

# GEO-Sense Footfall Headline Report

## Weston-super-Mare

## February 2021

### 44115

Total visits this period

footfall is  
**-4.82%**  
down based  
on last  
month

### 1576

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-4.82%** increase
- The total number of visitors was **44115** of which **29712** (67%) have visited previously and **14403** (33%) were new
- The average number of visitors per day has increased by **5.38%** based on the year to date average
- Footfall for the year to date has decreased by **-265.25%** (-239957) based on the same period last year
- The busiest zone during February was the **Weston-super-Mere** with **44115** visitors, **100%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Friday 26th** with **2166**, 5% of the total of which **764** (35%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **97** minutes

Intelli-Sense Analytics

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