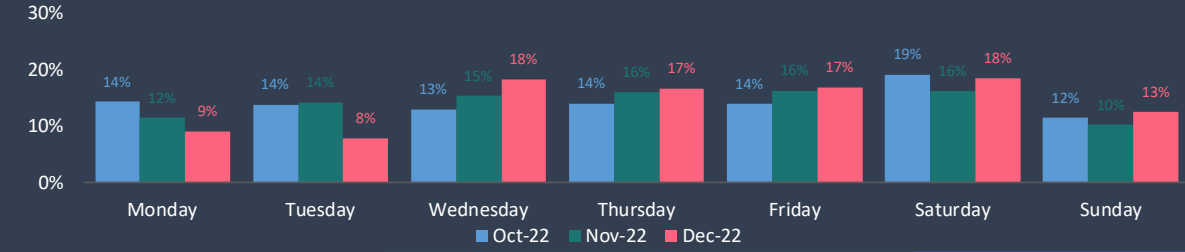
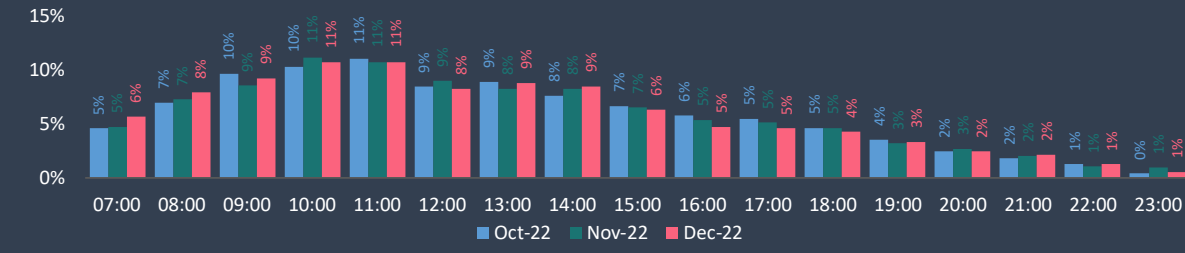
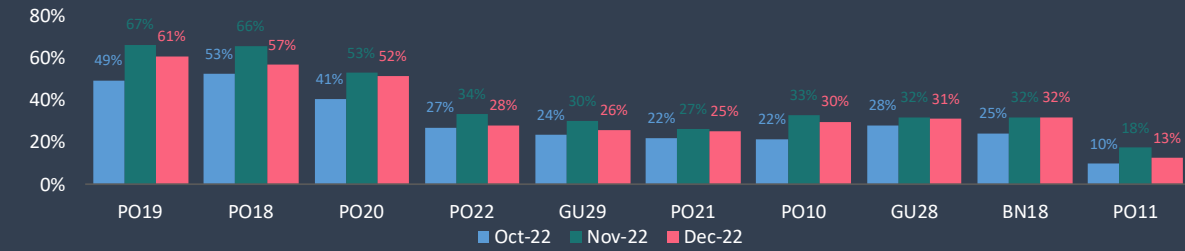
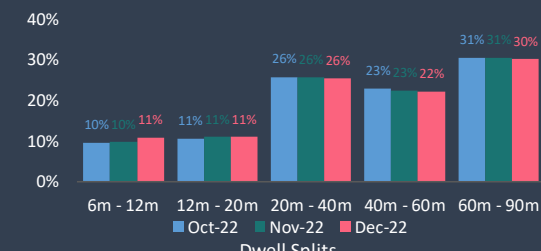
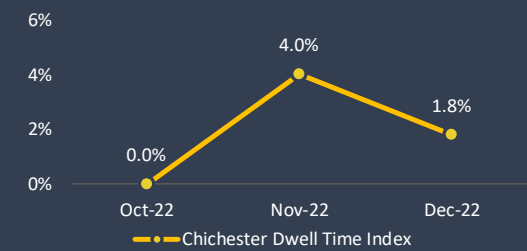
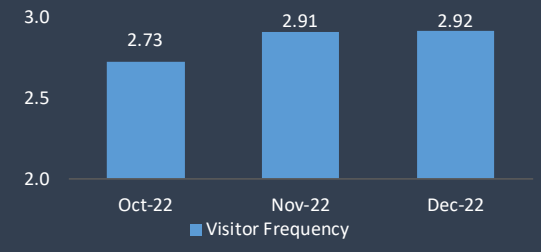
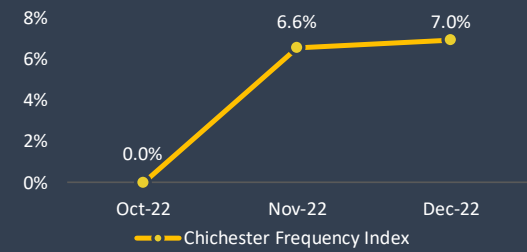
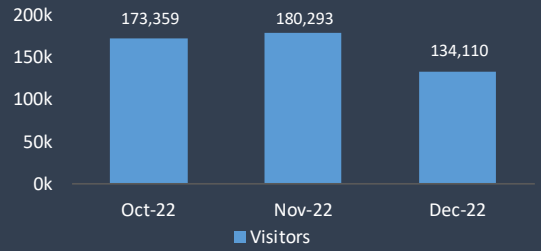
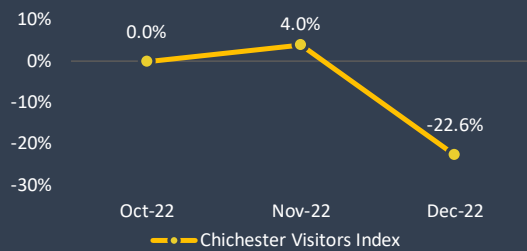
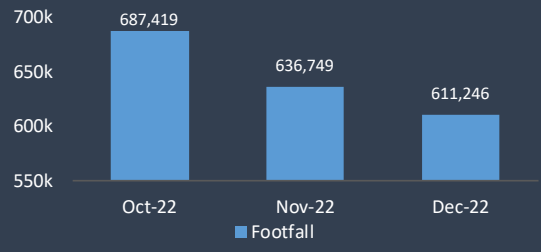
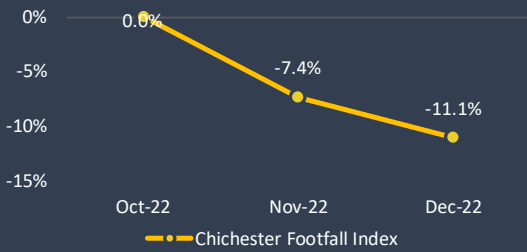


