



**Dublin BID**

October 2018

01/10/2018 to 28/10/2018



REGION -

Monday to Sunday

COUNT TYPE: Footfall Counts

PORTFOLIO - Dublin City BID

### Benchmark Calculations

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

|            | Year to Date % Change |         | Year on Year % Change |          | Month on Month % Change |          |
|------------|-----------------------|---------|-----------------------|----------|-------------------------|----------|
|            | 2018                  | 2017    | 2018                  | 2017     | 2018                    | 2017     |
| Dublin BID | ▼ -2.2 %              | ▲ 0.0 % | ▼ -0.7 %              | ▼ -4.2 % | ▼ 0.0 %                 | ▼ -0.7 % |

### Headlines

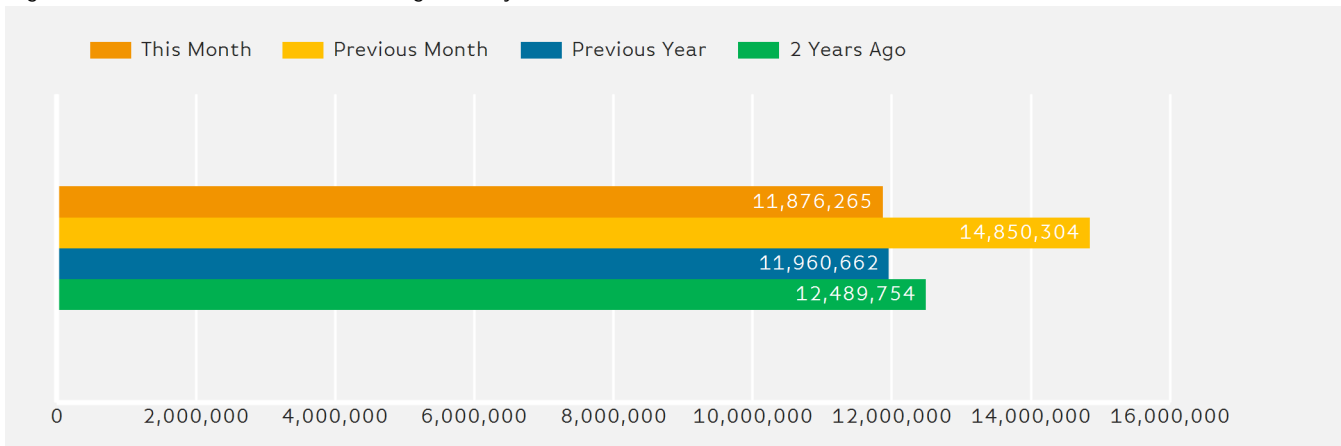
The total number of visitors for the year to date is 124,940,766 which is 2.2% down on the previous year.

The total number of visitors to Dublin BID in month commencing 1 October 2018 was 11,876,265.

The busiest day in month commencing 1 October 2018 was Saturday 6 October with 499,581 visitors.

### Footfall by Month

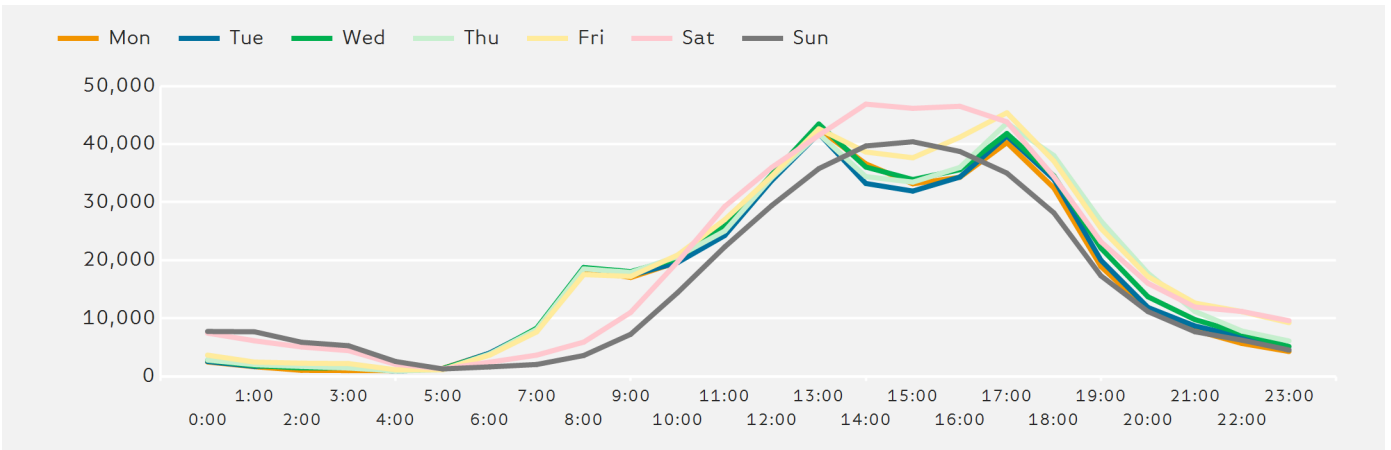
Figures shown below are calculated using monthly totals.



