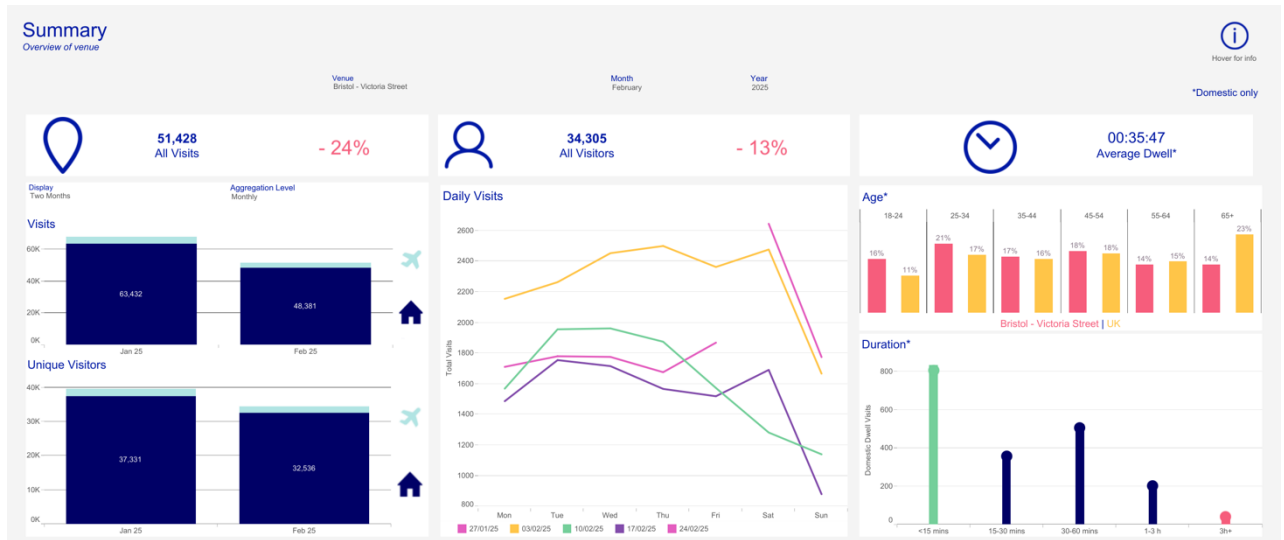


Monthly Visitor Insights

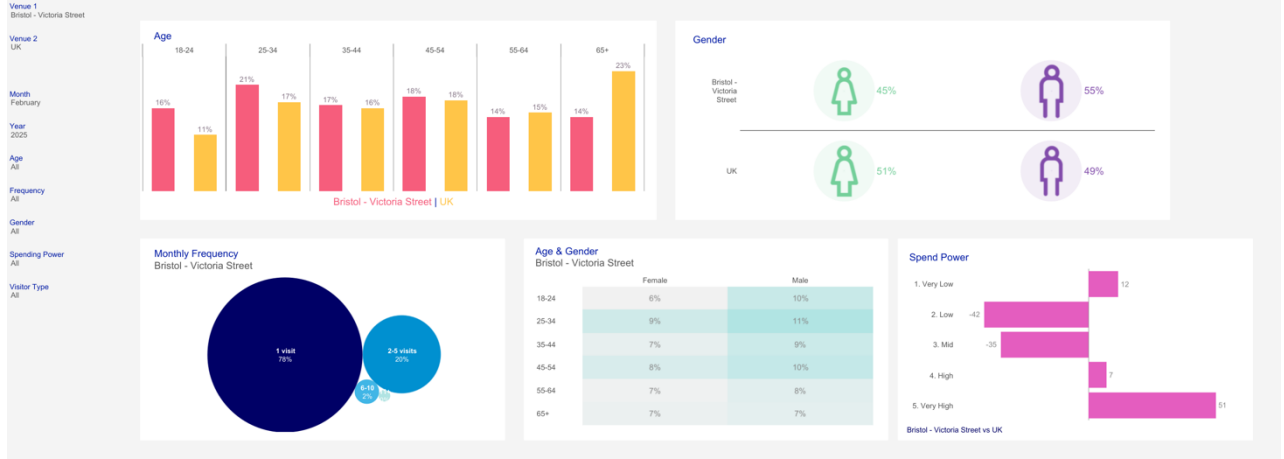
February 2025

Victoria Street



Audience Profile

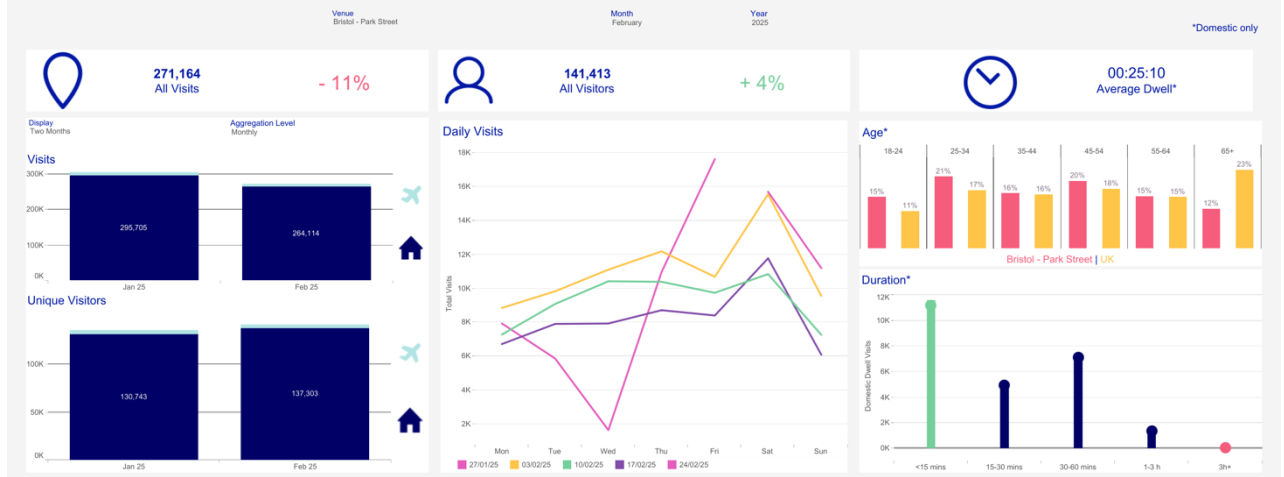
The profile of the visitors to the venue



