

# GEO-Sense Footfall Headline Report

## Slough

## March 2021

### 305198

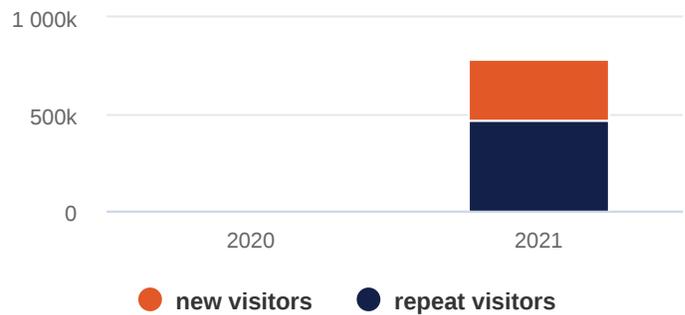
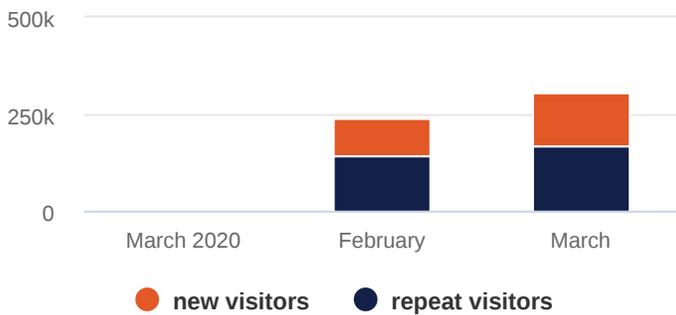
Total visits this period

footfall is  
**26.93%**  
up based on last  
month

### 9845

Average visitors per day

### Overall footfall statistics



### Headlines

- The change in footfall compared to the previous month is a **26.93%** increase
- The total number of visitors was **305198** of which **170571** (56%) have visited previously and **134627** (44%) were new
- The average number of visitors per day has increased by **20.27%** based on the year to date average
- Footfall for the year to date has increased by **100%** (788154) based on the same period last year
- The busiest zone during March was the **Brunel Way - Taxi Rank (2)** with **112311** visitors, **36.8%** of the total venue visitors

### Busiest Days

- The busiest day this month was **Tuesday 30th** with **11638**, **4%** of the total of which **5581** (48%) were new visitors
- During this day the busiest time was between **16:00 and 17:00**
- Average Dwell for the day was **145** minutes

Intelli-Sense Analytics

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