

GEO-Sense Footfall Headline Report

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October 2021

130599

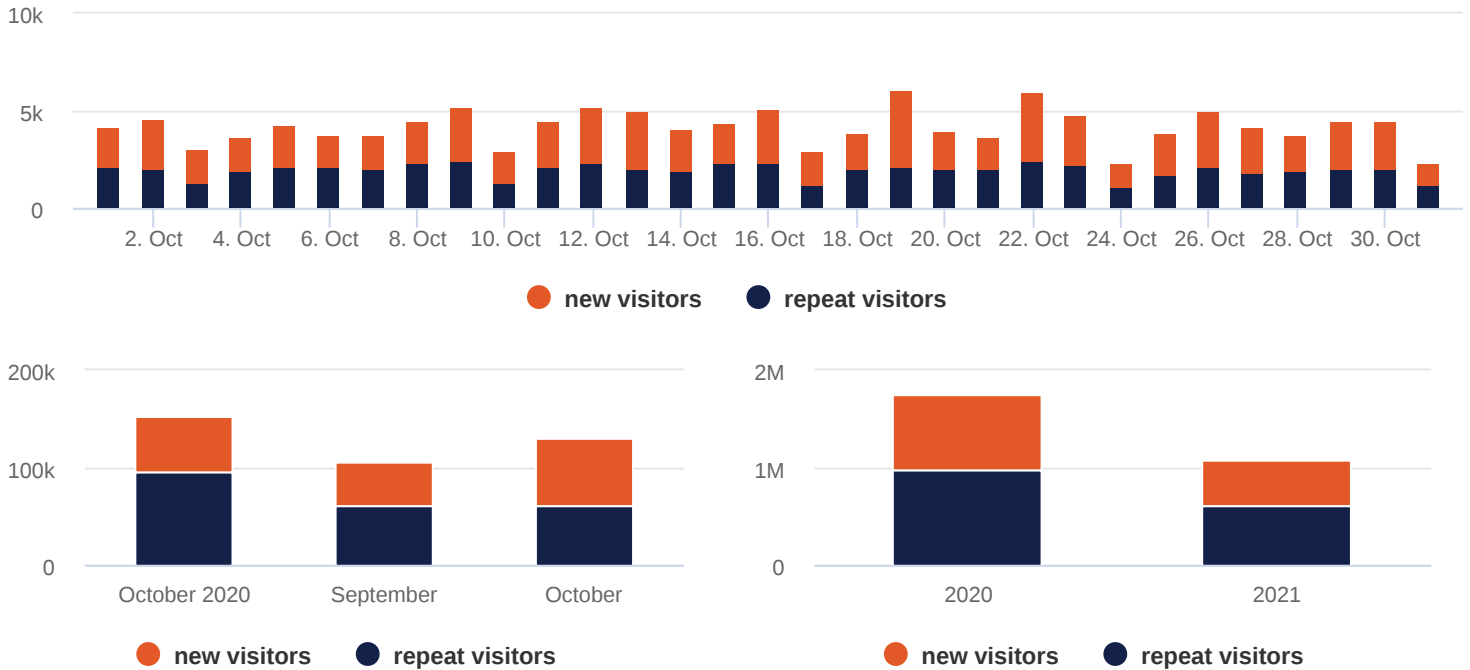
Total visits this period

footfall is
24.2%
up based on last
month

4213

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **24.2%** increase
- The total number of visitors was **130599** of which **61504** (47%) have visited previously and **69095** (53%) were new
- The average number of visitors per day has increased by **21.23%** based on the year to date average
- Footfall for the year to date has decreased by **-63.14%** (-681519) based on the same period last year
- The busiest zone during October was the **High Street(4)** with **56885** visitors, **43.56%** of the total venue visitors

Busiest Days

- The busiest day this month was **Tuesday 19th** with **6172**, **5%** of the total of which **4064** (66%) were new visitors
- During this day the busiest time was between **15:00 and 16:00**
- Average Dwell for the day was **180** minutes

Intelli-Sense Analytics

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