



Dublin BID

December 2018

26/11/2018 to 30/12/2018



REGION -

Monday to Sunday

COUNT TYPE: Footfall Counts

PORTFOLIO - Dublin City BID

Weeks This Month: 5

Weeks Last Month: 4



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	▼ -2.6 %	▼ -0.1 %	▼ -4.4 %	▼ -2.3 %	▲ 5.4 %	▲ 6.1 %

Headlines

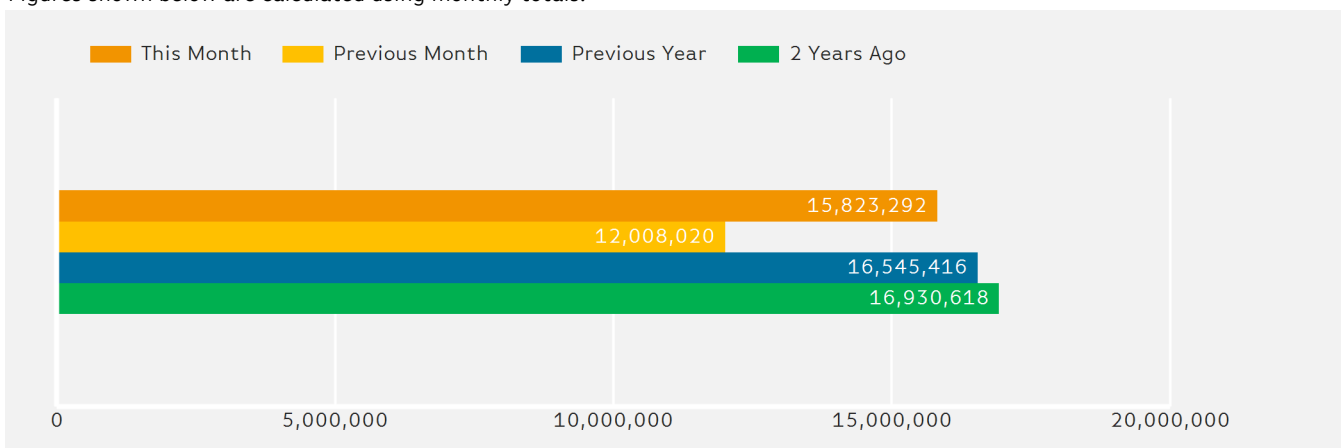
The total number of visitors for the year to date is 152,772,078 which is 2.6% down on the previous year.

The total number of visitors to Dublin BID in month commencing 26 November 2018 was 15,823,292.

The busiest day in month commencing 26 November 2018 was Friday 21 December with 618,285 visitors.

Footfall by Month

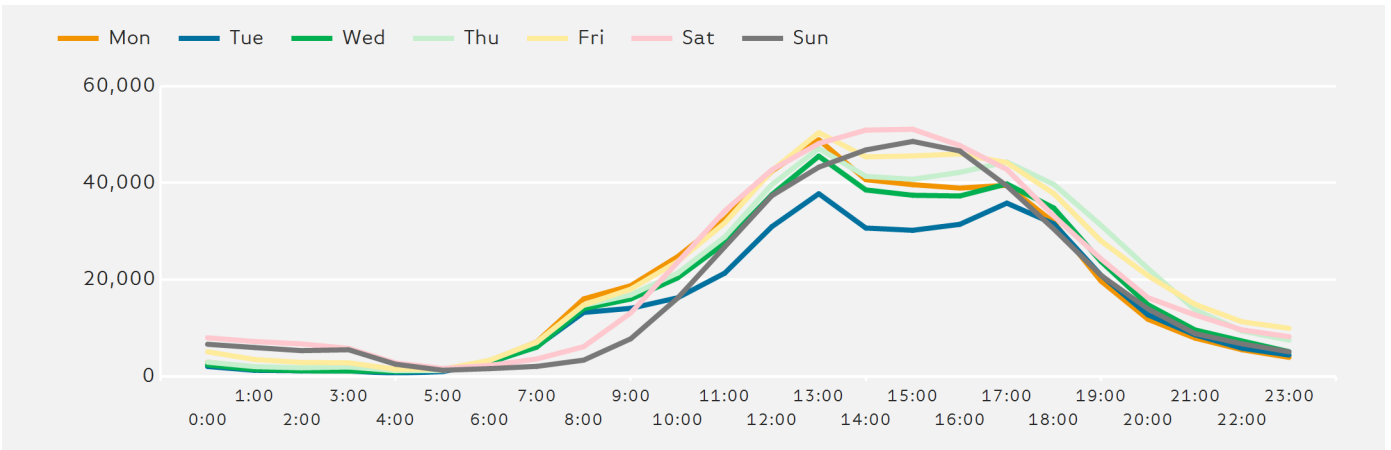
Figures shown below are calculated using monthly totals.



