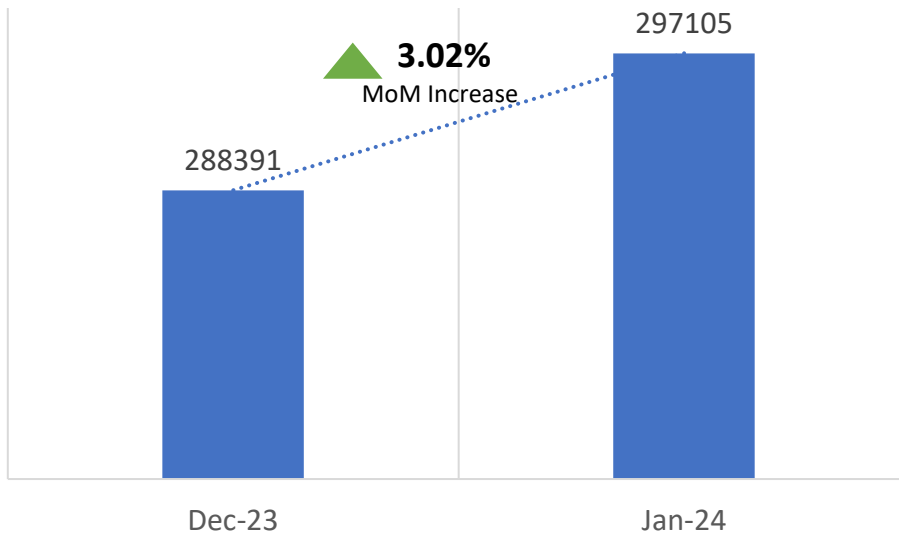
Top 10 BID Towns – Jan 2023 vs Jan 2024

Rank	BID Town
1	Newquay
2	St Ives
3	Morecambe
4	Rhyl
5	Hastings
6	Kirkcaldy
7	Penzance
8	Kendal
9	Bloomsbury
10	Newport

January Footfall



Change in Average Footfall – Dec 2023 vs Jan 2024



Top Performing BID Towns - Jan 2023 vs Jan 2024

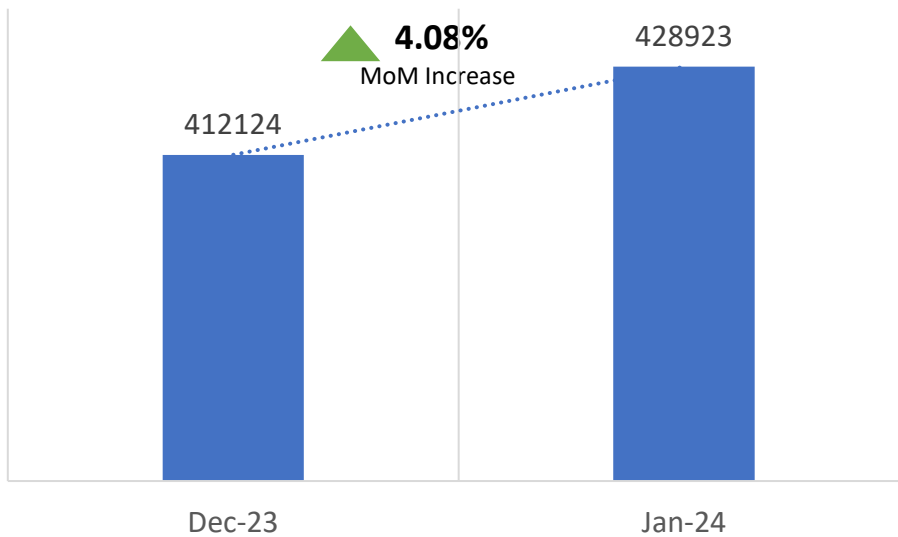
Rank	BID Town
1	Kirkcaldy
2	Oban
3	St Andrews
4	Edinburgh's West End
5	Stirling