Springboard follows the BRC calendar consisting of complete weeks (Sun- Sat or Mon-Sun) to ensure that the same day is comparable each week. Each month is compiled from a set of full weeks which results in a calendar of a 4 week month, 4 week month, 5 week month pattern.

### Footfall by Hour

The figures shown below are calculated using a weekly average



### Weather



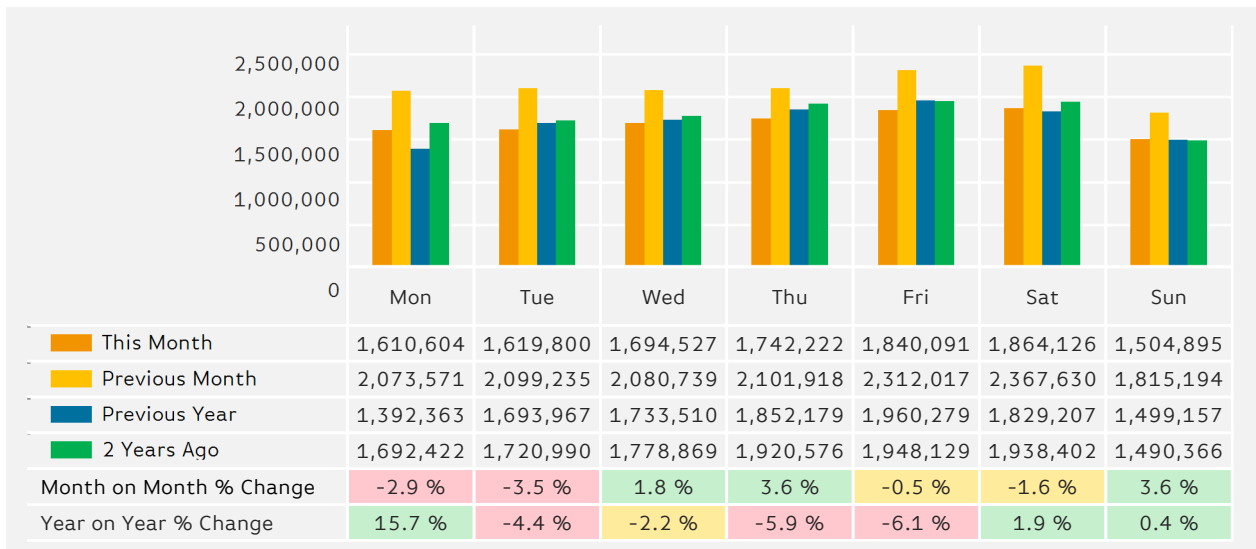
|                                     |    |   |   |
|-------------------------------------|----|---|---|
| Number of days this month           | 10 | 9 | 9 |
| Number of days same month last year | 10 | 9 | 9 |

### Average Temperature

| Average Temperatures | Maximum Temperature | Minimum Temperature |
|----------------------|---------------------|---------------------|
| 2018                 | 14.4                | 8.0                 |
| 2017                 | 15.1                | 9.9                 |

