

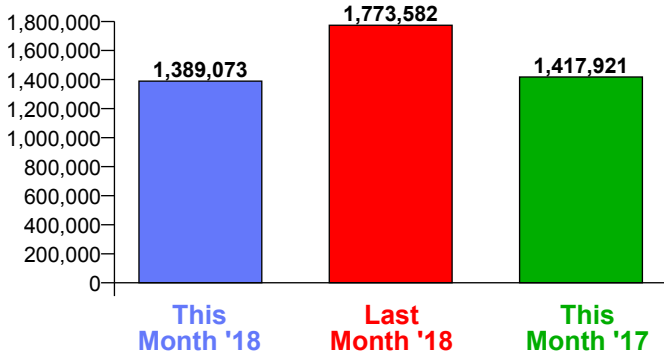
Month Commencing 30-Sep-2018

| | |
|--------------------|---|
| No of Wks This Mth | 4 |
| No of Wks Last Mth | 5 |

Month **October 2018**

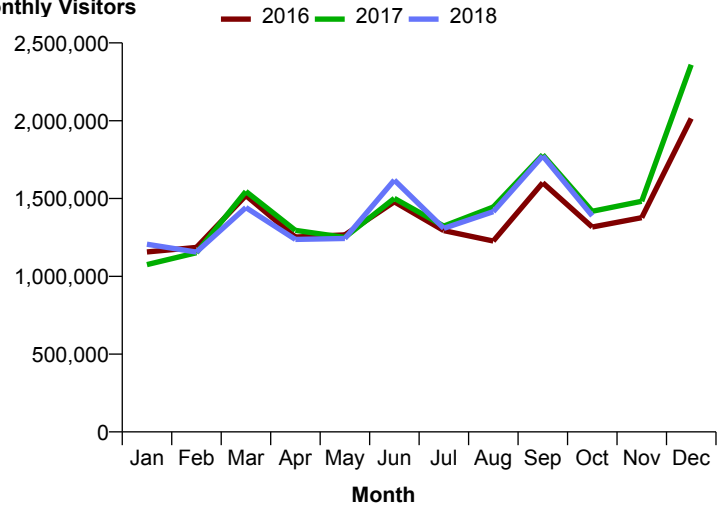
Monthly Visitors

Monthly Visitors



Annual Performance

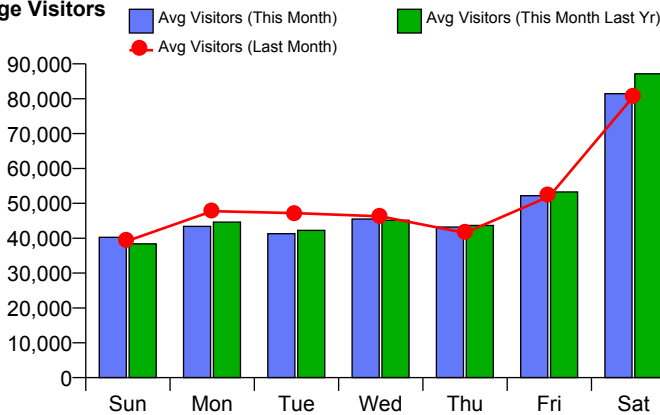
Monthly Visitors



| National Benchmark | | Monthly | | Yearly | |
|--------------------|-------|---------------|---------------|---------------|---------------|
| M-O-M | Y-O-Y | Centre Change | Centre Change | Centre Change | Centre Change |
| -19.4 % | ↓ | -4.6 % | ↓ | -21.7 % | ↓ |
| | | | | -2.0 % | ↓ |

