

GEO-Sense Footfall Headline Report

Slough

March 2022

471531

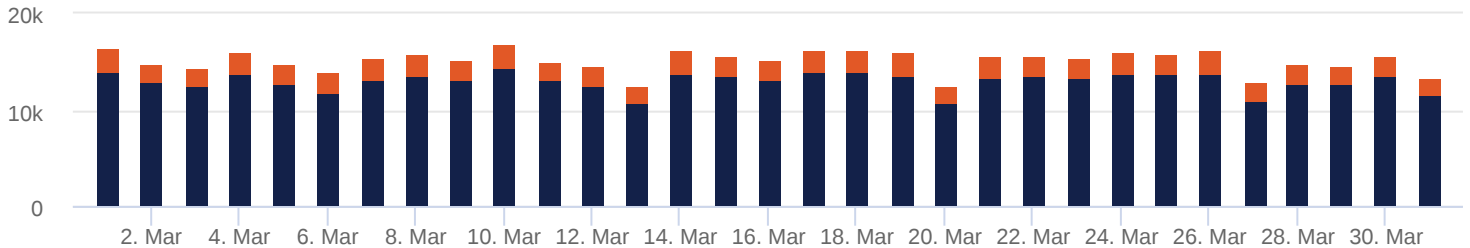
Total visits this period

footfall is
5.93%
up based on last
month

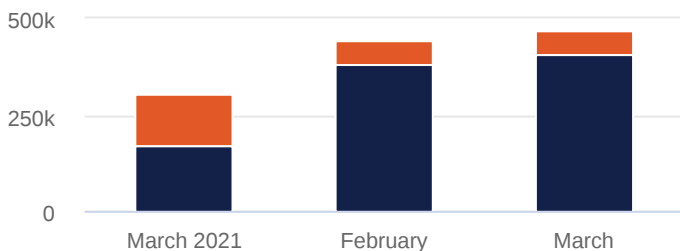
15211

Average visitors per day

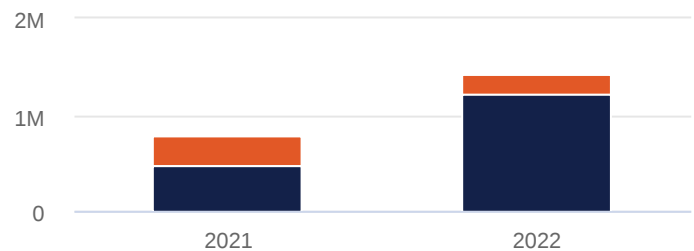
Overall footfall statistics



● new visitors ● repeat visitors



● new visitors ● repeat visitors



● new visitors ● repeat visitors

Headlines

- The change in footfall compared to the previous month is a **5.93%** increased
- The total number of visitors was **471531** of which **405267** (86%) have visited previously and **66265** (14%) were new
- The average number of visitors per day has decreased by **-5.06%** based on the year to date average
- Footfall for the year to date has increased by **15.44%** (218819) based on the same period last year
- The busiest zone during March was the **Brunel Way - Taxi Rank (2)** with **161464** visitors, **34.24%** of the total venue visitors

Busiest Days

- The busiest day this month was **Thursday 10th** with **16918**, 4% of the total of which **2479** (15%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **165** minutes

Intelli-Sense Analytics

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