

# GEO-Sense Footfall Headline Report

## Slough

## May 2021

### 335852

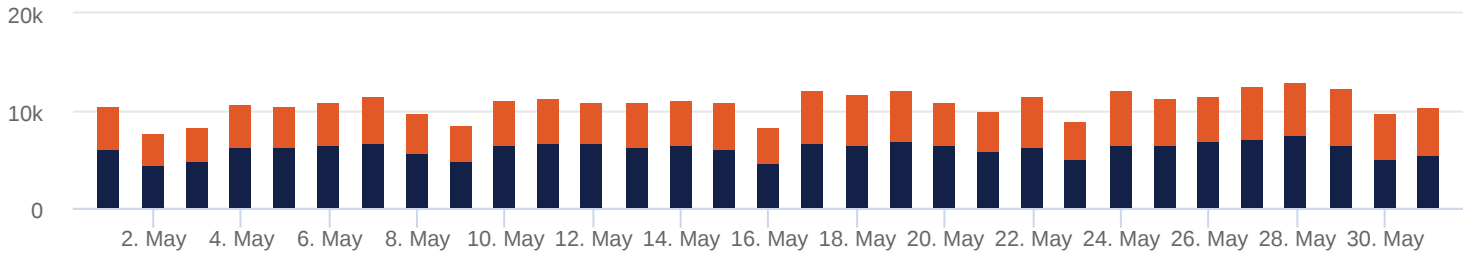
Total visits this period

footfall is  
**10.4%**  
up based on last  
month

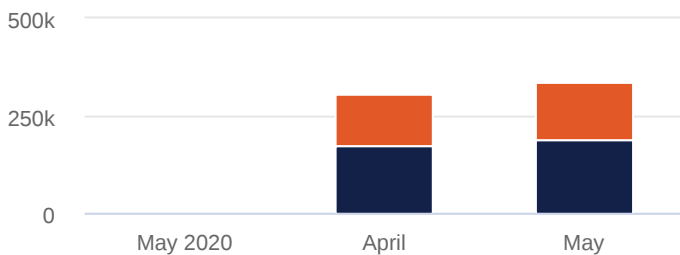
### 10834

Average visitors per day

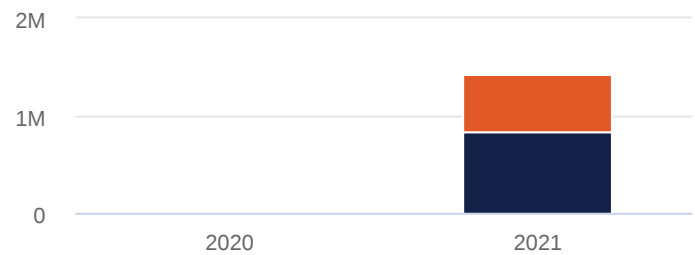
### Overall footfall statistics



● new visitors ● repeat visitors



● new visitors ● repeat visitors



● new visitors ● repeat visitors

### Headlines

- The change in footfall compared to the previous month is a **10.4%** increase
- The total number of visitors was **335852** of which **190795** (57%) have visited previously and **145057** (43%) were new
- The average number of visitors per day has increased by **19.01%** based on the year to date average
- Footfall for the year to date has increased by **100%** (1428217) based on the same period last year
- The busiest zone during May was the **Brunel Way - Taxi Rank (2)** with **109592** visitors, **32.63%** of the total venue visitors

### Busiest Days

- The busiest day this month was **Friday 28th** with **13076**, 4% of the total of which **5600** (43%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **158** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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