

GEO-Sense Footfall Headline Report

Slough

May 2022

395,504

Total visits this period

Footfall is
-1%
down
based on
last month

12,759

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-1%** decrease
- The total number of visitors was **395,504** of which **325,456** (82%) have visited previously and **70,048** (18%) were new
- The average number of visitors per day has decrease by **-16%** based on the year to date average
- Footfall for the year to date has increased by **2%** (41,767) based on the same period last year
- The busiest zone during May was the **Brunel Way - Taxi Rank (2)** with **116,934** visitors, **30%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 14th** with **14,606**, **4%** of the total of which **2,278** (16%) were new visitors
- During this day the busiest time was between **16:00 and 17:00**
- Average Dwell for the day was **174** minutes

Intelli-Sense Analytics

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