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



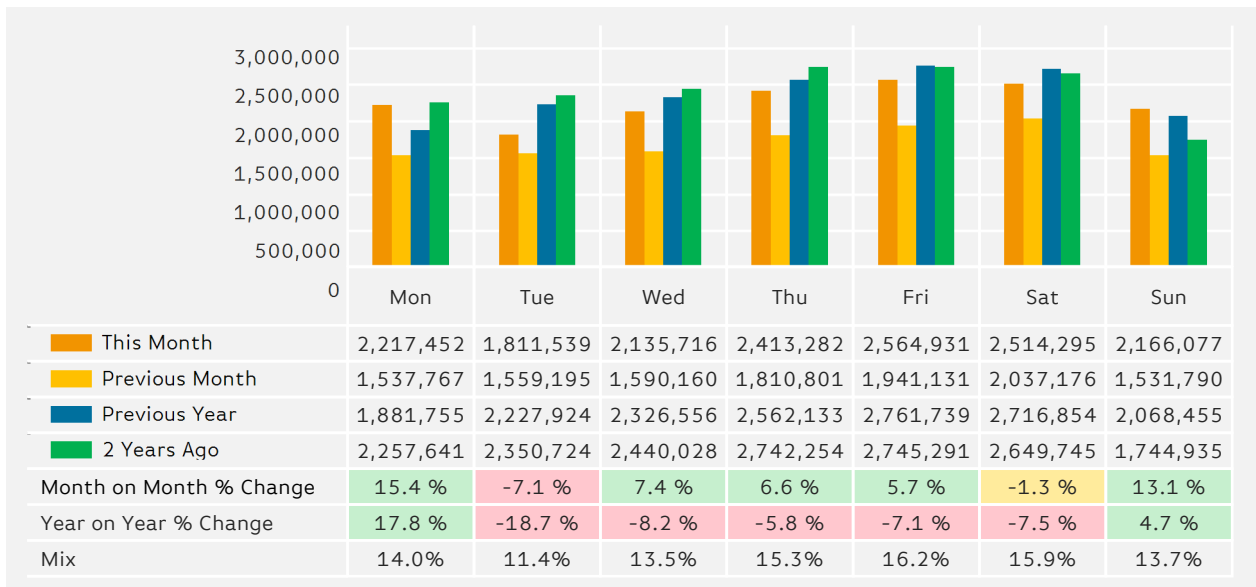
Number of days this month	8	6	21	
Number of days same month last year	14	11	9	1

Average Temperature

Average Temperatures	Maximum Temperature	Minimum Temperature
2018	10.0	6.2
2017	7.7	3.2

