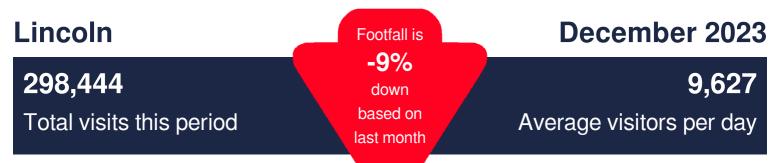
# **GEO-Sense Footfall Headline Report**



#### **Overall footfall statistics**



#### **Headlines**

- The change in footfall compared to the previous month is a -9% decrease
- The total number of visitors was **298,444** of which **214,544** (72%) have visited previously and **83,900** (28%) were new
- The average number of visitors per day has decrease by -21% based on the year to date average
- Footfall for the year to date has increased by 4% (195,724) based on the same period last year
- The busiest zone during December was the High Street South with 87,014 visitors, 29% of the total venue visitors

### **Busiest Days**

- The busiest day this month was Friday 15th with 13,299, 4% of the total of which 4,129 (31%) were new visitors
- During this day the busiest time was between 12:00 and 13:00
- Average Dwell for the day was 256 minutes

## **Intelli-Sense Analytics**

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