

GEO-Sense Footfall Headline Report

Slough

August 2021

311330

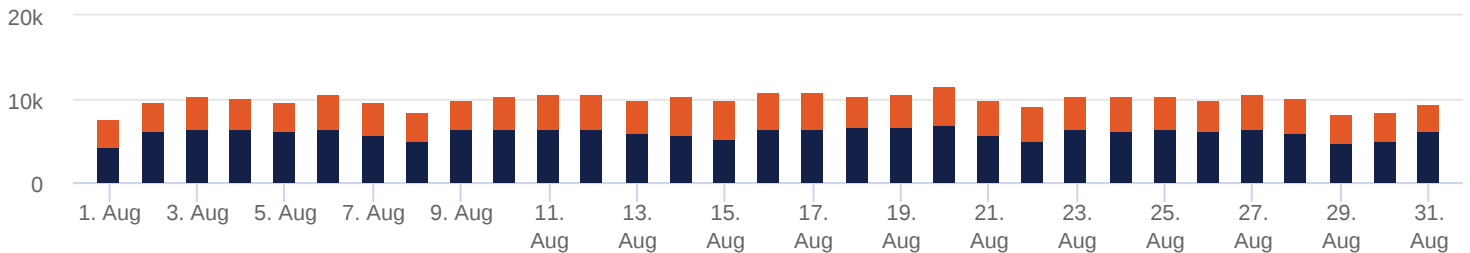
Total visits this period

footfall is
-2.06%
down based
on last
month

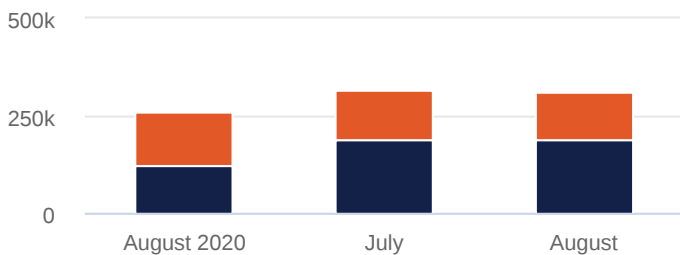
10043

Average visitors per day

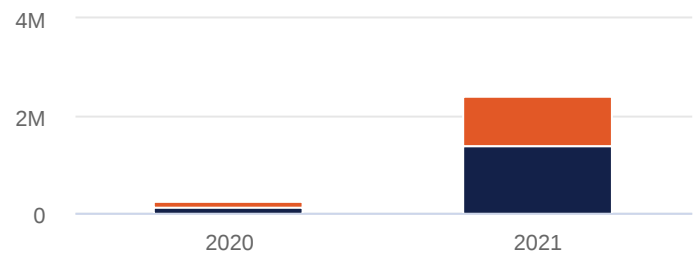
Overall footfall statistics



● new visitors ● repeat visitors



● new visitors ● repeat visitors



● new visitors ● repeat visitors

Headlines

- The change in footfall compared to the previous month is a **-2.06%** increase
- The total number of visitors was **311330** of which **186796** (60%) have visited previously and **124534** (40%) were new
- The average number of visitors per day has increased by **2.2%** based on the year to date average
- Footfall for the year to date has increased by **89.18%** (2135353) based on the same period last year
- The busiest zone during August was the **Brunel Way - Taxi Rank (2)** with **106752** visitors, **34.29%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 20th** with **11596**, 4% of the total of which **4802** (41%) were new visitors
- During this day the busiest time was between **18:00 and 19:00**
- Average Dwell for the day was **160** minutes

Intelli-Sense Analytics

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