Average Daily Distribution

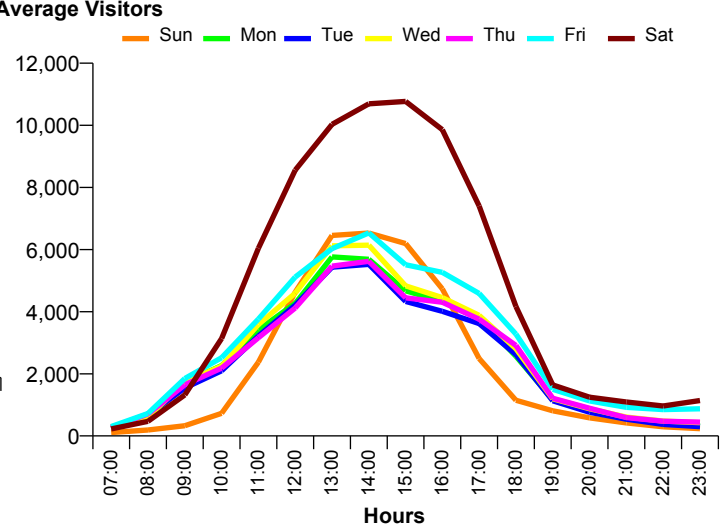
Average Visitors



| This Month '18 | 40,243 | 43,396 | 41,278 | 45,494 | 43,196 | 52,202 | 81,461 |
|----------------|--------|--------|--------|--------|--------|--------|--------|
| This Month '17 | 38,392 | 44,603 | 42,235 | 45,150 | 43,675 | 53,261 | 87,166 |
| Last Month '18 | 39,270 | 47,758 | 47,184 | 46,243 | 41,534 | 52,007 | 80,719 |
| Y-O-Y % Change | 4.8% | -2.7% | -2.3% | 0.8% | -1.1% | -2.0% | -6.5% |

Average Hourly Distribution

Average Visitors



Zone Comparison

No Zone Comparison Available

Internal Flow Comparison

No Flow Comparison Available

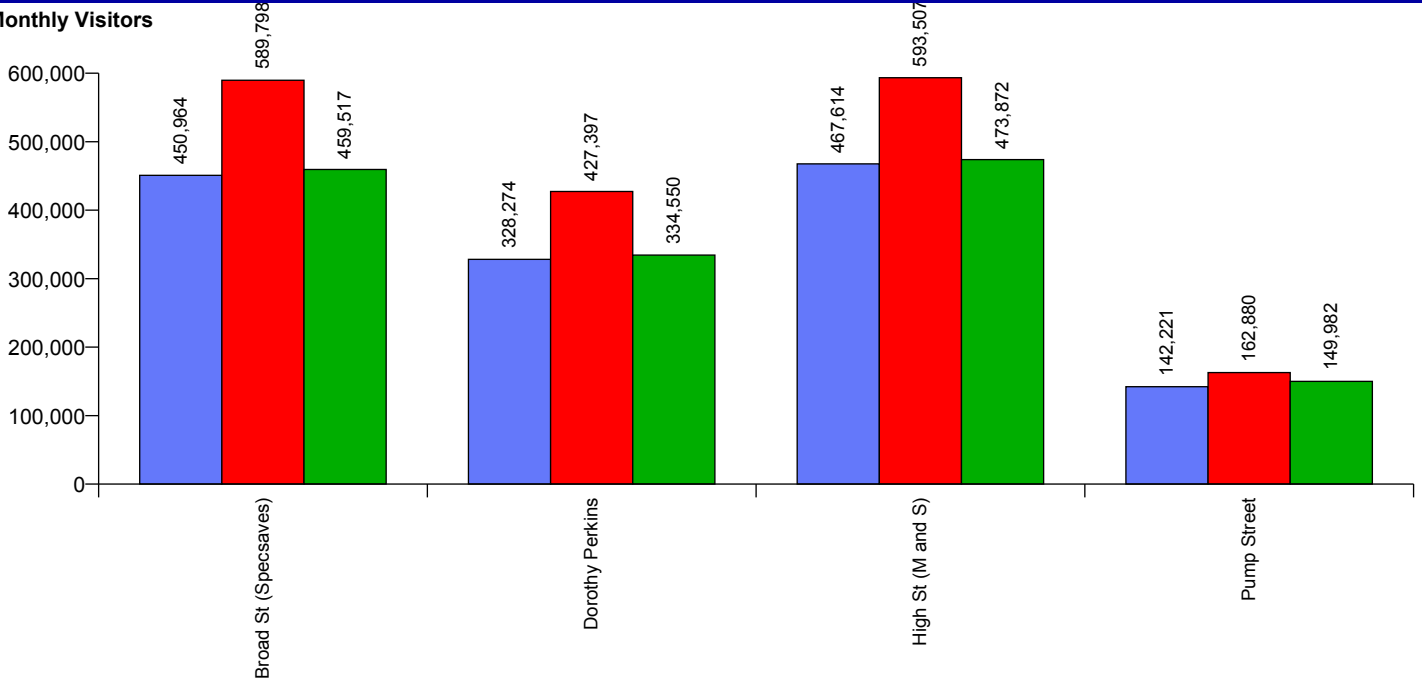
| | |
|-------------------------|--------------------|
| Month Commencing | 30-Sep-2018 |
|-------------------------|--------------------|

| | |
|---------------------------|----------|
| No of Wks This Mth | 4 |
| No of Wks Last Mth | 5 |

| | |
|--------------|---------------------|
| Month | October 2018 |
|--------------|---------------------|