January Footfall



Change in Average Footfall – Dec 2023 vs Jan 2024



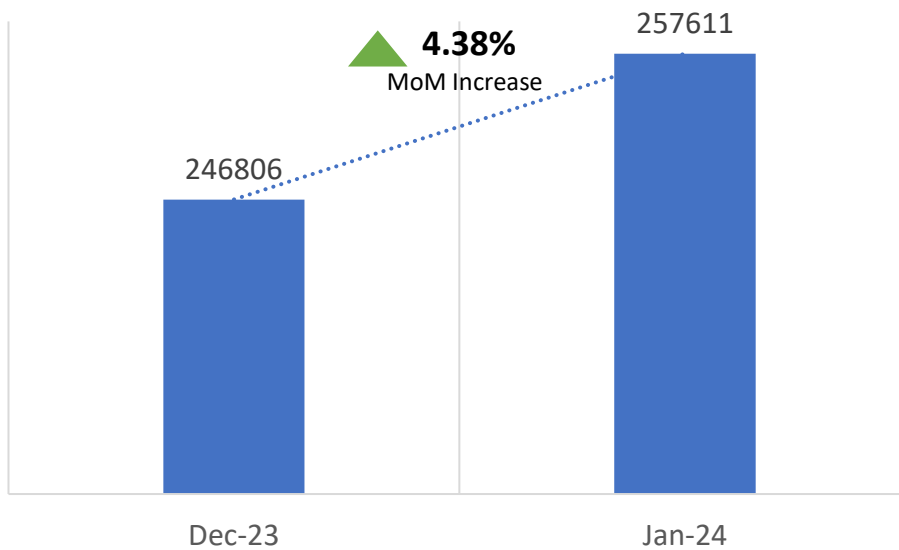
Top Performing BID Towns - Jan 2023 vs Jan 2024

Rank	BID Town
1	Enniskillen
2	Strabane
3	Belfast
4	Coleraine
5	Ballymena

January Footfall



Change in Average Footfall – Dec 2023 vs Jan 2024



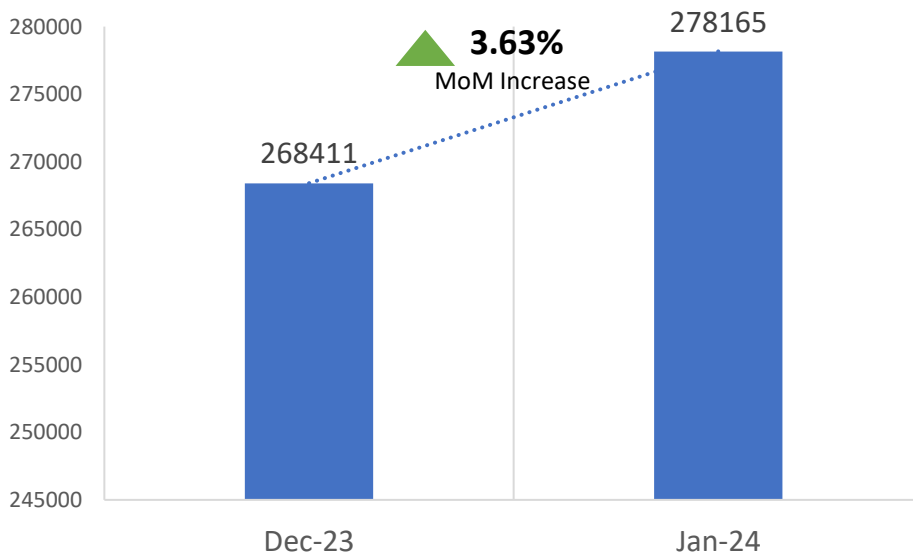
Top Performing BID Towns - Jan 2023 vs Jan 2024

