

GEO-Sense Footfall Headline Report

Weston-super-Mare

November 2020

64006

Total visits this period

footfall is
-37.46%
down based
on last
month

2134

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-37.46%** increase
- The total number of visitors was **64006** of which **45819** (72%) have visited previously and **18187** (28%) were new
- The average number of visitors per day has decreased by **-43.15%** based on the year to date average
- Footfall for the year to date has decreased by **-49.91%** (-603301) based on the same period last year
- The busiest zone during November was the **Weston-super-Mere** with **64006** visitors, **100%** of the total venue visitors

Busiest Days

- The busiest day this month was **Wednesday 4th** with **3823**, **6%** of the total of which **1096** (29%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **99** minutes

Intelli-Sense Analytics

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