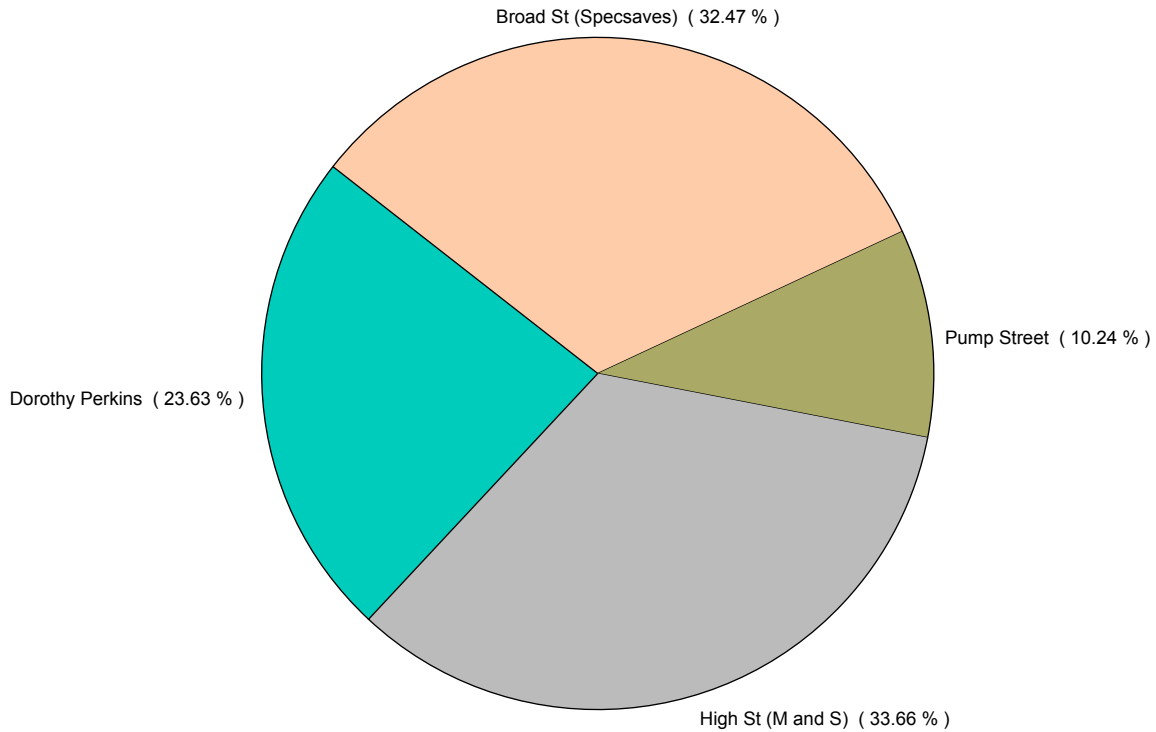
External Location Comparison

Monthly Visitors



FootFall by Entrance

Monthly Visitors



| | |
|-------------------------|--------------------|
| Month Commencing | 30-Sep-2018 |
|-------------------------|--------------------|

| | |
|--------------|---------------------|
| Month | October 2018 |
|--------------|---------------------|

Weather

No weather information available

Management Highlights

W/C

| | | | |
|-------------|-----|---------------------------------|--|
| 21-Oct-2018 | Wed | Local Sporting Event | Season Finale Worcester Racecourse |
| | Thu | City Centre Events & Promotions | Museums at Night at the Infirmary |
| | Fri | Bank Holiday | Festival Market High St and Guildhall |
| | | City Centre Events & Promotions | Museums at Night at the Infirmary |
| | Sat | Bank Holiday | Festival Market High St and Guildhall |
| | | City Centre Events & Promotions | Museums at Night at the Infirmary |
| | | School Holidays | Public schools - 29th Oct - 7th Nov State schools 27th Oct - 4th Nov |