

# GEO-Sense Footfall Headline Report

## Melton Mowbray

## November 2021

### 201967

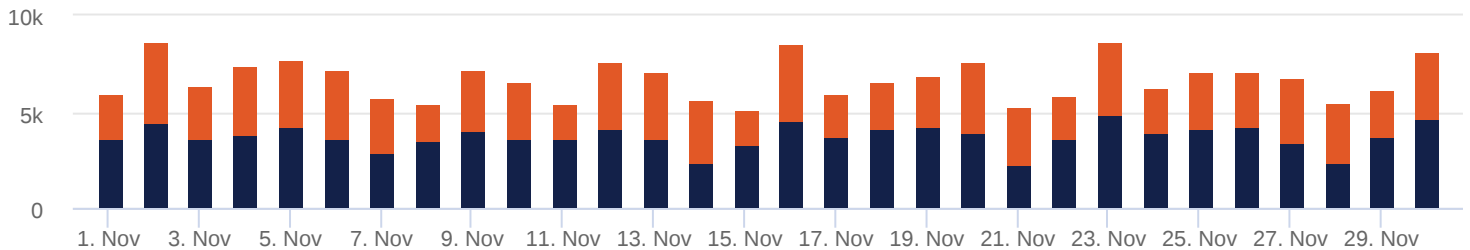
Total visits this period

footfall is  
**-4.1%**  
down based  
on last  
month

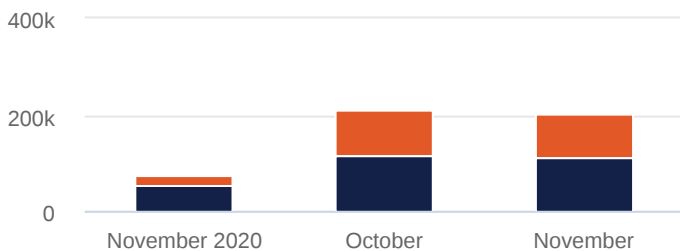
### 6732

Average visitors per day

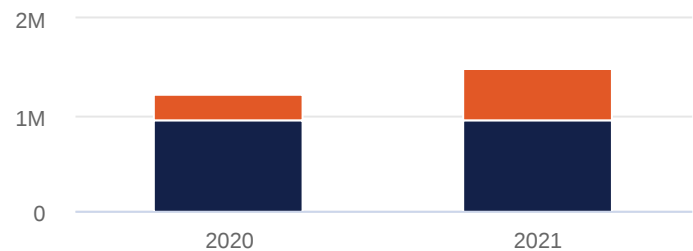
## Overall footfall statistics



● new visitors ● repeat visitors



● new visitors ● repeat visitors



● new visitors ● repeat visitors

## Headlines

- The change in footfall compared to the previous month is a **-4.1%** increase
- The total number of visitors was **201967** of which **112217** (56%) have visited previously and **89750** (44%) were new
- The average number of visitors per day has increased by **59.01%** based on the year to date average
- Footfall for the year to date has decreased by **-24.64%** (-366977) based on the same period last year
- The busiest zone during November was the **Market Place (S05)** with **91347** visitors, **45.23%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Tuesday 23rd** with **8681**, 4% of the total of which **3859** (44%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **109** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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