

August 2021. 02 Aug 2021 - 29 Aug 2021

Footfall Report for: St Ives

Weeks This Month: 4
Weeks Last Month: 4

Monthly Footfall

	Year to date %		Year on year %		Month on month %	
	2021	2020	2021	2020	2021	2020
St Ives					17.0%	
East	6.3%	-40.7%	16.8%	-30.3%	7.9%	14.1%
UK	5.0%	-45.1%	23.5%	-38.0%	8.3%	14.9%

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 1,449,373.

The total number of visitors to St Ives in month commencing 2 August 2021 was 249,508.

The busiest day in month commencing 2 August 2021 was Monday 23 August with 14,377 visitors.

The peak hour of the month was 11:00 on Monday 23 August 2021 with footfall of 2,495.

Footfall by month

Figures shown below are calculated using monthly totals.



■ This Month ■ Previous Month

Weather



Number of days this month: 10 (sun), 7 (cloud), 11 (rain)

Number of days same month last year: 28

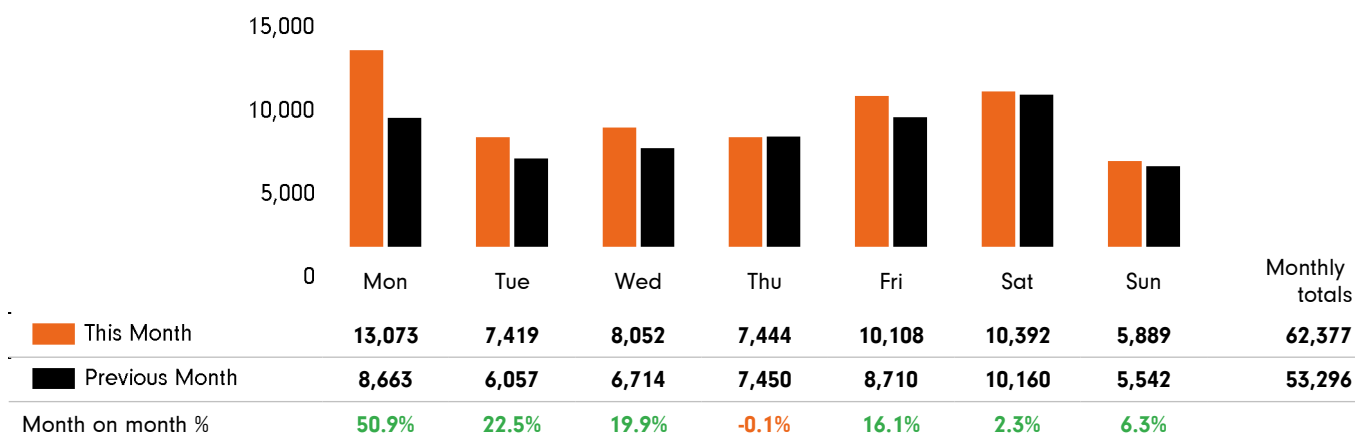
Number of days same month two years ago: 28

Average temperature

	Maximum temperature	Minimum temperature
2021	21°	13°

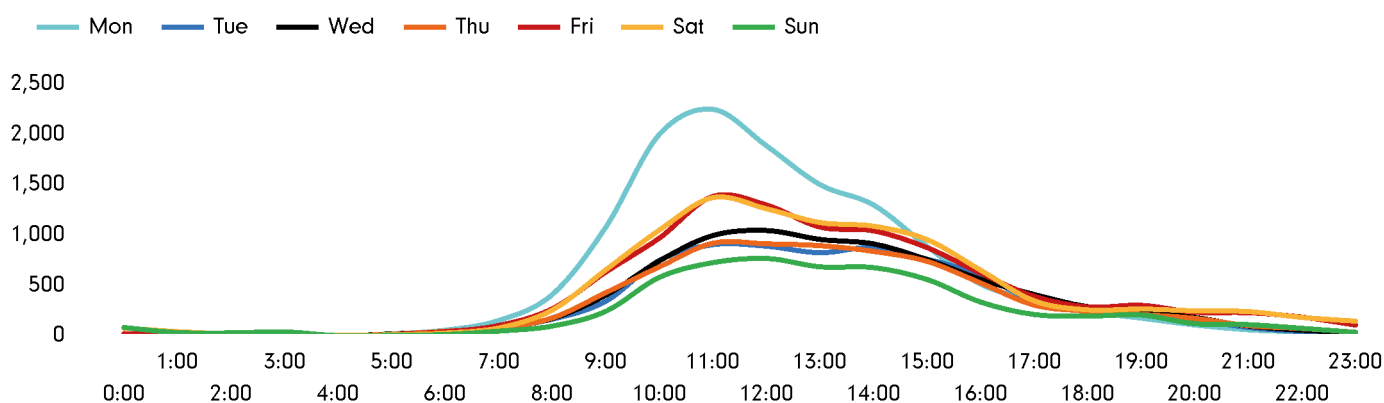
Footfall by day

The figures shown below are calculated using weekly averages.



