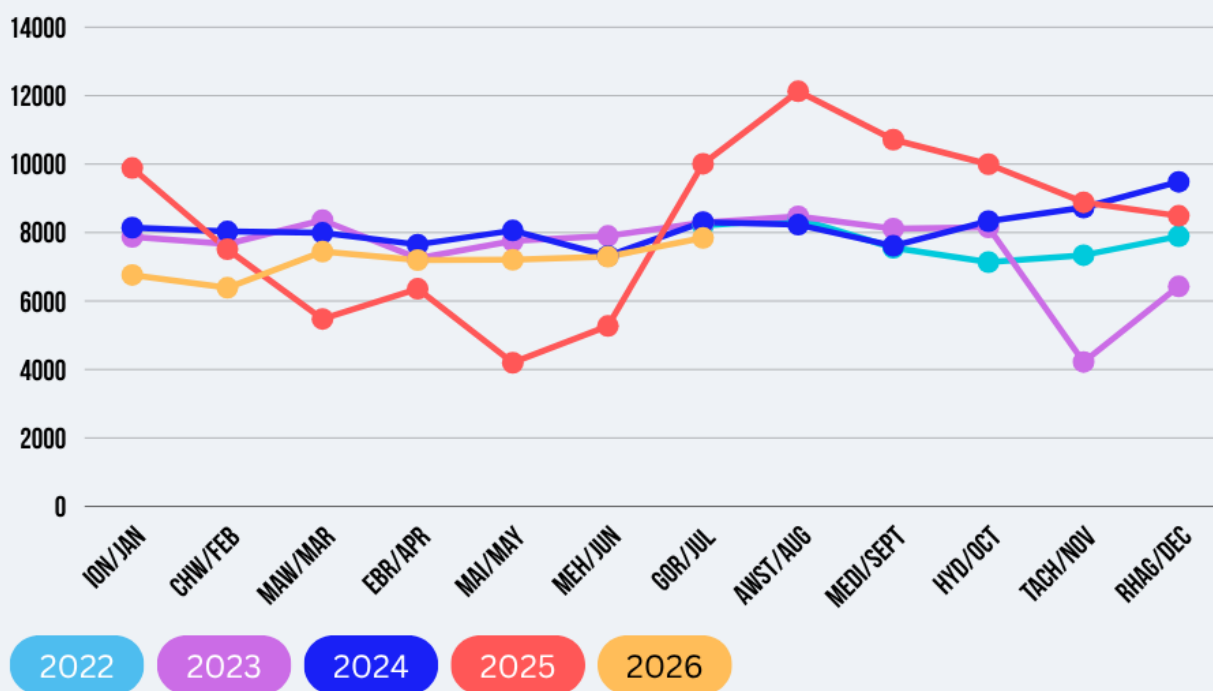


LLANDYSUL FOOTFALL



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

July 2026 Analysis: Footfall reaches its highest level of the year

Overall, July was a very positive month for Llandysul. The Wi-Fi data suggests that both local activity and visitor numbers continued to strengthen, with the town recording its highest monthly footfall of 2026 so far. While the increase is modest, it continues the upward trend seen since February and is encouraging as the summer season begins.

A total of **7,843 visitors** were detected during July, an increase of 548 visitors (7.5%) compared with June (7,295). This is also around 9.4% higher than May and represents the busiest month of 2026 to date.

Increase in first-time visitors

The number of new visitors rose from 594 in June to 674 in July—an increase of 80 people (13.5%). This is a particularly encouraging figure as it indicates that the town is continuing to attract people who have not previously been detected by the Wi-Fi network. Visitor loyalty remained healthy throughout July with a 5.2% increase Daily visitors increased, and 12.9% increase for Weekly visitors

These figures suggest that growth has not come at the expense of regular users. Instead, the town is successfully attracting new visitors while maintaining a strong base of repeat visitors who continue to use the town regularly.