Rank	BID Town
1	Newcastle-upon-Tyne
2	Durham
3	Sunderland
4	Stockton-on-Tees

January Footfall



Change in Average Footfall – Dec 2023 vs Jan 2024



Top Performing BID Towns - Jan 2023 vs Jan 2024

Rank	BID Town
1	Morecambe
2	Kendal
3	Blackpool
4	Southport
5	Altrincham

Yorkshire and the Humber

TOWN CENTRE ANALYSIS



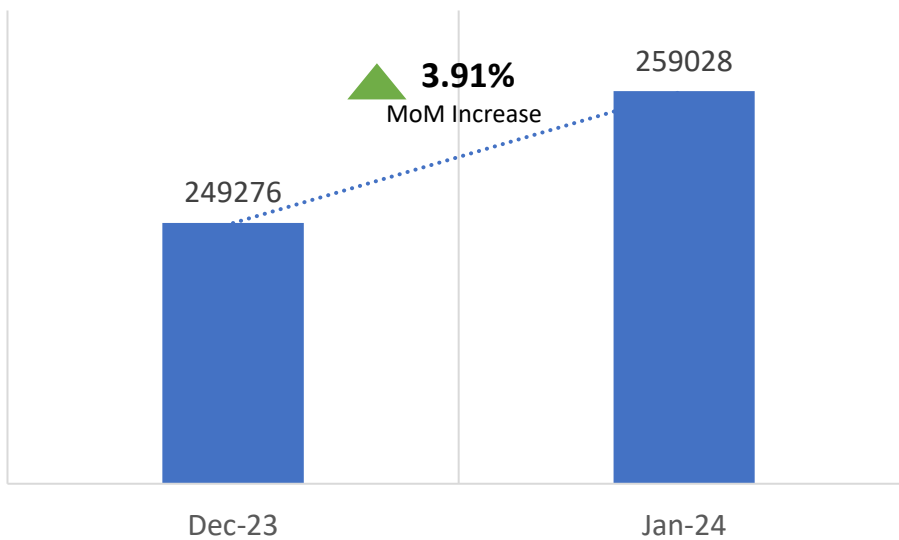
Place Informatics

January Footfall



0.34%
YoY Increase

Change in Average Footfall – Dec 2023 vs Jan 2024



Top Performing BID Towns - Jan 2023 vs Jan 2024

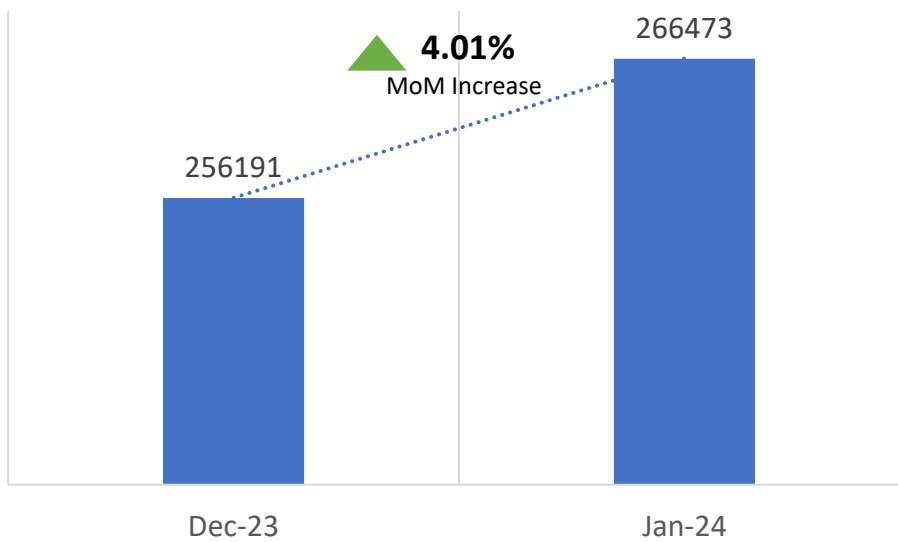
Rank	BID Town
1	Scarborough
2	Northallerton
3	Ilkley
4	Harrogate
5	Brighouse