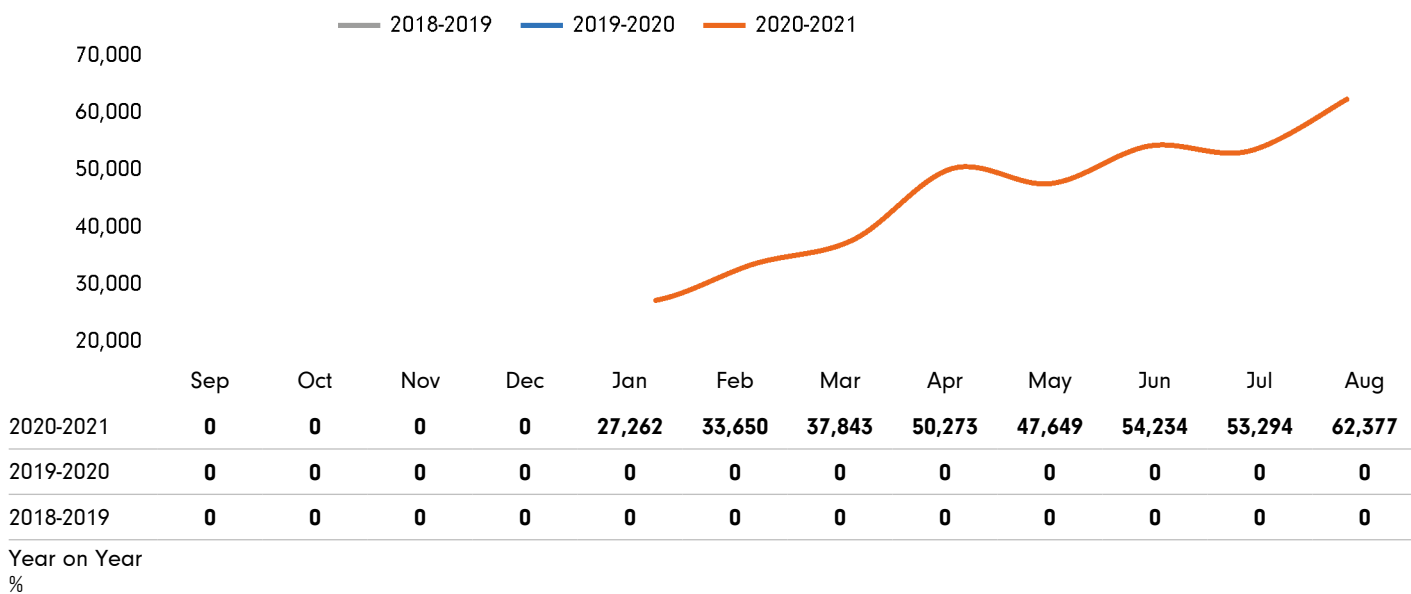
Footfall by hour

The figures shown below are calculated using a weekly average



Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for August compares August 2021 to August 2020

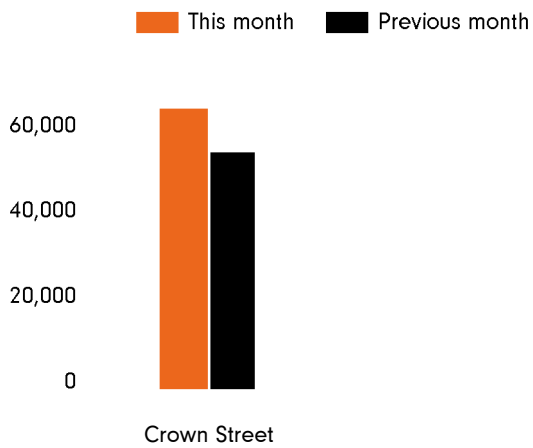
Footfall by week of month

The figures shown below are calculated using weekly totals.



Footfall by location

The figures shown below are calculated using weekly averages.



This Month	62,377
Previous Month	53,294
Previous Year	
Year on Year %	

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2021 to August, 2021 Vs January, 2020 to August, 2020

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. August, 2021 Vs August, 2020

Month on Month % Change is the % change in footfall for this Month from the previous Month. 8 2021 Vs 7 2021