

VISITOR INSIGHT

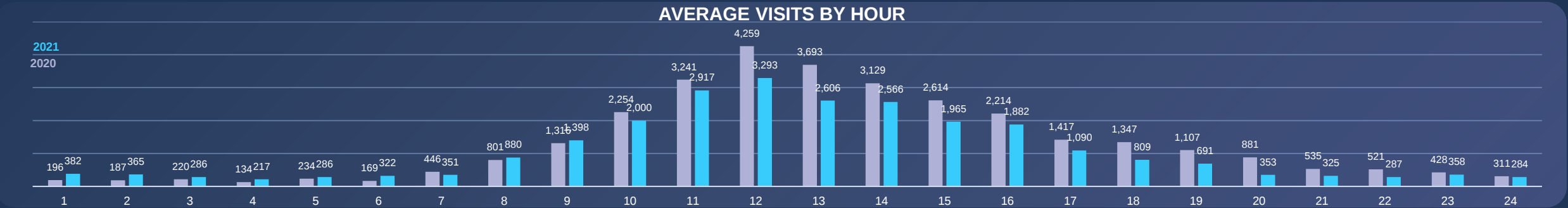
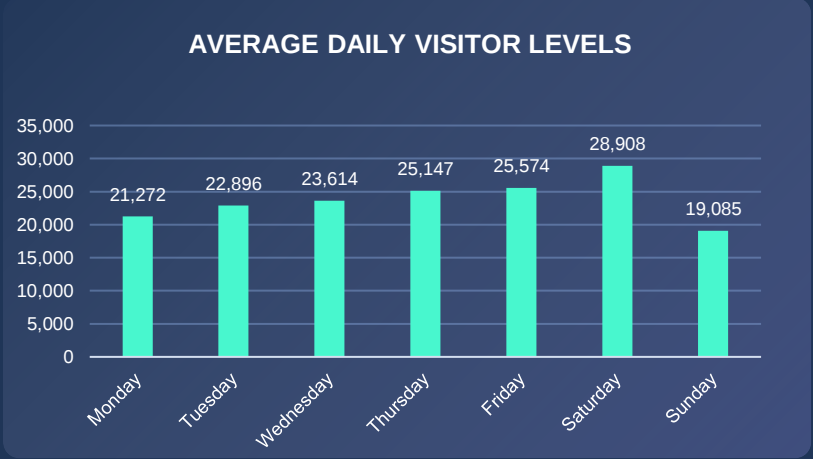
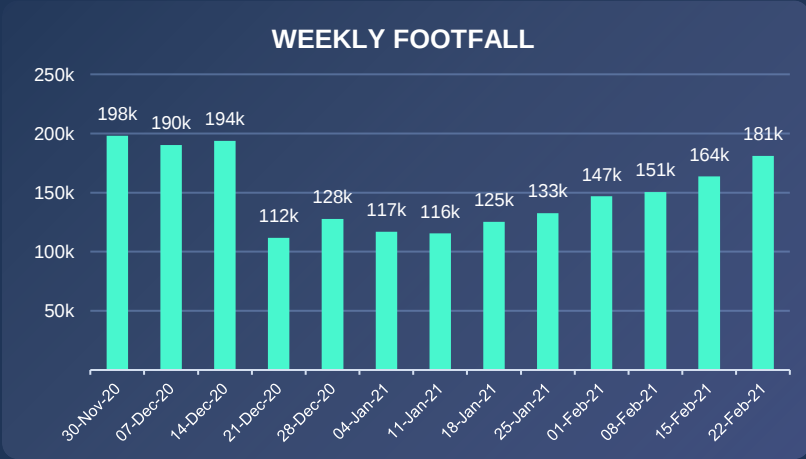
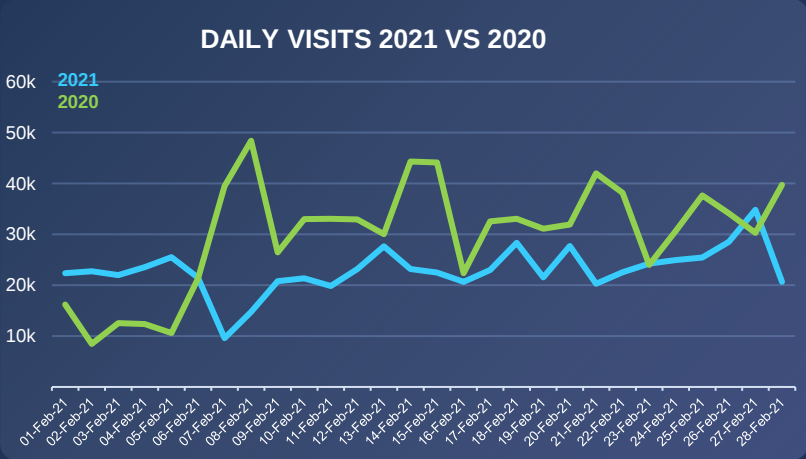