Consistent activity throughout the month

Unlike some previous months where activity fluctuated considerably, July shows a remarkably consistent daily pattern. Most weekdays recorded between 250 and 285 visitors, with the predictable dip on Sundays.

Visitor dwell time remains stable

The number of visitors staying in the town for extended periods remained almost identical to June. This suggests that the increase in footfall was spread across both longer visits and shorter shopping or service trips, rather than being driven by one particular type of visitor.

Greater use of the public Wi-Fi

Forty devices connected directly to the Town Wi-Fi during July, compared with just 26 in June. Although this is still a relatively small proportion of overall visitors, it represents a 54% increase in people actively using the service, indicating growing awareness or greater demand from visitors.

Overall assessment

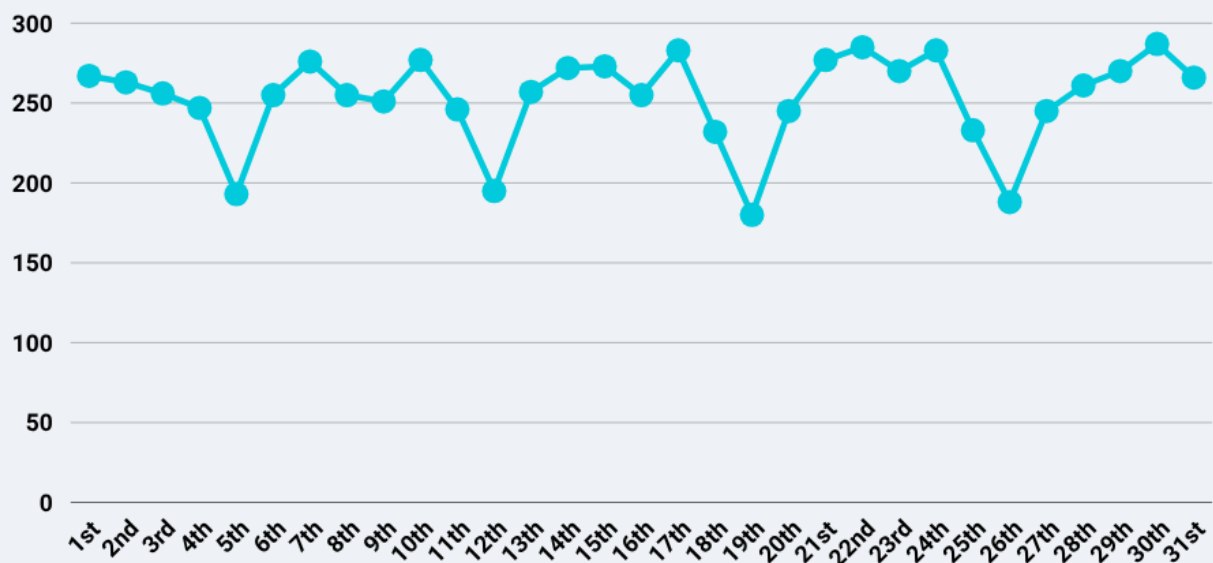
July was a strong month for Llandysul, with the town experiencing its highest visitor numbers of the year. Importantly, the increase was accompanied by higher numbers of first-time visitors while retaining a loyal core of regular users. Daily activity remained consistently high throughout the month, suggesting a healthy level of economic and community activity rather than reliance on a single event.

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

Total Visitors 7,843 June 7,295 May 7,205 April 7,196 March 7,442 February 6,386 January 6,762	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.
New Visitors First time that the network has detected the device. 674 (June figure 594)	
Busiest Day Thursday 30th 287 Visitors.	Events held this month: Sat 11 th : Auction at Neuadd Tysul

LLANDYSUL FOOTFALL

GORFFENNAF - JULY 2026



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

Visitor Loyalty

Daily 4239 (June 4029)

Weekly 2310 (June 2045)

Monthly 620 (June 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 57 (average in June 58)

1-6 hrs 59 (average in June 52)

20 - 60 mins 51 (average in June 47)

5 – 20 mins 87 (average in June 86)

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

40 (June 26)

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>