

GEO-Sense Footfall Headline Report

Weston-super-Mare

December 2020

75942

Total visits this period

footfall is
18.65%
up based on last
month

2450

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **18.65%** increase
- The total number of visitors was **75942** of which **51057** (67%) have visited previously and **24885** (33%) were new
- The average number of visitors per day has increased by **0%** based on the year to date average
- Footfall for the year to date has decreased by **0%** (0) based on the same period last year
- The busiest zone during December was the **Weston-super-Mere** with **75942** visitors, **100%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 19th** with **3497**, 5% of the total of which **1148** (33%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **93** minutes

Intelli-Sense Analytics

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