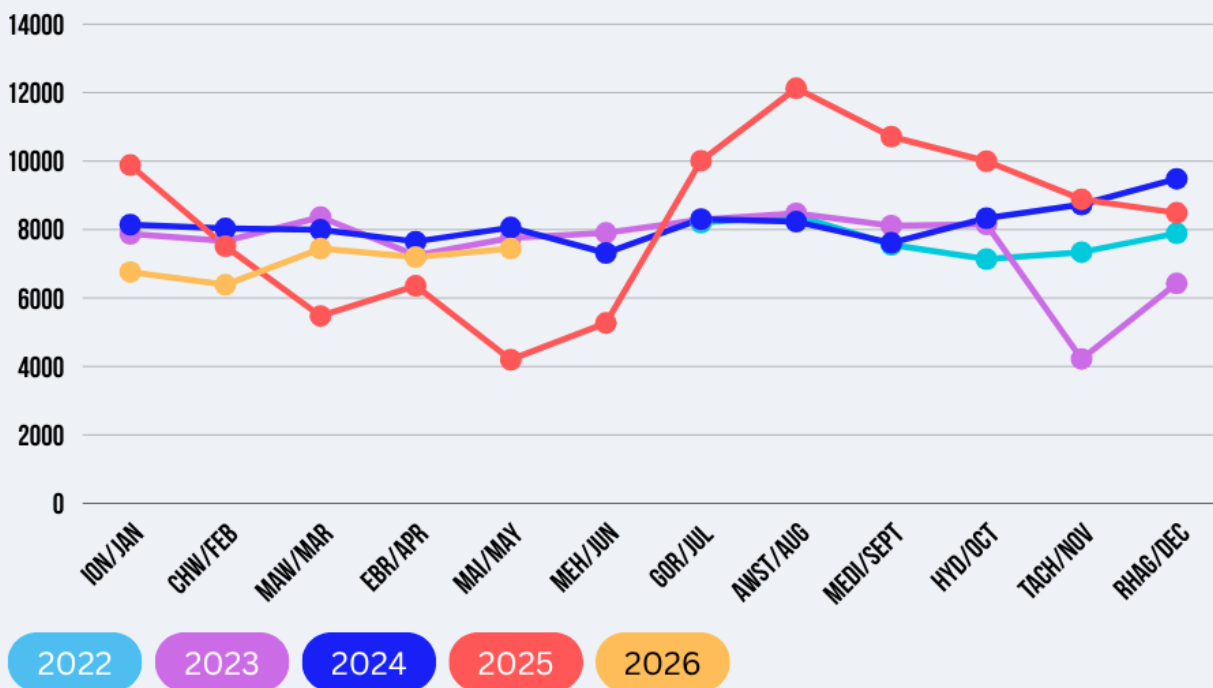


# LLANDYSUL FOOTFALL



2025 Only 2 access points working from January to June  
 2023 November and December incomplete data due to technical issues.

May recorded **7,205 visitors** recorded by Llandysul Town Wi-Fi.

## Key observations

### 1. Footfall was virtually unchanged from April

- April: 7,196 visitors
- May: 7,205 visitors

That's effectively flat. Given that May included two Bank Holidays and half-term week, some might have expected a stronger increase.

### 2. 2026 is following the same pattern as 2024

The Llandysul Footfall graph shows May 2026 sitting very close to May 2024 levels, suggesting that this year's performance may reflect a normal seasonal pattern rather than a local issue.

### 3. New visitors increased

New visitors rose from 516 in April to 574 in May, an increase of around **11%**.

This is perhaps the most encouraging statistic in the report. Although total footfall was static, the town continued to attract first-time visitors.

#### 4. Weekly loyalty increased

Weekly visitors increased from 2,011 to 2,066.

This suggests that regular users of the town remained engaged and continued to visit.

#### Possible Reasons

##### *Weather and Bank Holidays*

The exceptionally warm weather during May, two bank holidays and half term may have encouraged both residents and visitors to spend more time at coastal destinations, beauty spots and outdoor attractions rather than in town centres.

##### *Limited Event Impact*

Although there were several events during the month, these are relatively niche events and may not have been large enough individually to create a significant uplift in town-wide footfall.

**Overall**, the increase in new visitors suggests Llandysul continues to attract people into the town, even if overall visitor numbers have remained stable.

