

GEO-Sense Footfall Headline Report

Weston-super-Mare

July 2020

120544

Total visits this period

footfall is
58.02%
up based on last
month

3889

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **58.02%** increase
- The total number of visitors was **120544** of which **80398** (67%) have visited previously and **40146** (33%) were new
- The average number of visitors per day has increased by **11.4%** based on the year to date average
- Footfall for the year to date has decreased by **-31.35%** (-237060) based on the same period last year
- The busiest zone during July was the **Weston-super-Mere** with **120544** visitors, **100%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 31st** with **5038**, **4%** of the total of which **1978** (39%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **96** minutes

Intelli-Sense Analytics

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