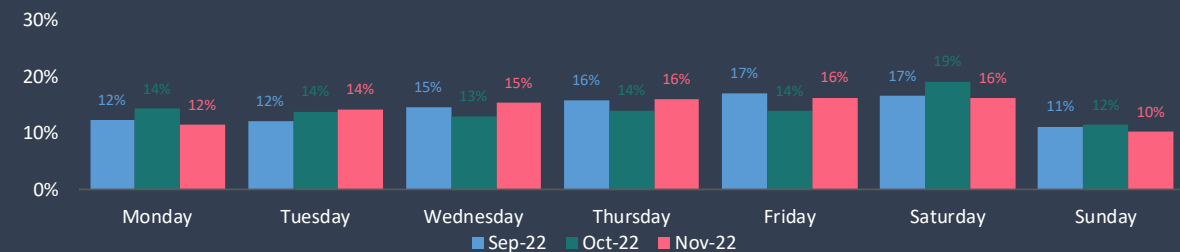
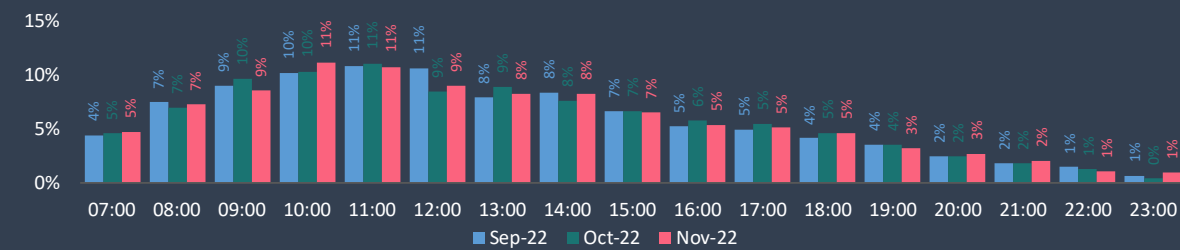
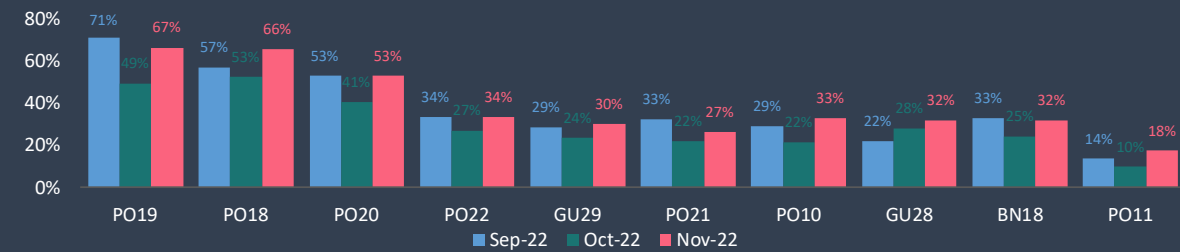
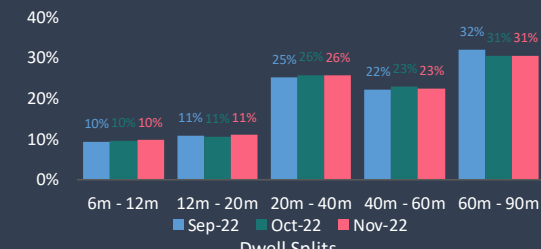
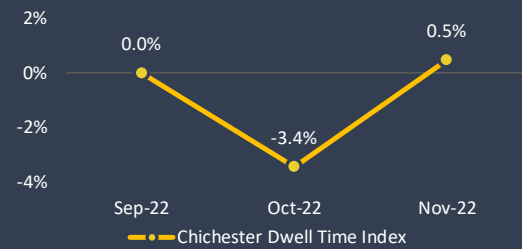
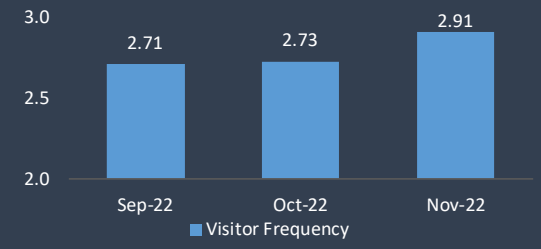
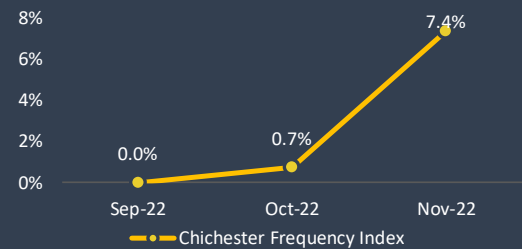
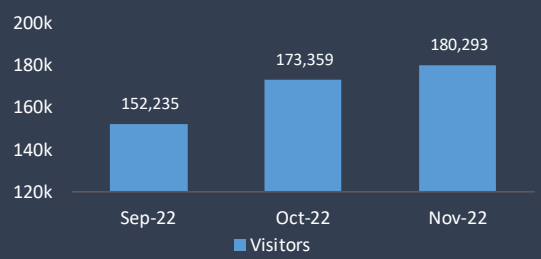
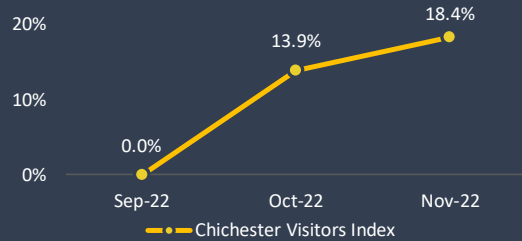
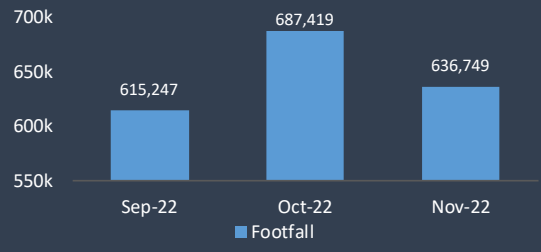
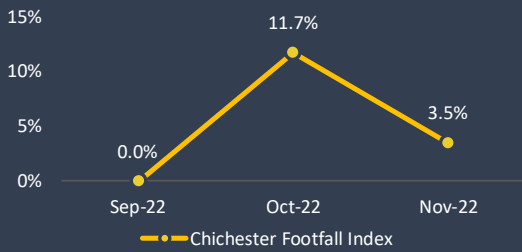


In November we saw footfall of 636k, a MoM decrease of 7%, however we did see a 4% increase in unique visitors visiting Chichester from outside the District, so although footfall was less, we did attract more unique visitors in November when compared to October.

We saw a 6% increase in visitor frequency in November which shows visitors are visiting us more often during the month. This continues the trend we have seen across the past 3 months.

We saw an increase in footfall on Wednesdays, Thursdays & Fridays during November. Saturday 26<sup>th</sup> November was the busiest day due to the Light Switch On event where we saw a 67% increase on last years event. We also saw a slight increase in our footfall from 8pm-10pm which is great for our nighttime economy.

During November we also saw a 2% increase in the visitor numbers from our Catchment area.



#### 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.