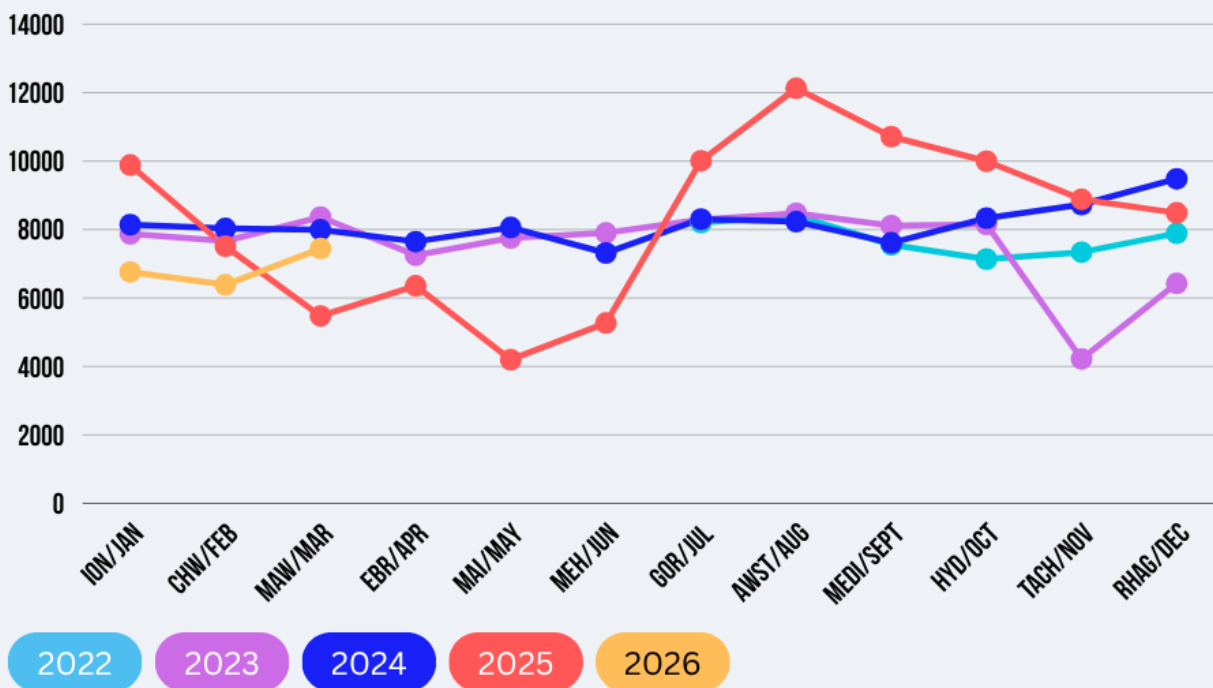


LLANDYSUL FOOTFALL



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

March recorded **7,442 visitors** recorded by Llandysul Town Wi-Fi.

March saw a healthy increase in footfall, with a total of 7,442 visitor recorded across the town Wi-Fi network. This represents a noticeable rise from February (6,386 visitors) and continues a positive upward trend following the quieter winter months.

There was also a significant increase in new visitors, with 581 first-time devices detected, compared to 422 in February. This suggests that Llandysul is continuing to attract fresh interest, alongside its regular users.

In terms of visitor loyalty, the data shows strong repeat engagement:

Daily visitors: 4,097 (up from 3,718 in February)

Weekly visitors: 2,000 (up from 1,698)

Monthly visitors: 764 (up from 548)

This indicates that not only are more people coming into town, but they are also returning more frequently, which is encouraging for local businesses and community activity.

The busiest day was Friday 13th March, with 282 visitors recorded. Activity during the month was likely supported by local events, including the Auction at Neuadd Tysul (14th) and the Arts4Wellbeing event (28th). The schools in Ceredigion finish for the Easter Holidays on Friday 27th and following Monday and Tuesday are very strong.

Dwell time figures remain steady, with a mix of short visits and longer stays, suggesting a balance between quick trips and more sustained time spent in town.

Conclusion

The March data demonstrates clear positive outcomes for Llandysul as a local centre of activity. The increase in overall footfall, alongside a marked rise in new visitors, suggests growing confidence in the town as a place to visit, shop, and take part in community events. At the same time, the strong growth in returning (daily, weekly and monthly) visitors indicates sustained local engagement and regular use of the town centre.

