

# GEO-Sense Footfall Headline Report

## Weston-super-Mare

## August 2021

### 108462

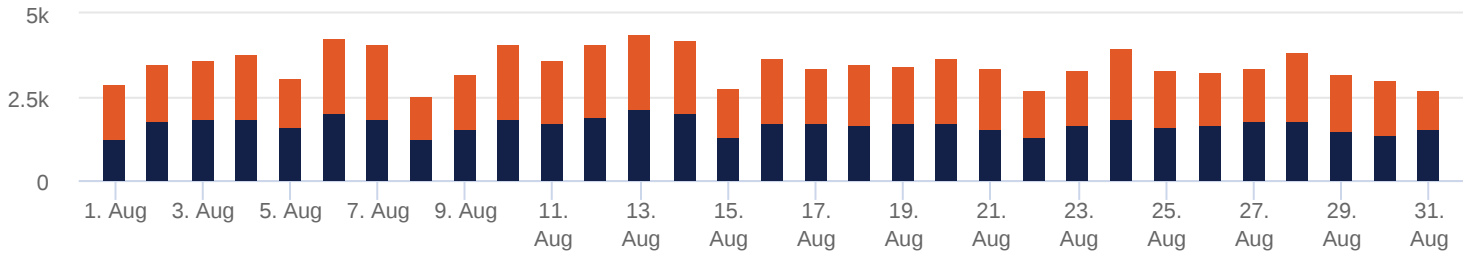
Total visits this period

footfall is  
**2.24%**  
up based on last  
month

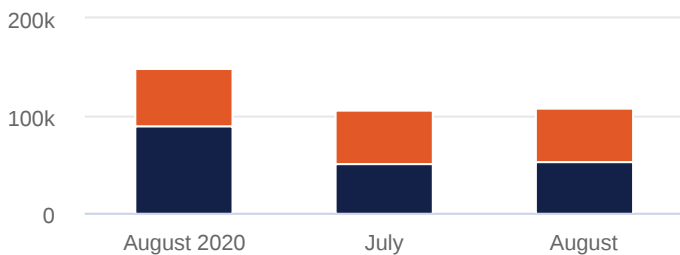
### 3499

Average visitors per day

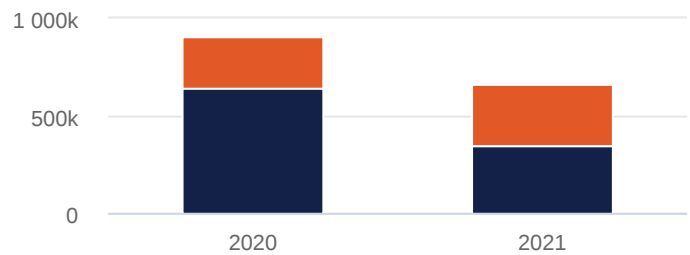
### Overall footfall statistics



● new visitors ● repeat visitors



● new visitors ● repeat visitors



● new visitors ● repeat visitors

### Headlines

- The change in footfall compared to the previous month is a **2.24%** increase
- The total number of visitors was **108462** of which **52186** (48%) have visited previously and **56276** (52%) were new
- The average number of visitors per day has increased by **32.93%** based on the year to date average
- Footfall for the year to date has decreased by **-35.89%** (-239175) based on the same period last year
- The busiest zone during August was the **Weston-super-Mere** with **108462** visitors, **100%** of the total venue visitors

### Busiest Days

- The busiest day this month was **Friday 13th** with **4390**, 4% of the total of which **2224** (51%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **126** minutes

Intelli-Sense Analytics

powered by GEO-Sense

[www.geo-sense.co.uk](http://www.geo-sense.co.uk)

[www.geo-sense.co.uk](http://www.geo-sense.co.uk)