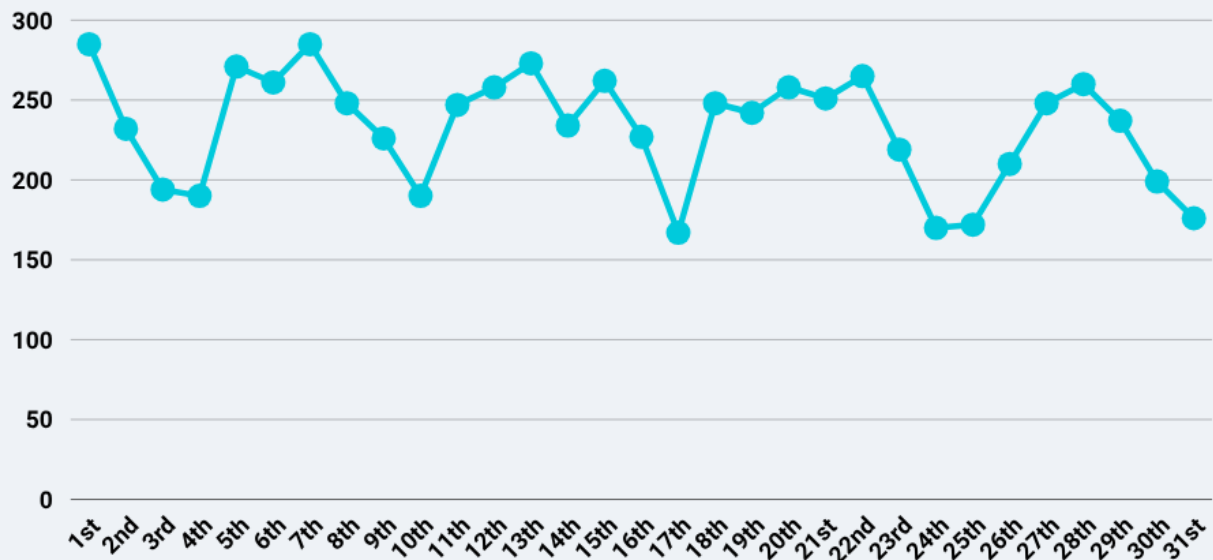
Please Note: Not every device can be detected, so the amount counted is not exact and there are not enough access points to cover the town. However, the data collected might spot any trends over time or identify areas of the town that are particularly popular with visitors.

For all the reports since July 2022, go to <https://www.ccllandysulcc.cymru/llandysul-town-wifi>

<p><b>Total Visitors</b>  <b>7,205</b>          April 7,196          March 7,442          February 6,386          January 6,762</p>	<p>Total number of visitors who have been detected by the network within the month. A 'visit' is when the network detects a device for at least 5 consecutive minutes.</p>
<p><b>New Visitors</b> First time that the network has detected the device.  <b>574</b> (April figure 516)</p>	
<p><b>Busiest Days</b>          Friday 1<sup>st</sup> and Friday 8<sup>th</sup>          285 Visitors each.</p>	<p><b>Events held this month:</b>          9<sup>th</sup> Spring Craft Fair Neuadd Tysul          16<sup>th</sup> Auction in Neuadd Tysul          30<sup>th</sup> Yr Ardd open day</p>

# LLANDYSUL FOOTFALL

## MAI - MAY 2026



Visitors - the network detects a device for at least 5 consecutive minutes, this is the reliable data we should quote.

### Visitor Loyalty

Daily 4018 (April 4042)

Weekly 2066 (April 2011)

Monthly 547 (April 627)

Daily visitors have visited in at least 5 distinct days in the past 8.

Weekly visitors have visited in at least two distinct weeks out of the past four, but not frequently enough to be considered daily visitors.

Monthly visitors have visited at least once before.

### Dwell Time average over a month

6+ hours 55 (average in April 55)

1-6 hrs 50 (average in April 56)

20 - 60 mins 48 (average in April 49)

5 – 20 mins 79 (average in April 80)

Unique visitors by the length of their longest visit. A single visitor who leaves and returns multiple times in the 24hours period is only counted once

### Connected to Town Wi-Fi

29 (April 34)

How many devices (smart phones / tablets etc) connected to the network?



### Access points

Adjacent to the following business premises

Llandysul Paddlers

Ffab

Tysul Hall

The Pavillion

Siop y Jones - offline

Teifi Law - offline

Allied Chemist - offline

Gweler y wefan am ddigwyddiadau / See the website for events.

<https://www.llandysul-ponttyweli.co.uk>