Place Informatics

Event Report

Name: Make it Ealing Jubilee Report

Type: Outdoor Event

Event Location: Whole of Ealing

Dates: 2 - 5 Jun 2022

All contents ©2022 Place Informatics Ltd

Make it Ealing Jubilee Report

Summary

Compare footfall for the event with footfall for corresponding dates prior to the event (and afterwards for retrospective requests)

Your event has seen an **increase in footfall of 166%** compared with the year before

Your event has seen an **increase in footfall of 6%** compared with the month before

Event (2 - 5 Jun 2022): **138,193**
Year before (3 - 6 Jun 2021): **51,975**
Month before (5 - 8 May 2022): **130,371**

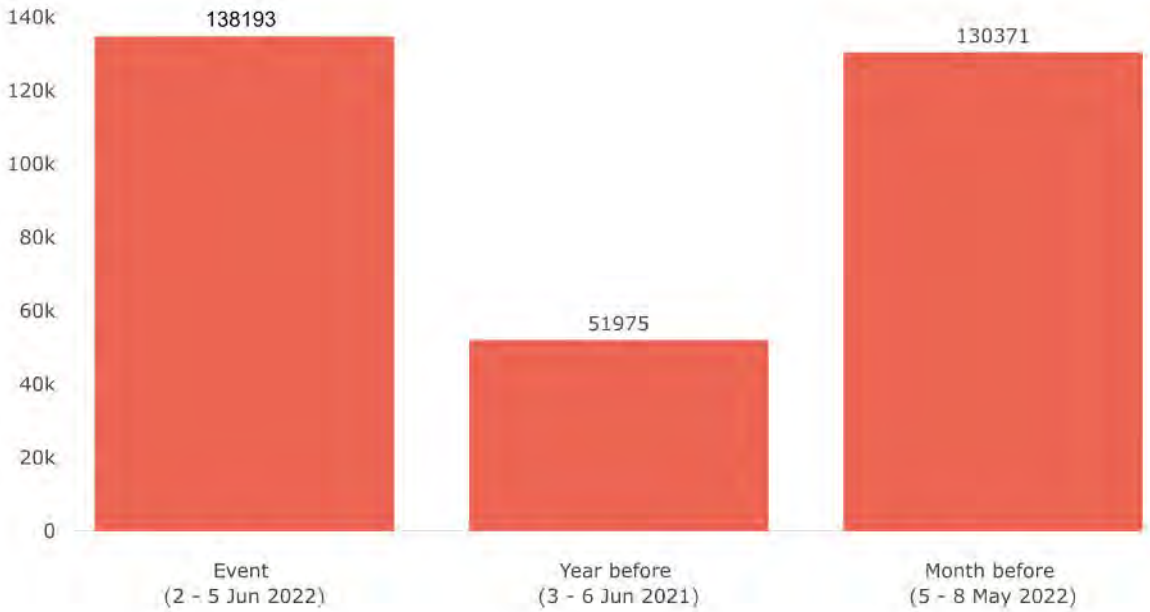
Place Informatics

All contents ©2022 Place Informatics Ltd

Place Informatics

Compare Footfall

Compare footfall during the event with year before and month before



Footfall
Footfall is measured by analysing the number of visits made by visitors from the core catchment postcodes of the site and extrapolating using the postcode population to calculate total footfall volume.

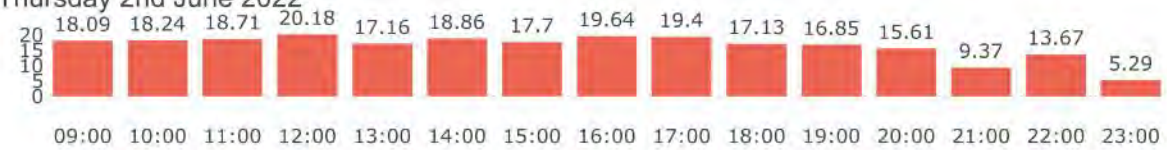
Additional data and insight available through the TownandPlace.AI online dashboard.

All contents ©2022 Place Informatics Ltd

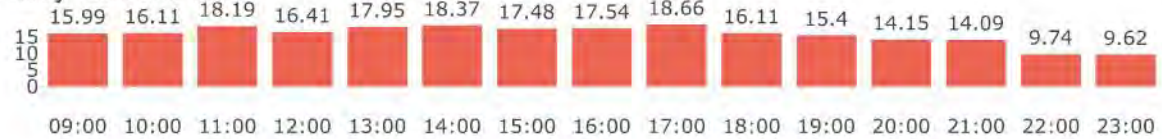
Daily Occupancy by Hour

Figures shown for the 3 busiest days of the event

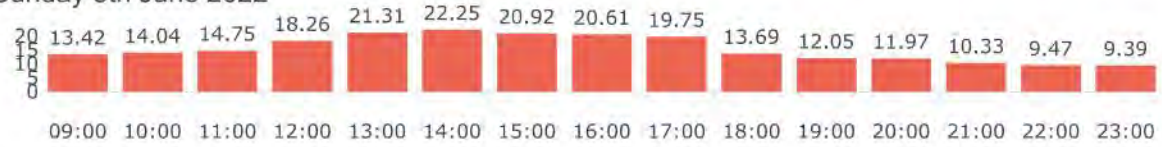
Thursday 2nd June 2022



Friday 3rd June 2022



Sunday 5th June 2022



Daily Occupancy
Daily Occupancy shows aggregated footfall for each hour to give a more meaningful representation (ie a visitor's footfall is included in all the hours covered by their visit not just their arrival hour).

Additional data and insight available through the TownandPlace.AI online dashboard.

Place Informatics

All contents ©2022 Place Informatics Ltd

Change in Footfall from Month Before

Figures shown for the 3 busiest days of the event

Thursday 2nd June 2022

Friday 3rd June 2022

Sunday 5th June 2022

Place Informatics

All contents ©2022 Place Informatics Ltd

Place Informatics

Change in Footfall From Daily Average

Figures shown for the 3 busiest days of the event

All contents ©2022 Place Informatics Ltd

Place Informatics

% of Visitors to the Event Location by Postcode

48% of your visitors come from these postcodes

Outcode	Event	12 Months Ago	Previous Month
W5	10.7	14.3	11.9
W13	8.5	8.7	7.8
W7	5.3	5.2	4.9
TW8	4.7	2.5	3.9
UB1	4.3	5.3	4.4
W3	3.6	4.9	3.3
UB6	3.4	5.9	3.6
UB5	2.5	2.5	2.1
UB4	2.1	1.4	1.3
HA0	2	1.9	2.7

All contents ©2022 Place Informatics Ltd

Visit TownandPlace.AI to view your site dashboard.

Our behaviour insight platforms include:

TownandPlace.AI - 3,500+ Town Centres

RetailSites.AI - 3,000+ Retail, Leisure, Outlet and Shopping Centres

To request your login details please contact:

clive.hall@placeinformatics.com

PlaceInformatics.com

Place Informatics provides footfall and behaviour insight for town centres, retail parks, shopping centres, leisure parks and outlet parks.

Providing local government, business improvement districts and retail real estate clients access to online dashboards, Place Informatics provides valuable performance measurement data and insight which supports investment decisions.

All contents ©2022 Place Informatics Ltd