These trends highlight the value of community events and town-based activity in attracting people into Llandysul and encouraging them to return. The data also provides an evidence base to support ongoing investment in events, infrastructure, and town centre initiatives, demonstrating measurable progress in footfall, engagement, and dwell time.

While the Wi-Fi data captures only part of overall activity, it offers a consistent and reliable indicator of change over time.

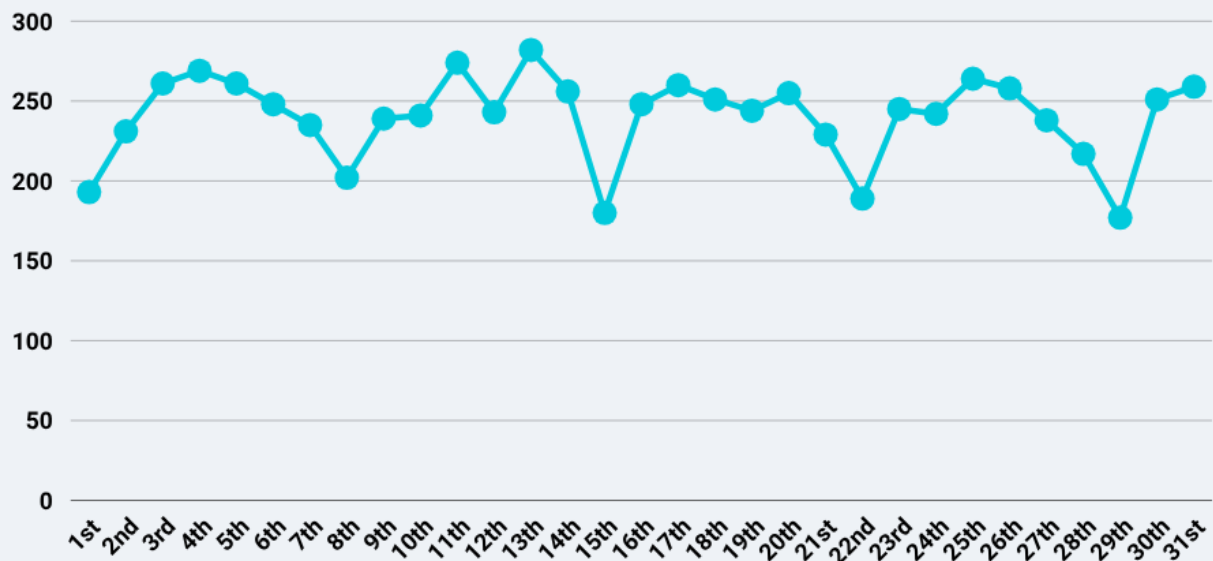
1. Not every device can be detected, so the amount counted is not exact and there are not enough access points to cover the town. However, the data collected might spot any trends over time or identify areas of the town that are particularly popular with visitors.

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

<p>Total Visitors</p> <p>7,442</p> <p>February 6,386 January 6,762 December 8,448 November 8,883 October 9,997 September 10,714 August 12,127</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>New Visitors First time that the network has detected the device. 581 (February figure 422)</p>	
<p>Busiest Days</p> <p>Friday 13th 282 Visitors</p>	<p>Events held this month:</p> <p>14th Auction at Neuadd Tysul. 28th – Arts4Wellbeing event in Neuadd Tysul Ceredigion Easter holidays – last day Friday 27th March – re-open Monday 13th April.</p>

LLANDYSUL FOOTFALL

MAWRTH - MARCH 2026



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

Visitor Loyalty

Daily 4097 (February 3718)

Weekly 2000 (February 1698)

Monthly 764 (February 548)

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 54 (average in Feb 53)

1-6 hrs 55 (average in Feb 51)

20 - 60 mins 51 (average in Feb 47)

5 - 20 mins 80 (average in Feb 77)

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

38 (February 50)

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



Access points

Adjacent to the following business premises

Llandysul Paddlers

Ffab

Siop y Jones - offline

Teifi Law - offline

Allied Chemist - offline

Tysul Hall

The Pavillion

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

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