

# GEO-Sense Footfall Headline Report

## Slough

## February 2021

### 240442

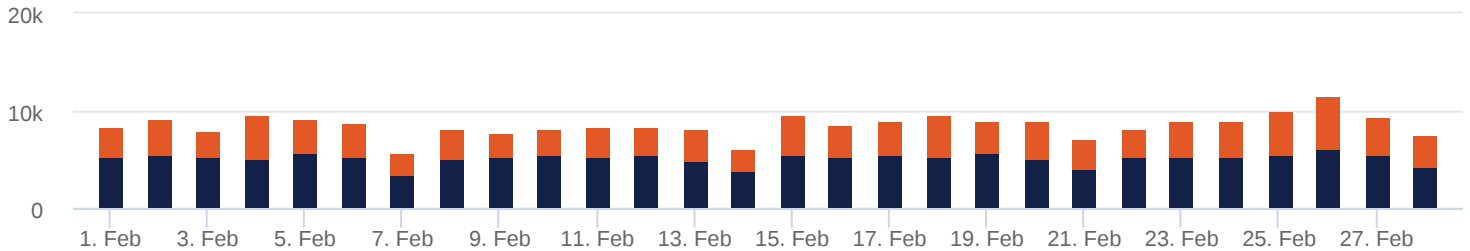
Total visits this period

footfall is  
**-0.85%**  
down based  
on last  
month

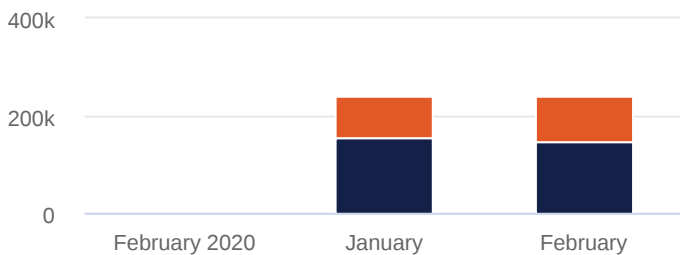
### 8587

Average visitors per day

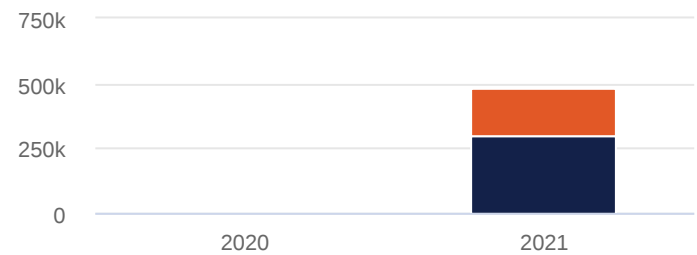
## Overall footfall statistics



● new visitors ● repeat visitors



● new visitors ● repeat visitors



● new visitors ● repeat visitors

## Headlines

- The change in footfall compared to the previous month is a **-0.85%** increase
- The total number of visitors was **240442** of which **144902** (60%) have visited previously and **95540** (40%) were new
- The average number of visitors per day has increased by **9.77%** based on the year to date average
- Footfall for the year to date has increased by **100%** (482956) based on the same period last year
- The busiest zone during February was the **Brunel Way - Taxi Rank (2)** with **92051** visitors, **38.28%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Friday 26th** with **11540**, 5% of the total of which **5413** (47%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **146** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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