

GEO-Sense Footfall Headline Report

Slough

July 2021

317874

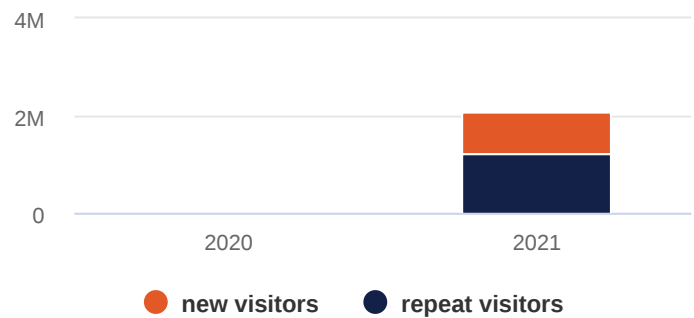
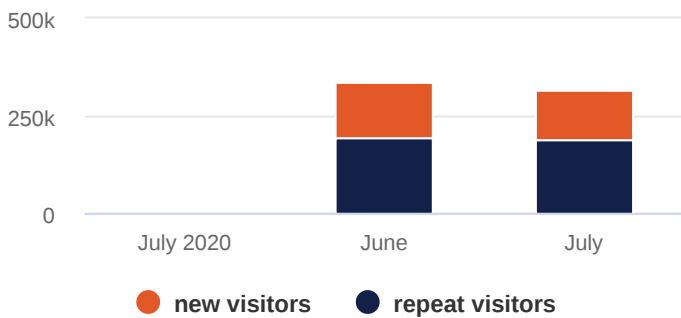
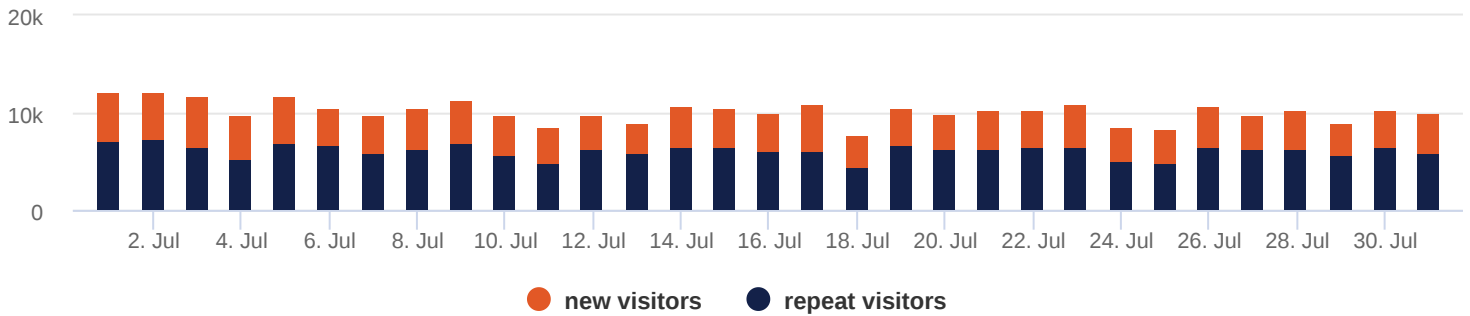
Total visits this period

footfall is
-5.7%
down based
on last
month

10254

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-5.7%** increase
- The total number of visitors was **317874** of which **190997** (60%) have visited previously and **126877** (40%) were new
- The average number of visitors per day has increased by **5.14%** based on the year to date average
- Footfall for the year to date has increased by **100%** (2083173) based on the same period last year
- The busiest zone during July was the **Brunel Way - Taxi Rank (2)** with **105113** visitors, **33.07%** of the total venue visitors

Busiest Days

- The busiest day this month was **Thursday 1st** with **12333**, 4% of the total of which **5268** (43%) were new visitors
- During this day the busiest time was between **15:00 and 16:00**
- Average Dwell for the day was **163** minutes

Intelli-Sense Analytics

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