

GEO-Sense Footfall Headline Report

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February 2021

87283

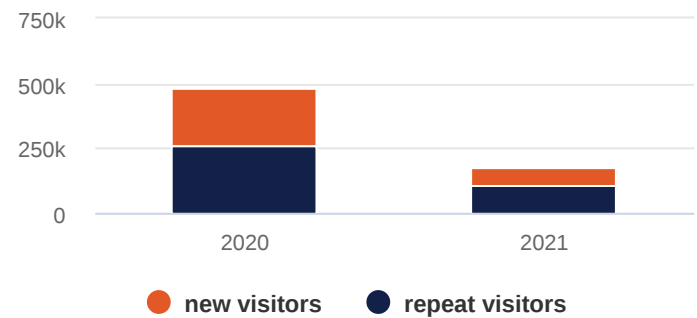
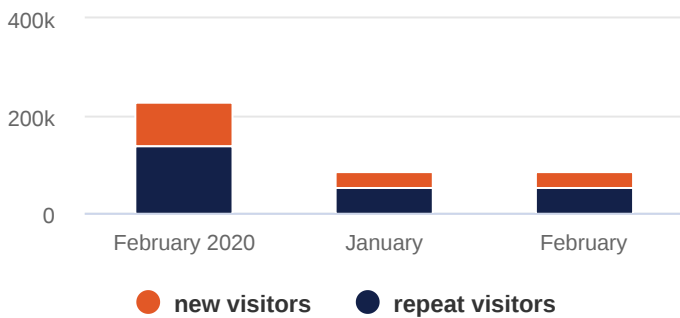
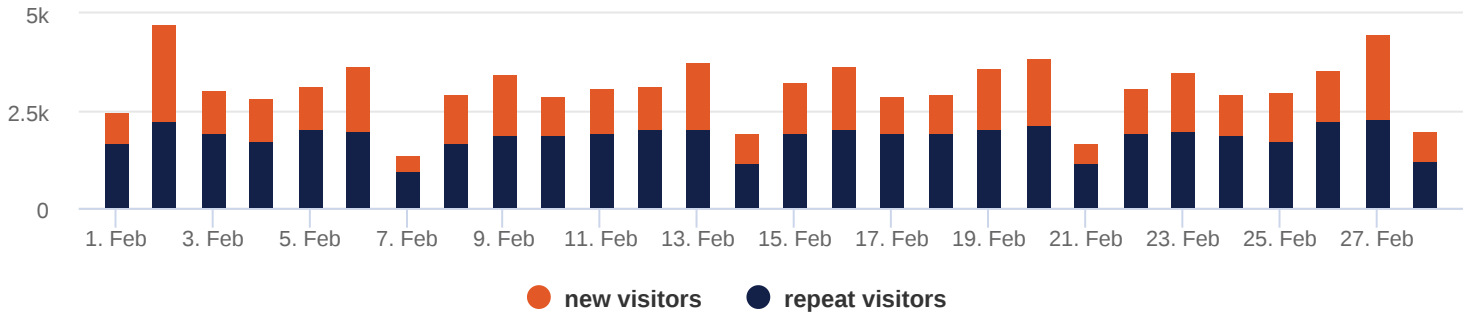
Total visits this period

footfall is
2.33%
up based on last
month

3117

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **2.33%** increase
- The total number of visitors was **87283** of which **51808** (59%) have visited previously and **35475** (41%) were new
- The average number of visitors per day has increased by **13.29%** based on the year to date average
- Footfall for the year to date has decreased by **-180.23%** (-311035) based on the same period last year
- The busiest zone during February was the **Lake Street(6)** with **41877** visitors, **47.98%** of the total venue visitors

Busiest Days

- The busiest day this month was **Tuesday 2nd** with **4720**, **5%** of the total of which **2498** (53%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **169** minutes

Intelli-Sense Analytics

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