

GEO-Sense Footfall Headline Report

Lincoln

December 2023

298,444

Total visits this period

Footfall is
-9%
down
based on
last month

9,627

Average visitors per day

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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