January Footfall



 **1.53%**
YoY Increase

Change in Average Footfall – Dec 2023 vs Jan 2024



Top Performing BID Towns - Jan 2023 vs Jan 2024

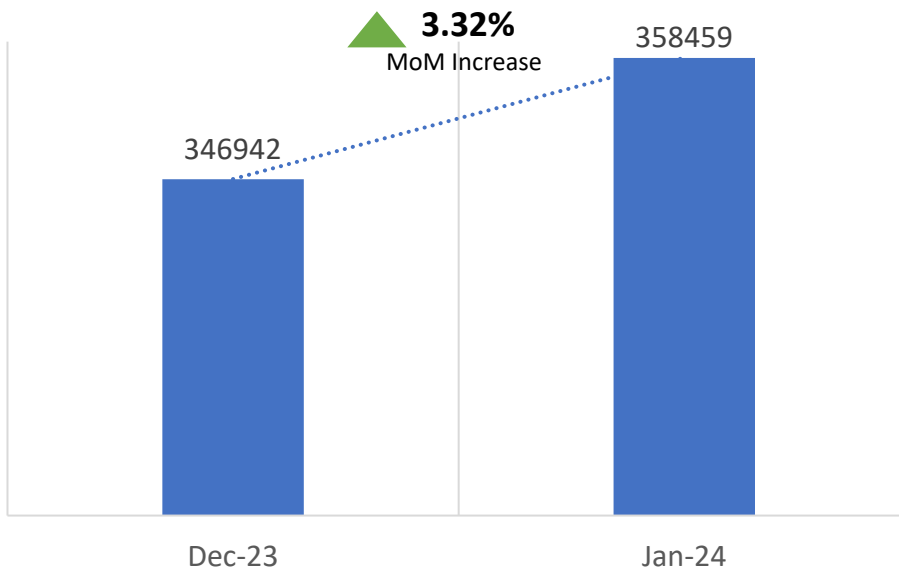
Rank	BID Town
1	Rhyl
2	Caernarfon
3	Llanelli
4	Pontypridd
5	Cardiff

January Footfall



 **-0.71%**
YoY Decrease

Change in Average Footfall – Dec 2023 vs Jan 2024



Top Performing BID Towns - Jan 2023 vs Jan 2024

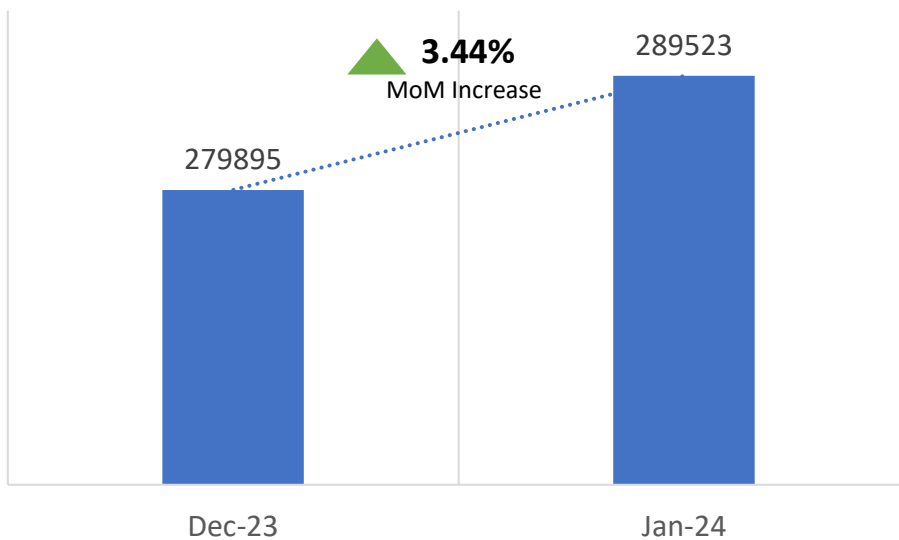
Rank	BID Town
1	Hereford
2	Southside Birmingham
3	Halesowen
4	Rugby
5	Oswestry



