

# GEO-Sense Footfall Headline Report

## Slough

## April 2021

### 304211

Total visits this period

footfall is  
**-0.32%**  
down based  
on last  
month

### 10140

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-0.32%** increase
- The total number of visitors was **304211** of which **173717** (57%) have visited previously and **130494** (43%) were new
- The average number of visitors per day has increased by **15.79%** based on the year to date average
- Footfall for the year to date has increased by **100%** (1092365) based on the same period last year
- The busiest zone during April was the **Brunel Way - Taxi Rank (2)** with **105359** visitors, **34.63%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Thursday 1st** with **12379**, 4% of the total of which **5922** (48%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **139** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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