

GEO-Sense Footfall Headline Report

Weston-super-Mare

April 2021

82705

Total visits this period

footfall is
43.29%
up based on last
month

2757

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **43.29%** increase
- The total number of visitors was **82705** of which **43593** (53%) have visited previously and **39112** (47%) were new
- The average number of visitors per day has increased by **67.44%** based on the year to date average
- Footfall for the year to date has decreased by **-114.83%** (-265138) based on the same period last year
- The busiest zone during April was the **Weston-super-Mere** with **82705** visitors, **100%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 17th** with **4209**, 5% of the total of which **2234** (53%) 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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