

GEO-Sense Footfall Headline Report

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December 2020

130671

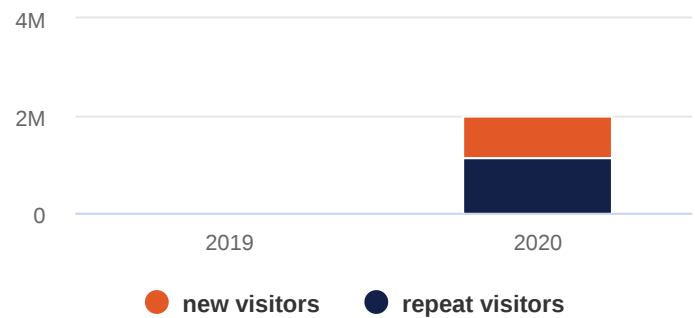
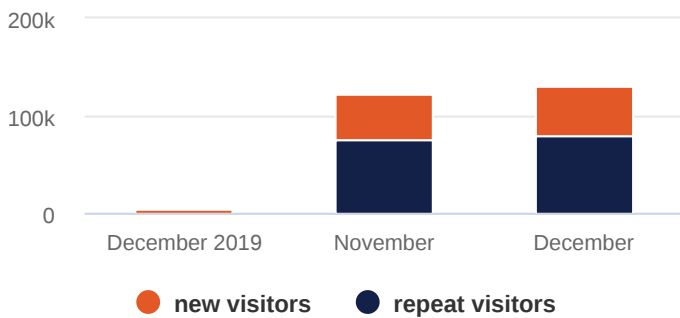
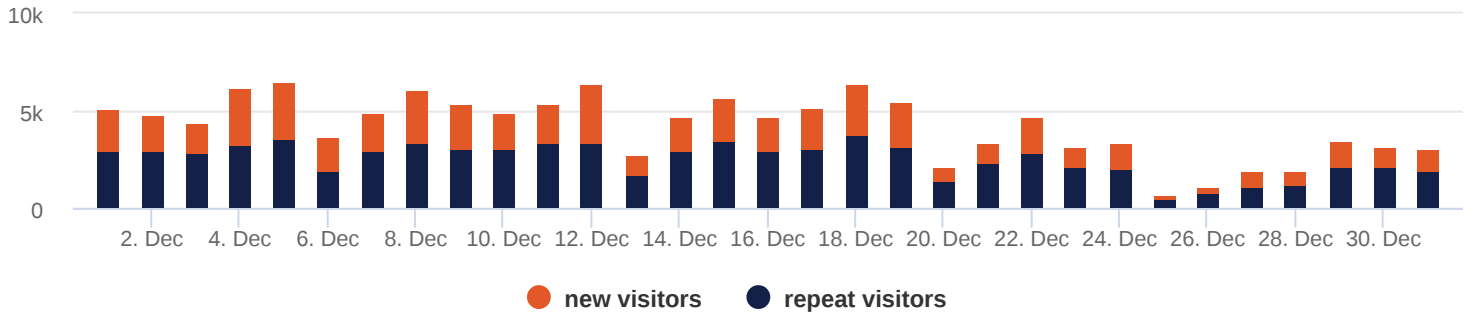
Total visits this period

footfall is
6.63%
up based on last
month

4215

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **6.63%** increase
- The total number of visitors was **130671** of which **78654** (60%) have visited previously and **52017** (40%) were new
- The average number of visitors per day has decreased by **-26.37%** based on the year to date average
- Footfall for the year to date has increased by **99.78%** (2009577) based on the same period last year
- The busiest zone during December was the **Lake Street(6)** with **63376** visitors, **48.5%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 5th** with **6488**, **5%** of the total of which **2907** (45%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **138** minutes

Intelli-Sense Analytics

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