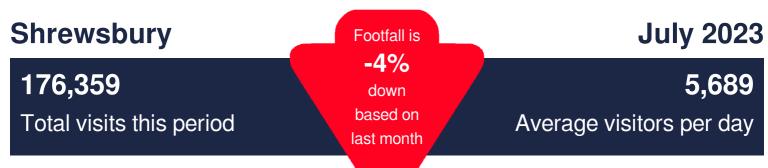
# **GEO-Sense Footfall Headline Report**



#### **Overall footfall statistics**



### **Headlines**

- The change in footfall compared to the previous month is a -4% decrease
- The total number of visitors was **176,359** of which **144,527** (82%) have visited previously and **31,832** (18%) were new
- The average number of visitors per day has increase by 2% based on the year to date average
- Footfall for the year to date has decreased by -29% (-344,013) based on the same period last year
- The busiest zone during July was the **Market Sq** with **85,155** visitors, **48**% of the total venue visitors

## **Busiest Days**

- The busiest day this month was Friday 7th with 7,729, 4% of the total of which 1,269 (16%) were new visitors
- During this day the busiest time was between 12:00 and 13:00
- Average Dwell for the day was 212 minutes

## **Intelli-Sense Analytics**