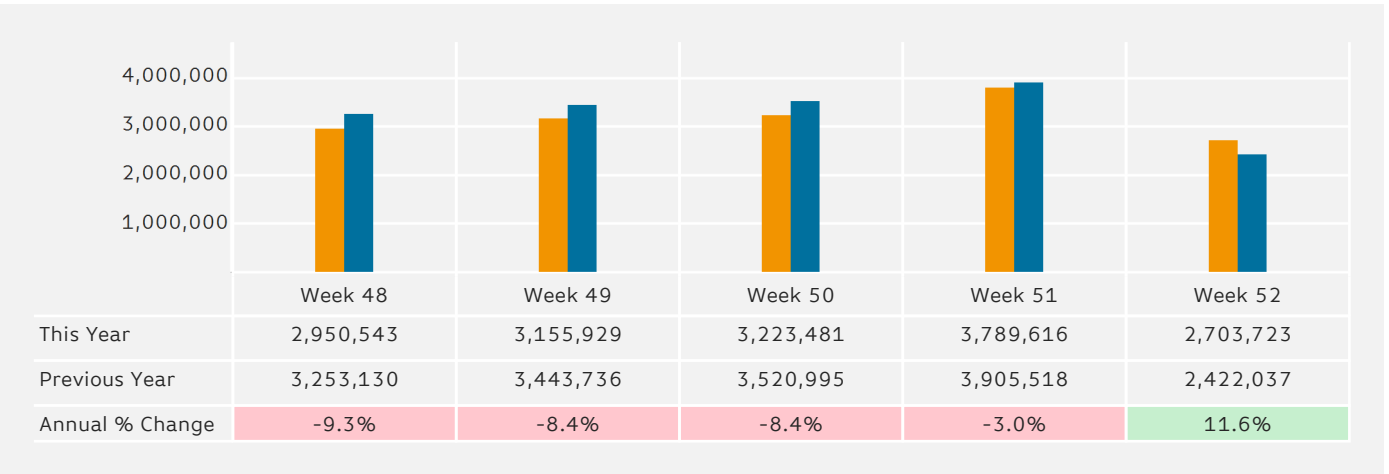
Footfall by Day

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



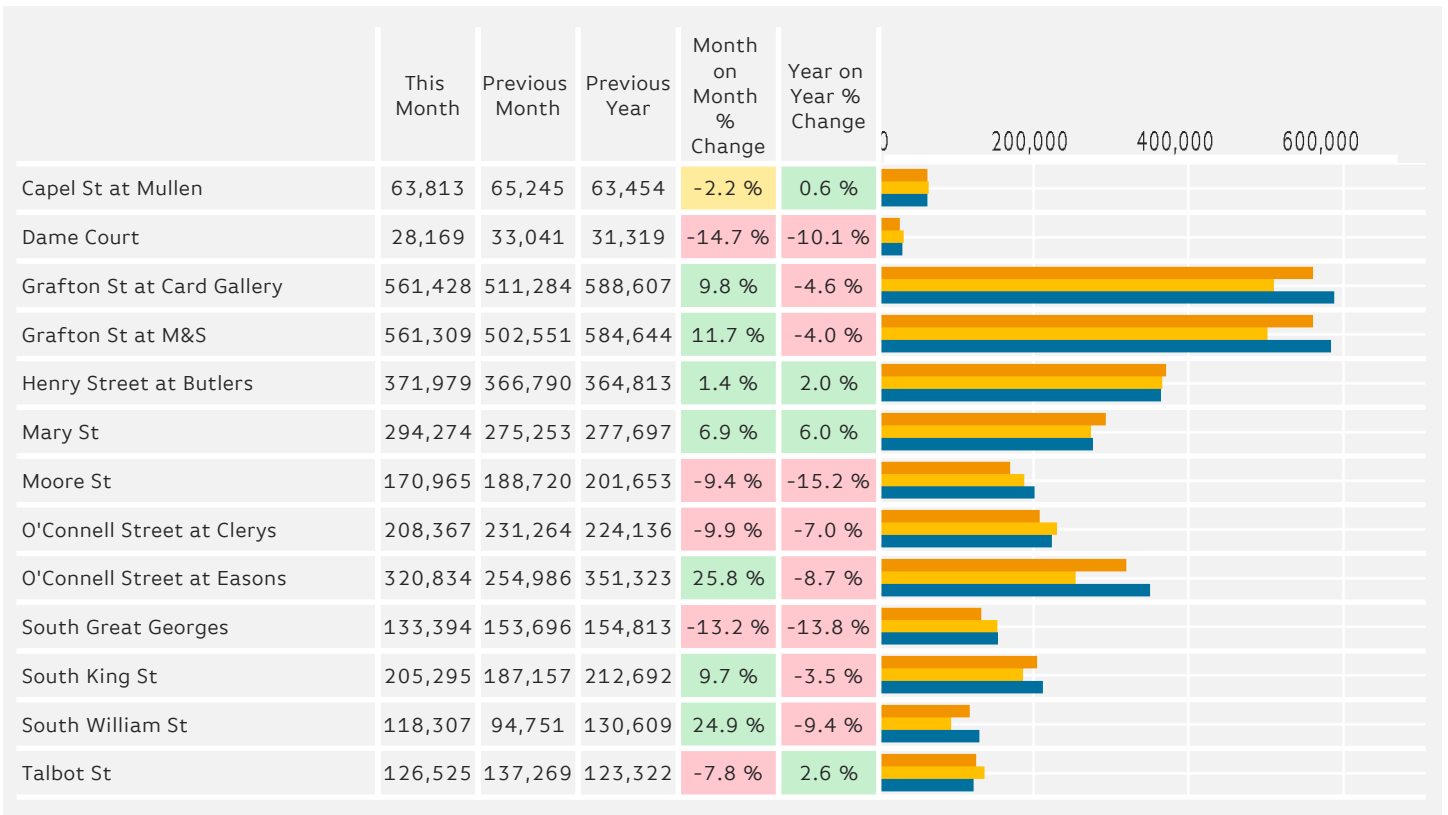
Footfall by Week of Month

The figures shown below are calculated using weekly totals.



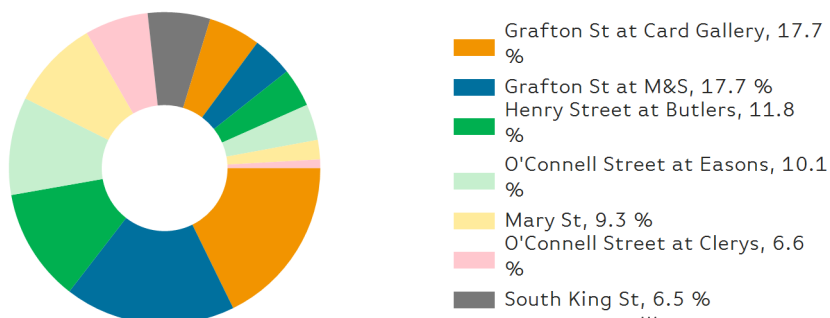
Footfall by Location

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 December, 2018 Vs January, 2017 to December, 2017

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

Month on Month % Change is the % change in footfall for this Month from the previous Month. 12 2018 Vs 11 2018