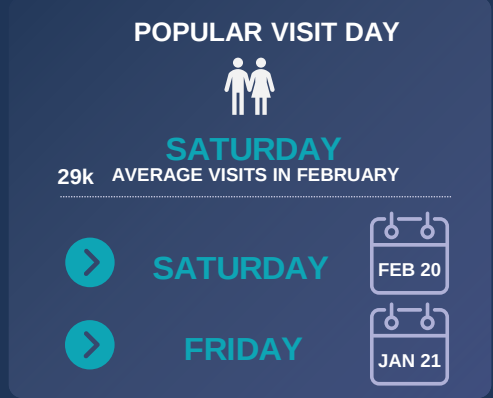
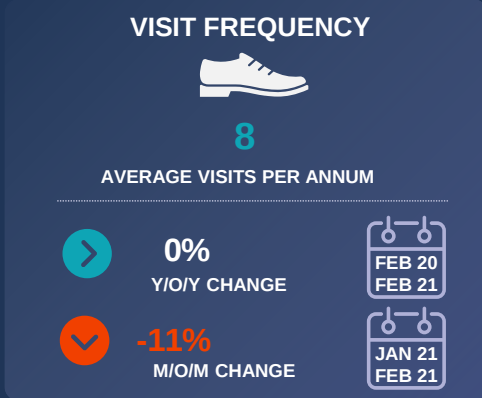
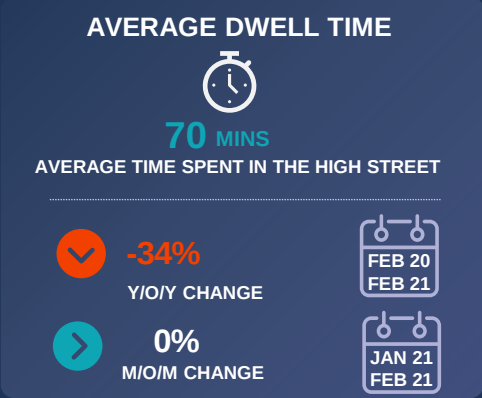
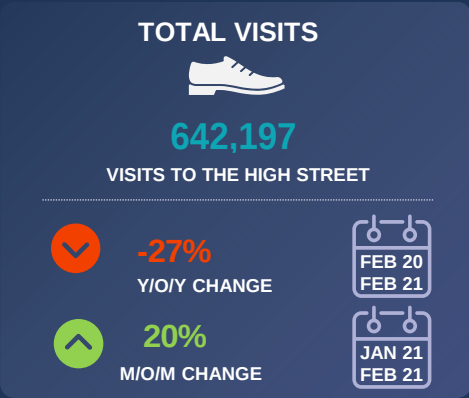
BASELINE REPORT

