

GEO-Sense Footfall Headline Report

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December 2021

172143

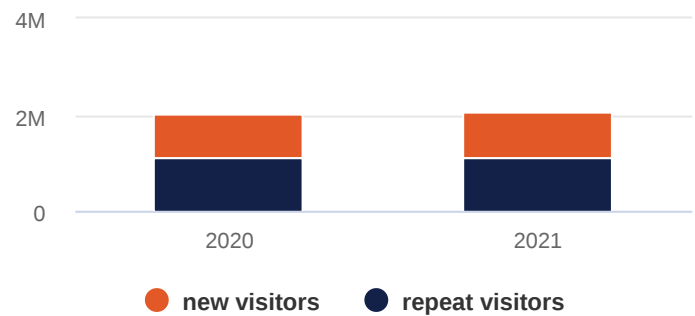
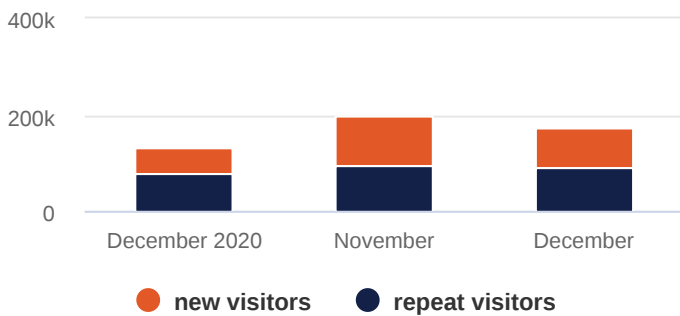
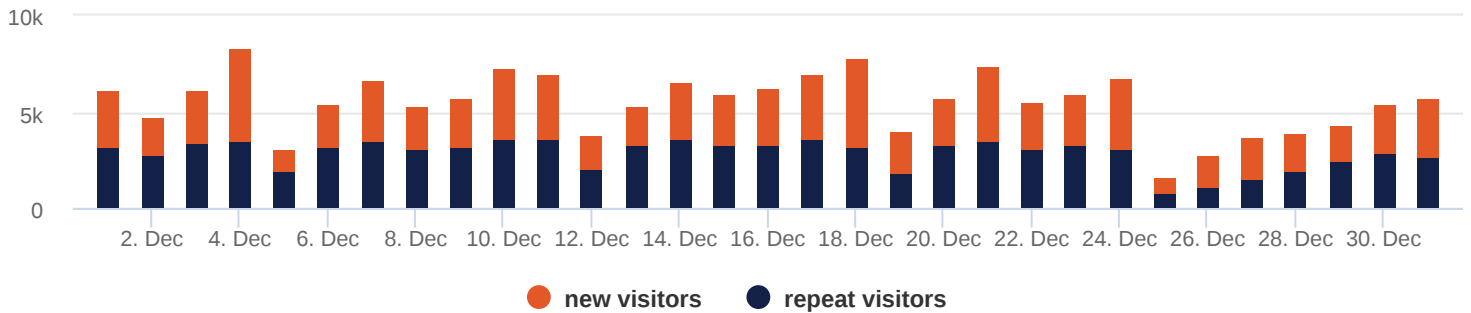
Total visits this period

footfall is
-13.03%
down based
on last
month

5554

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-13.03%** increase
- The total number of visitors was **172143** of which **89062** (52%) have visited previously and **83081** (48%) were new
- The average number of visitors per day has decreased by **-1.43%** based on the year to date average
- Footfall for the year to date has decreased by **-52.98%** (-1088116) based on the same period last year
- The busiest zone during December was the **High Street(4)** with **78576** visitors, **45.65%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 4th** with **8326**, **5%** of the total of which **4848** (58%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **170** minutes

Intelli-Sense Analytics

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