

# GEO-Sense Footfall Headline Report

## Weston-super-Mare

## February 2020

### 152618

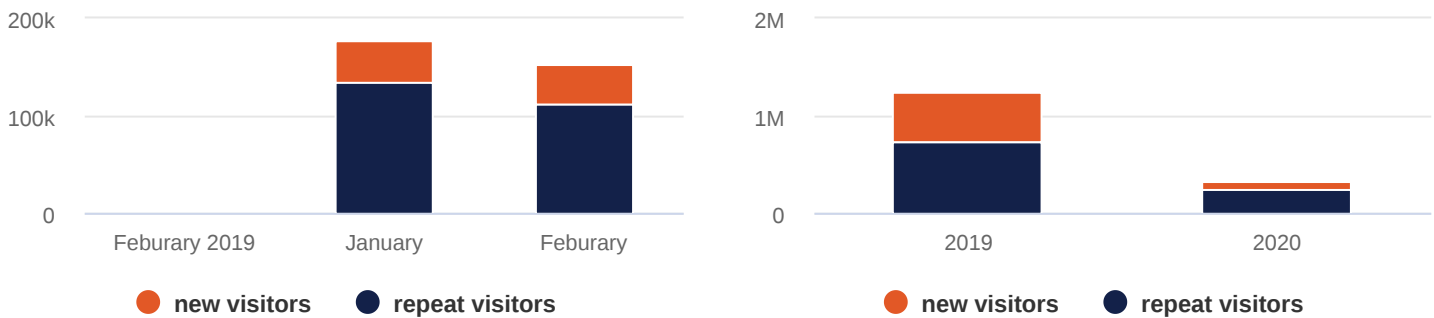
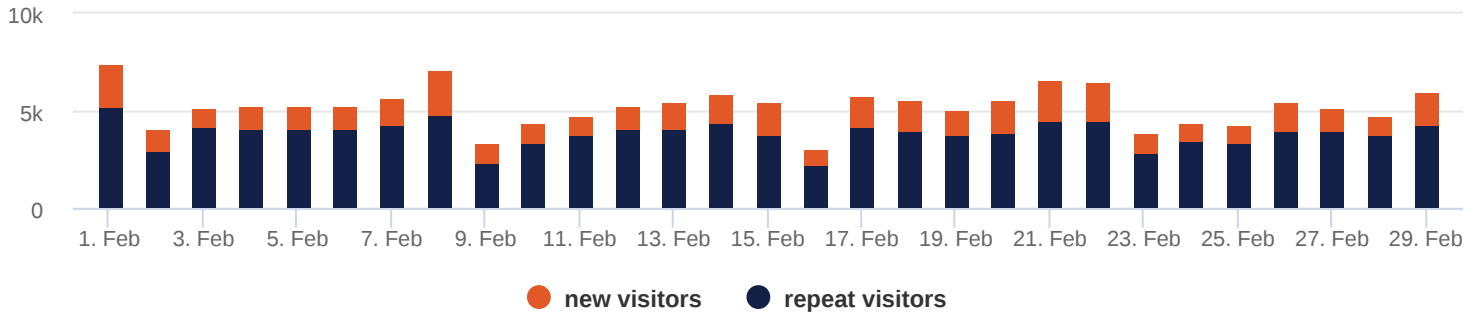
Total visits this period

footfall is  
**-14.16%**  
down based  
on last  
month

### 5263

Average visitors per day

### Overall footfall statistics



### Headlines

- The change in footfall compared to the previous month is a **-14.16%** increase
- The total number of visitors was **152618** of which **112129** (73%) have visited previously and **40489** (27%) were new
- The average number of visitors per day has decreased by **-9.27%** based on the year to date average
- Footfall for the year to date has increased by **100%** (330420) based on the same period last year
- The busiest zone during February was the **Weston-super-Mere** with **152618** visitors, **100%** of the total venue visitors

### Busiest Days

- The busiest day this month was **Saturday 1st** with **7464**, **5%** of the total of which **2233** (30%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **96** minutes

Intelli-Sense Analytics

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