

GEO-Sense Footfall Headline Report

Weston-super-Mare

April 2020

44620

Total visits this period

footfall is
-63.12%
down based
on last
month

1487

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-63.12%** increase
- The total number of visitors was **44620** of which **36260** (81%) have visited previously and **8360** (19%) were new
- The average number of visitors per day has decreased by **-70.1%** based on the year to date average
- Footfall for the year to date has increased by **39.75%** (197169) based on the same period last year
- The busiest zone during April was the **Weston-super-Mere** with **44620** visitors, **100%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 24th** with **2011**, 5% of the total of which **423** (21%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **93** minutes

Intelli-Sense Analytics

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