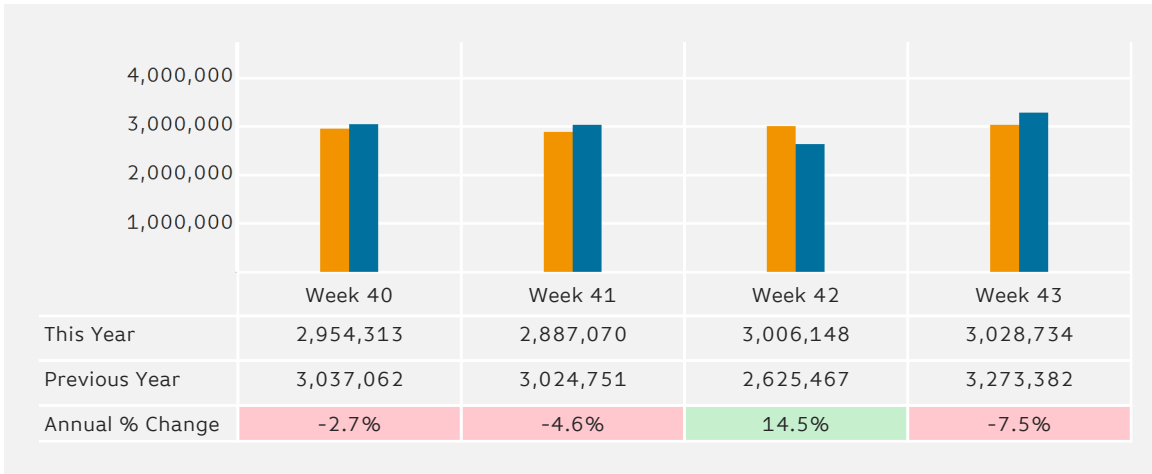
### Footfall by Day

The daily total figures shown below are calculated using monthly totals. All percentage changes use weekly averages