January Footfall



Change in Average Footfall – Dec 2023 vs Jan 2024



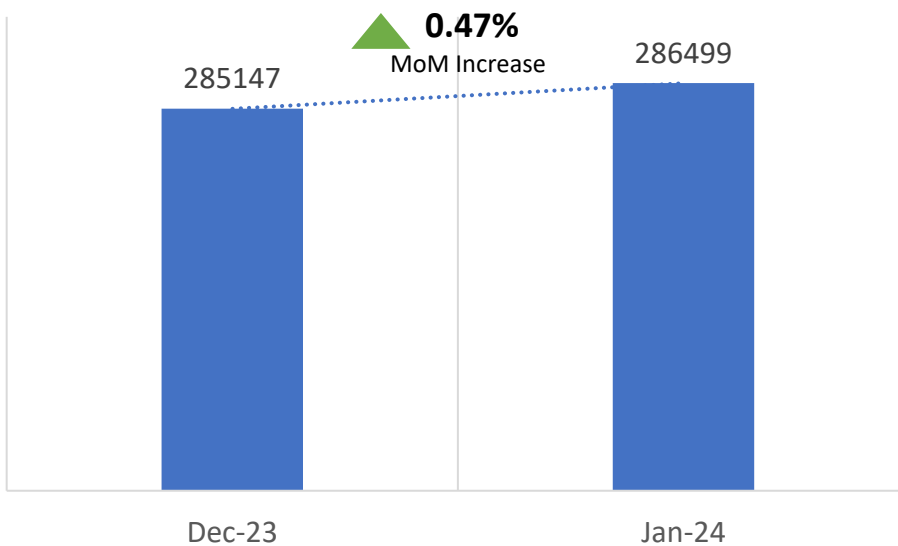
Top Performing BID Towns - Jan 2023 vs Jan 2024

Rank	BID Town
1	Skegness
2	Mansfield
3	Mablethorpe
4	Melton Mowbray
5	Hinckley

January Footfall



Change in Average Footfall – Dec 2023 vs Jan 2024



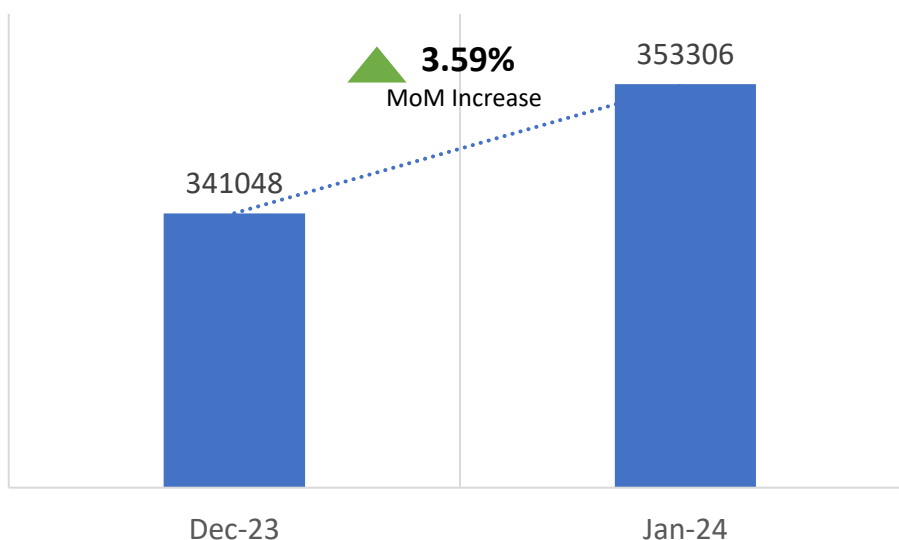
Top Performing BID Towns - Jan 2023 vs Jan 2024