Park Street

Summary

Overview of venue



Domestic Visits

Visits made by UK visitors



Filters

- Agg Level
Daily
- Date Range
01/02/2025 to 28/02/2025
- Dates to Exclude
All
- Venue
Bristol - Park Street
- Age
All
- Gender
All
- Spending Power
All
- Duration Bucket
All
- Visitor Type
All
- Weather Option
Yes



264,232
Total Visits

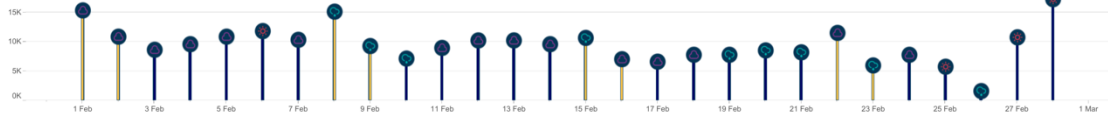


25,568
Dwell Visits

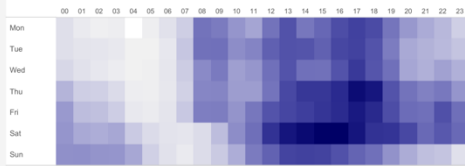


00:25:15
Average Dwell

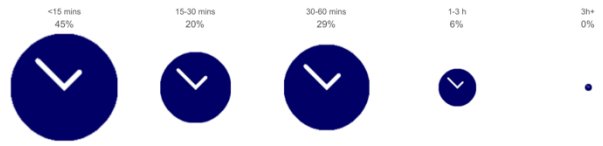
Total Visits - Breakdown



Total Visits - Time Breakdown



Dwell Visits - Duration



Audience Profile

The profile of the visitors to the venue



Venue 1
Bristol - Park Street

Venue 2
UK

Month
February

Year
2025

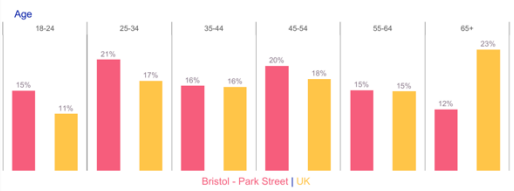
Age
All

Frequency
All

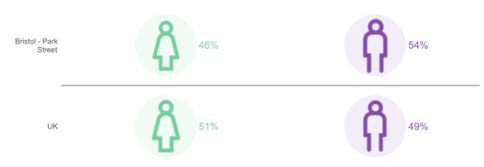
Gender
All

Spending Power
All

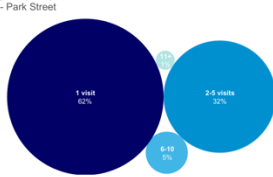
Visitor Type
All



Gender



Monthly Frequency
Bristol - Park Street



Age & Gender
Bristol - Park Street

	Female	Male
18-24	7%	9%
25-34	10%	12%
35-44	8%	8%
45-54	10%	10%
55-64	7%	8%
65+	5%	6%

Spend Power



The Data Insights

The BID has invested in Micro Location Insights via O2/Virgin Media giving detailed insights on people visiting our city centre.

- Two sensors are installed in Park Street and Victoria Street.
- The sensor detects the presence of all 4G capable handsets within range able to use the O2 mobile network.
- This presence data is then combined with O2's customer data to provide
- anonymised demographic information e.g., age and gender, home location, spending power, and interests (based on their web and app usage).
- The expanded customer data can be viewed through our online dashboard for more effective and factual decision making ([Get in touch](#) with the BID team if you would like more information)
- The data collected by the sensors (detected visitors devices) are combined with the O2 Motion insights data collected when customers use the O2 mobile network and in their contract data.
- The sensor events are combined into visits by combining events that are no more than 60 minutes apart.
- The data is expanded to represent the UK 12+ population.

Monthly Visitor Insight reports - Glossary of terms

Executive Summary

This page is designed to give a simple summary of the visits & visitors to a particular venue.

Volumes shown are expanded to represent the relative number of visitors or visits of UK based visitors (house icon) and international visitors (airplane icon).

Indexed views are compared against the UK.

Charts marked with * are include domestic data only i.e. international visitors are excluded from these views.

Domestic Visits

This page gives a breakdown of the visits of UK based people to the venue by day, time and duration.

Visit Logic: When a user is sighted by any one of the devices they contribute to the Visits and in some cases the Dwell Visits metric. A visit is classified as a 'dwell

visit' if the device is seen more than once within the dwell definition.

Audience Profile

This page allows users to understand the profile of the visitors to the venue and compare that to the profile of the O2 UK base.

Frequency: the number of visits for that month per user.

Visitor Type: Residents and Workers based on the area around the cell location that defines who lives and works in the area vs visitors.

Spend Power: This metric is based on a predictive model that is using a user's behaviours to determine their spend power (disposable income) – for example amount of travel abroad.