Folkestone

February 2020 - 2021



FOLKESTONE HIGH STREET — FEBRUARY 2021 SUMMARY & BENCHMARKING (FEBRUARY 2020-21)



FOLKESTONE HIGH STREET HISTORICAL DATA — LONG TERM TRENDS



TOTAL ANNUAL VISITS



9,625,113

VISITS TO THE HIGH STREET
February 20- February 21



-21%

4 YEAR CHANGE



AVERAGE DWELL TIME



91 MINS

AVERAGE TIME SPENT IN THE HIGH STREET
February 20- February 21



-24%

4 YEAR CHANGE



PLACES VISITED



2.5

AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP February 20- February 21



-7%

4 YEAR CHANGE



VISIT FREQUENCY



8

AVERAGE VISTS PER ANNUM
February 20- February 21

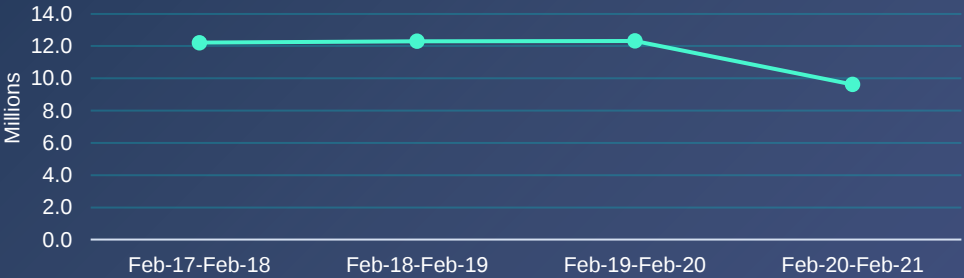


-11%

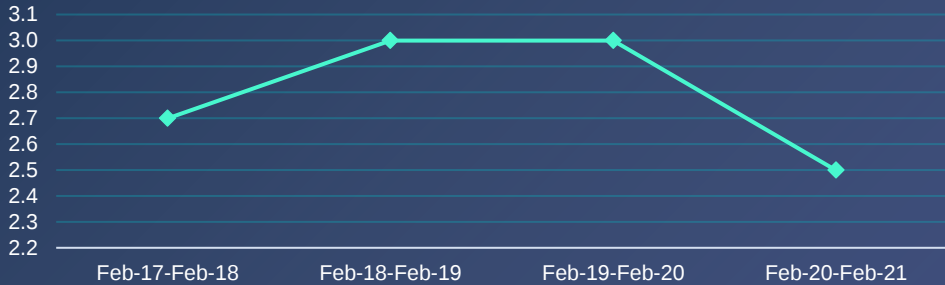
4 YEAR CHANGE



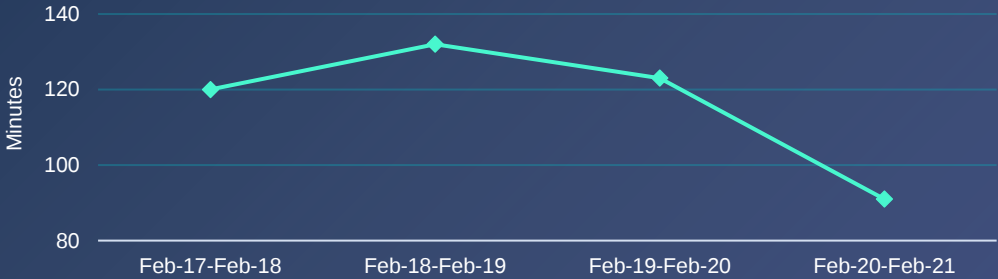
FOOTFALL



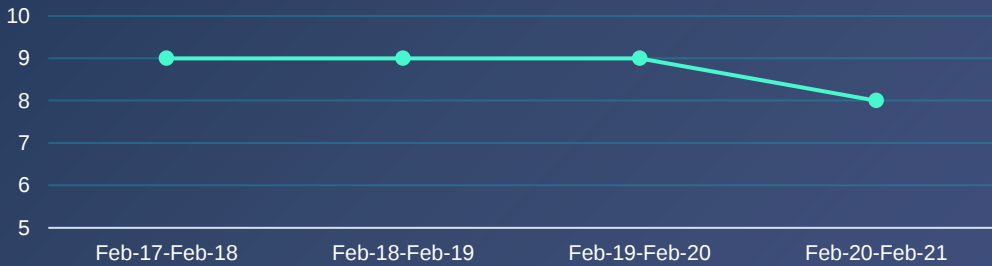
PLACES VISITED



DWELL TIME

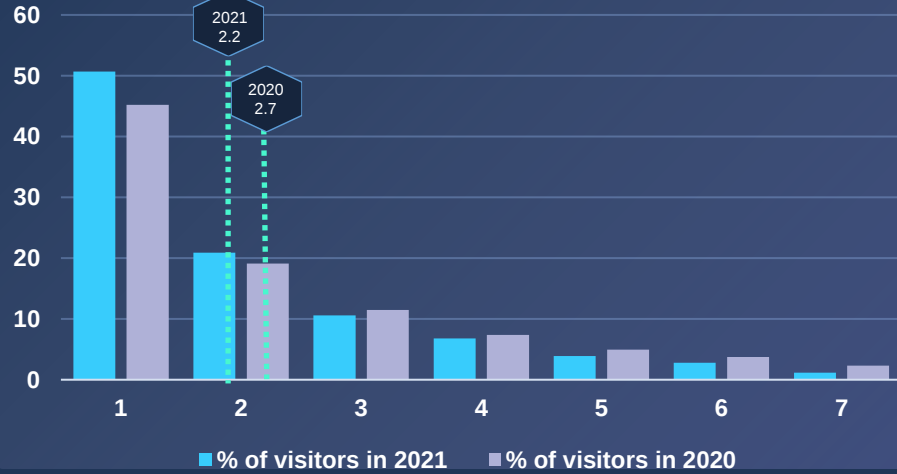


VISITS PER ANNUM



TOWN CENTRE FOOTFALL VISITOR BEHAVIOURS — 12 MONTHS (FEBRUARY 2020-21)

NUMBER OF PLACES VISITED PER TRIP



TOP 10 OCCUPIER TYPE FOOTFALL FEB 2021 VS FEB 2020