Rank	BID Town
1	Lowestoft
2	Royston
3	Hoddesdon
4	Southend
5	Welwyn Garden City

January Footfall



Change in Average Footfall – Dec 2023 vs Jan 2024



Top Performing BID Towns - Jan 2023 vs Jan 2024

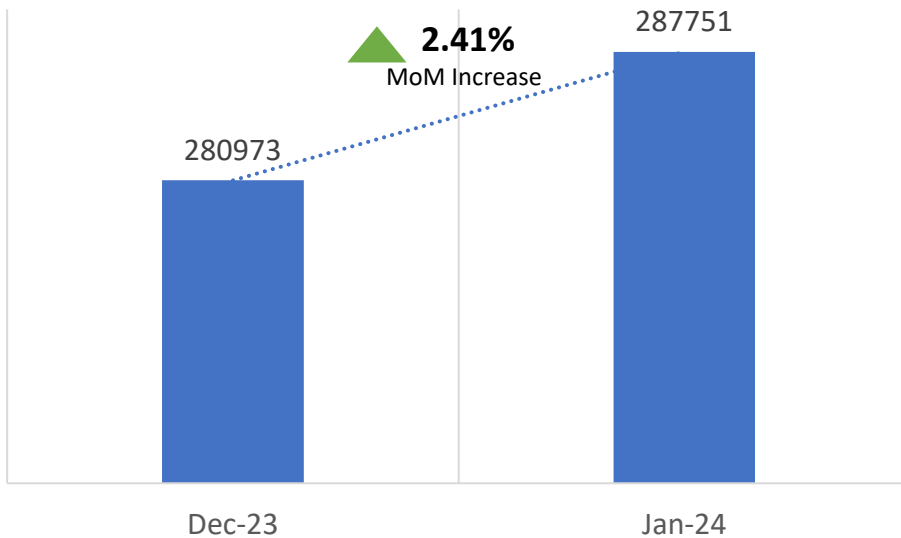
Rank	BID Town
1	Bloomsbury
2	Victoria
3	New Addington
4	Leicester Square
5	Angel

January Footfall



 **0.78%**
YoY Increase

Change in Average Footfall – Dec 2023 vs Jan 2024



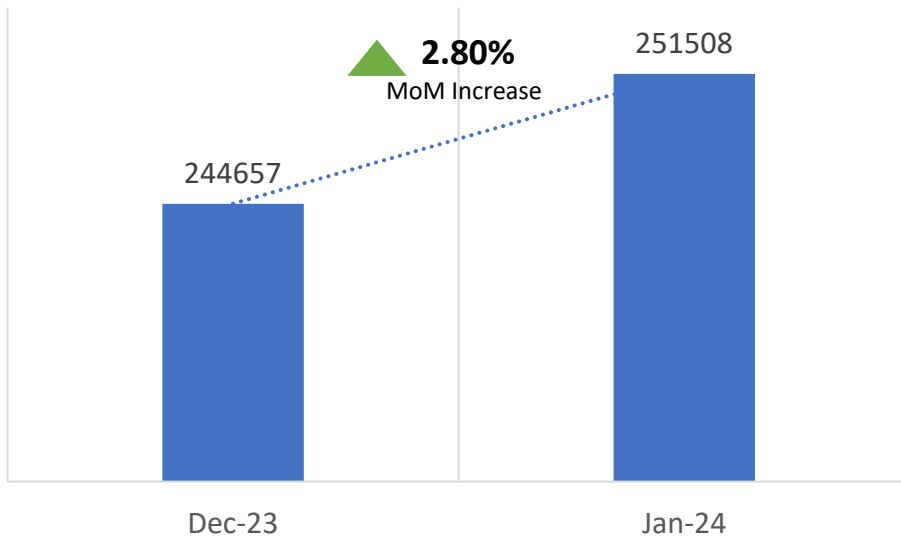
Top Performing BID Towns - Jan 2023 vs Jan 2024

Rank	BID Town
1	Hastings
2	Newport
3	Chichester
4	Camberley
5	Winchester

January Footfall



Change in Average Footfall – Dec 2023 vs Jan 2024



Top Performing BID Towns - Jan 2023 vs Jan 2024

Rank	BID Town
1	Newquay
2	St Ives
3	Penzance
4	Weymouth
5	Minehead

Contact us

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