In December we saw footfall of 611k, a MoM decrease of 4%. With the cost-of-living crisis, we have seen a shift in November becoming the more dominant month for Christmas shopping; This combined with train strikes, offices being shut for the Christmas period and poor weather has all affected the footfall numbers.

We can see that in December, our regular visitors came more often but spent shorter periods of time in the City, this supports that people had done their Christmas shopping earlier and were visiting more frequently for last minute gifts.

We saw increases in visitors between 7pm-10pm which is great for our nighttime economy. The busiest times of day were 10am & 11am, which continues the trend from November. We did also see an increase in visitors from 1pm-2pm. Wednesday & Saturdays were our busiest days in December.

We held The Nutcracker Experience Day on 10th December where we saw footfall increase by 13% on the previous month.



Footfall and Footfall Index

Footfall is the total number of visits made to Chichester during the month. This will include multiple visits from the same unique visitor.

Visitors and Visitor Index

Visitors are measured by analysing the total number of unique visitors visiting Chichester but won't include multiple visits from the same visitor.

Visit Frequency

The visit frequency is a measure of the average number of times a month a visitor will come to the site.

Site Dwell Duration Breakdown

Visitor footfall volumes are analysed by the length of dwell time e.g 6m-12m = all the visits lasting between 6 and 12 minutes.

The chart represents all visits between 6mins to 90mins, with each month equaling a total of 100%

Chichester Visitor Postcode Catchment

The % share of visitors to Chichester from a catchment postcode, which is determined by the location a mobile phone 'sleeps' overnight.

The ten postcodes included in the chart are 'Core Catchment Area' postcodes to Chichester

Chichester Visitor Time of Day

The % share of visitors to Chichester between 7am and midnight to equal 100% of visitors.

Chichester Visitor Day of Week

The % share of visitors to Chichester across the week to show the most popular day.