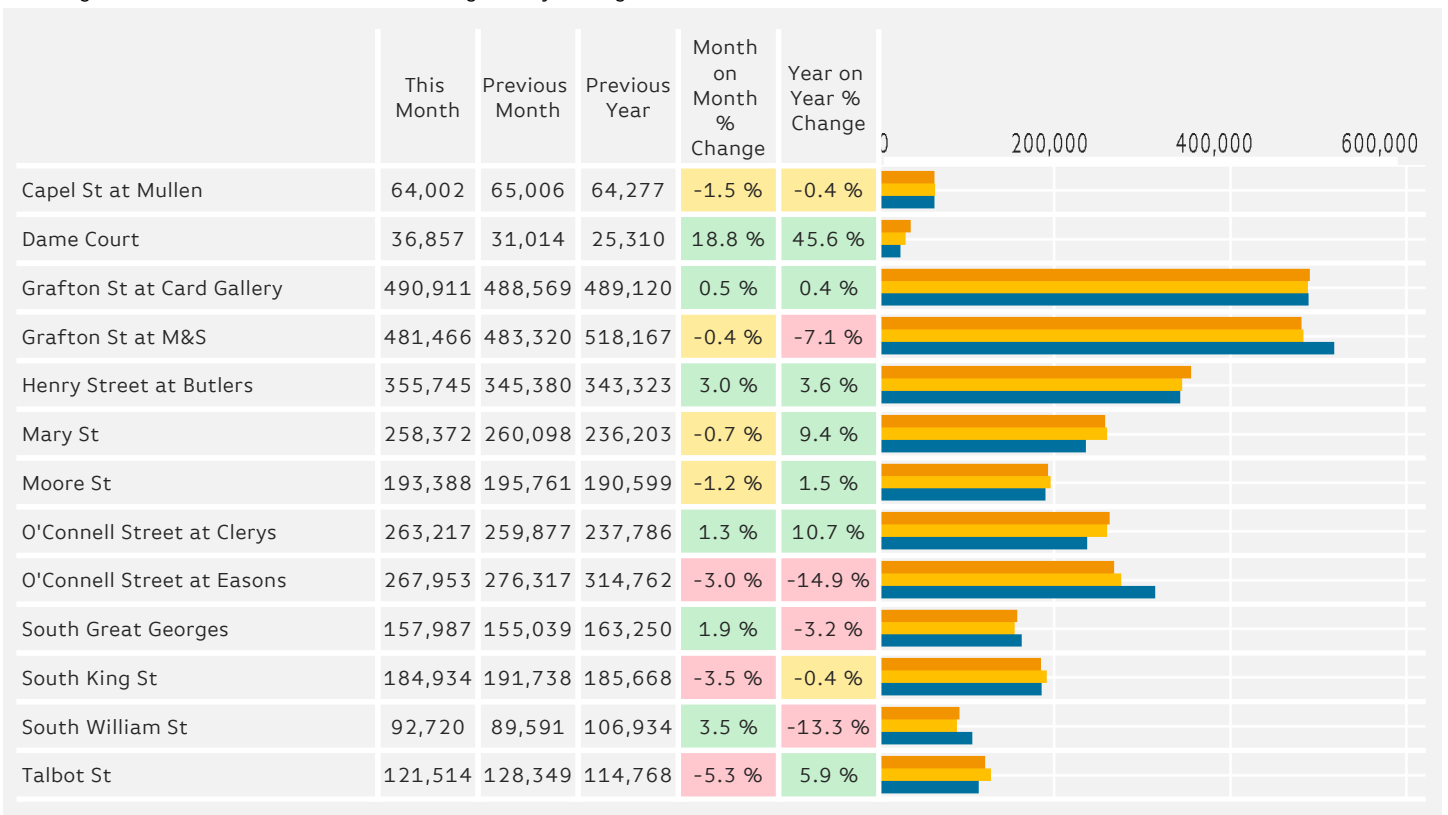
### Footfall by Week of Month

The figures shown below are calculated using weekly totals.



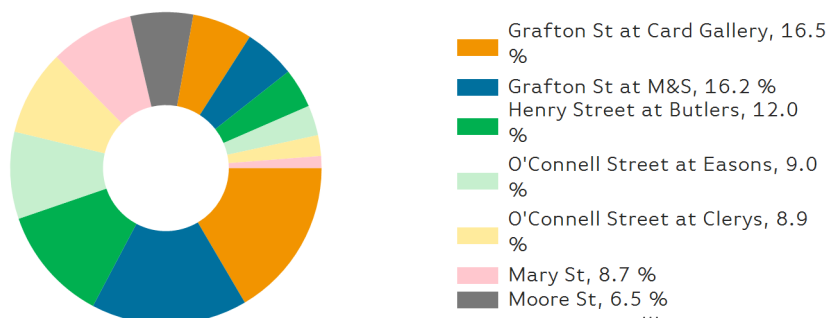
### Footfall by Location

The figures shown below are calculated using weekly averages.



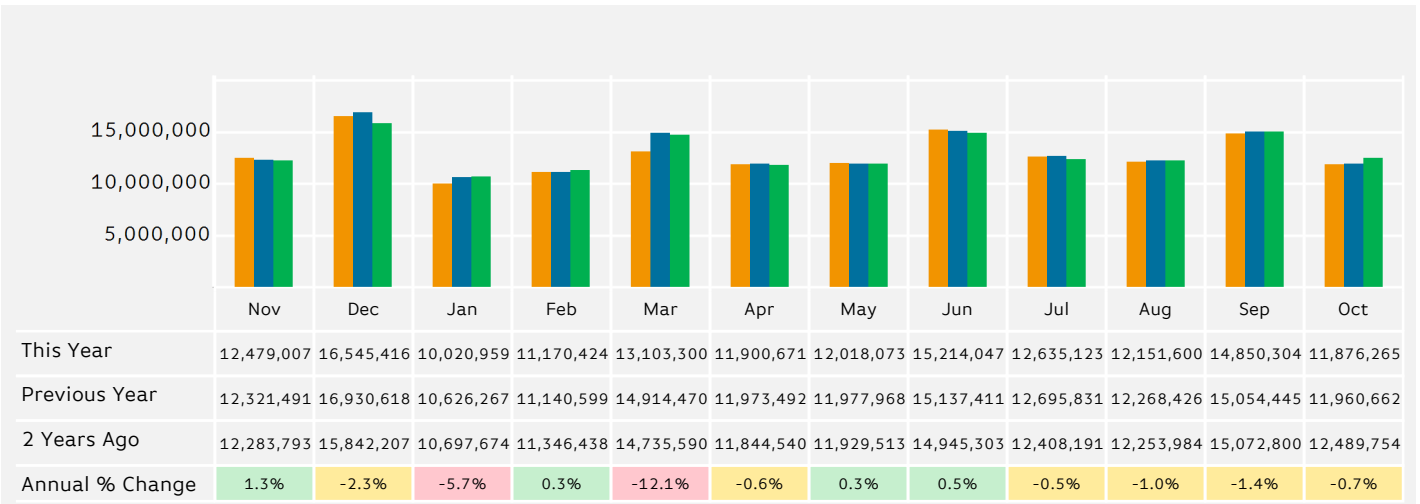
### Footfall by location

Counting By Location - Main Locations Only



## Footfall by Month

The data below is based on monthly totals



**Notes**

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2018 to October, 2018 Vs January, 2017 to October, 2017

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. October, 2018 Vs October, 2017

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2018 Vs 9 2018