

# GEO-Sense Footfall Headline Report

## Melton Mowbray

## December 2021

### 177252

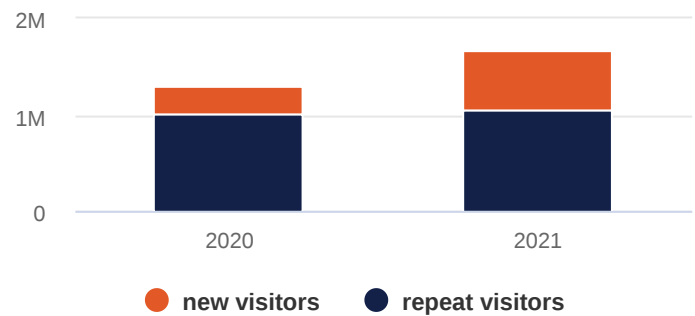
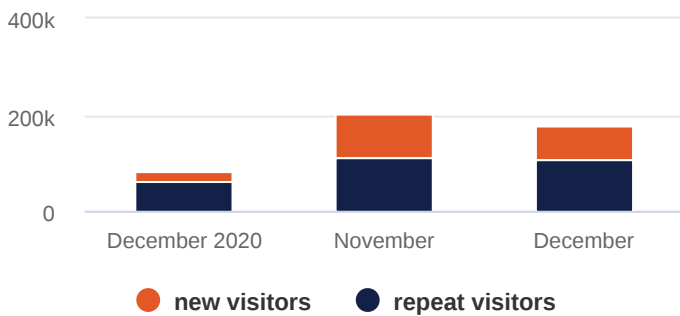
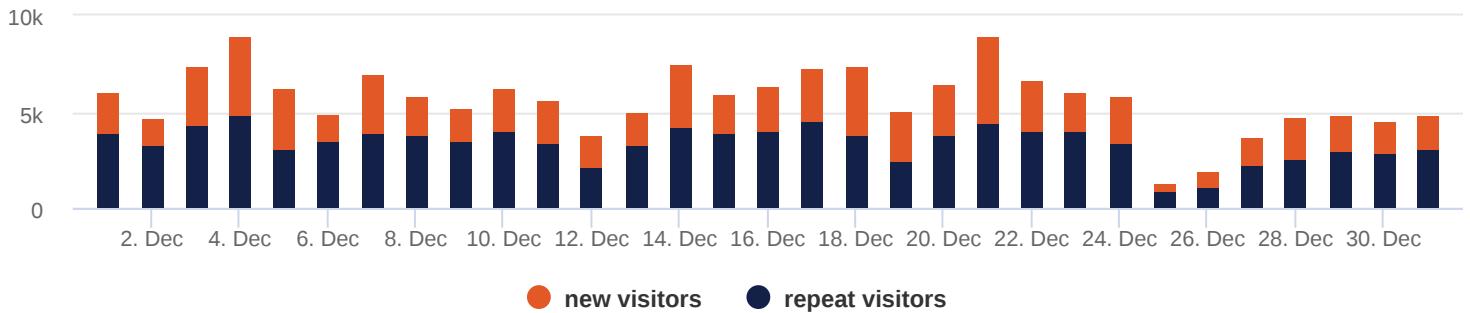
Total visits this period

footfall is  
**-12.24%**  
down based  
on last  
month

### 5718

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-12.24%** increase
- The total number of visitors was **177252** of which **105528** (60%) have visited previously and **71724** (40%) were new
- The average number of visitors per day has increased by **28.25%** based on the year to date average
- Footfall for the year to date has decreased by **-19.06%** (-317522) based on the same period last year
- The busiest zone during December was the **Market Place (S05)** with **84605** visitors, **47.73%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Tuesday 21st** with **9009**, 5% of the total of which **4571** (51%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **114** minutes

Intelli-Sense Analytics

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