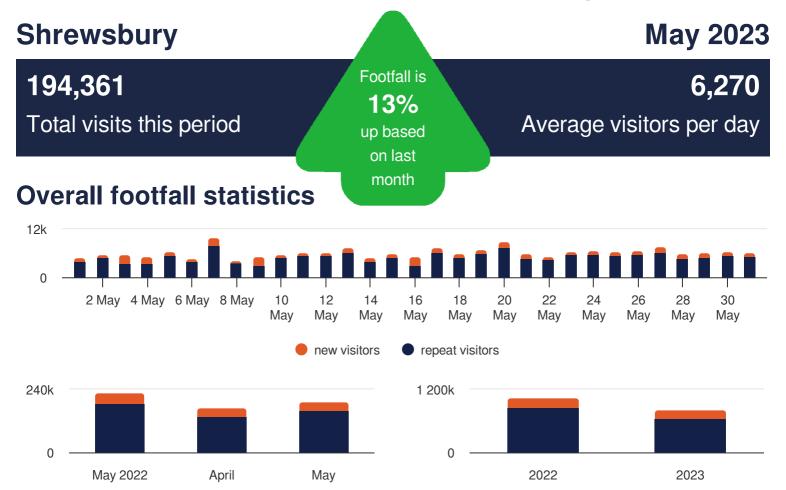
## **GEO-Sense Footfall Headline Report**



## **Headlines**

new visitors

The change in footfall compared to the previous month is a 13% increase

repeat visitors

The total number of visitors was 194,361 of which 158,517 (82%) have visited previously and 35,844 (18%) were new

new visitors

repeat visitors

- The average number of visitors per day has increase by 20% based on the year to date average
- Footfall for the year to date has decreased by -28% (-231,997) based on the same period last year
- The busiest zone during May was the **Market Sq** with **88,917** visitors, **46**% of the total venue visitors

## **Busiest Days**

- The busiest day this month was **Sunday 7th** with **10,017**, **5**% of the total of which **2,077** (21%) were new visitors
- During this day the busiest time was between 13:00 and 14:00
- Average Dwell for the day was 243 minutes

## **Intelli-Sense Analytics**

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