

# GEO-Sense Footfall Headline Report

## Weston-super-Mare

## January 2021

### 46348

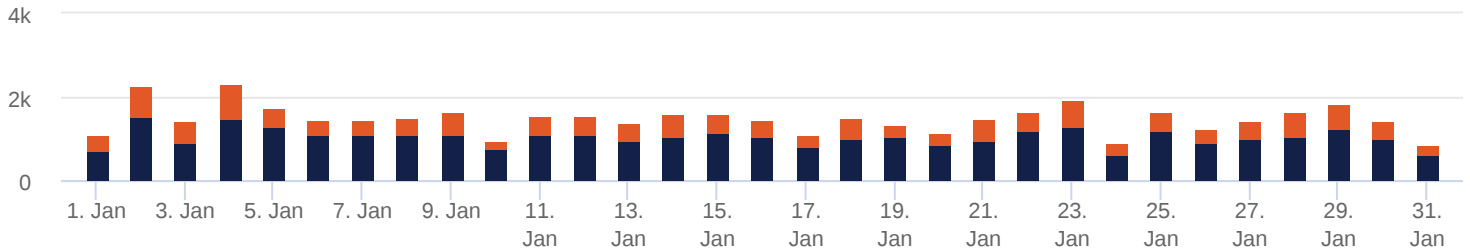
Total visits this period

footfall is  
**-38.97%**  
down based  
on last  
month

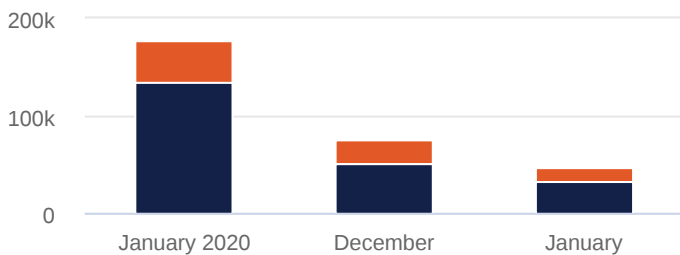
### 1495

Average visitors per day

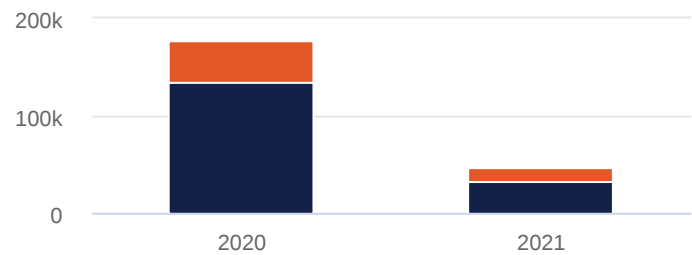
## Overall footfall statistics



● new visitors ● repeat visitors



● new visitors ● repeat visitors



● new visitors ● repeat visitors

## Headlines

- The change in footfall compared to the previous month is a **-38.97%** increase
- The total number of visitors was **46348** of which **32182** (69%) have visited previously and **14166** (31%) 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 **-283.62%** (-131454) based on the same period last year
- The busiest zone during January was the **Weston-super-Mere** with **46348** visitors, **100%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Monday 4th** with **2336**, 5% of the total of which **836** (36%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **99** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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