

GEO-Sense Footfall Headline Report

Slough

September 2021

336617

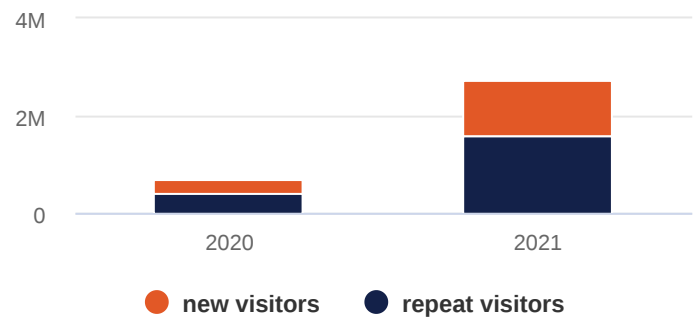
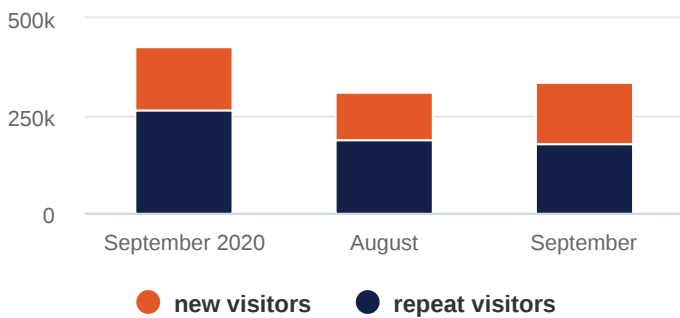
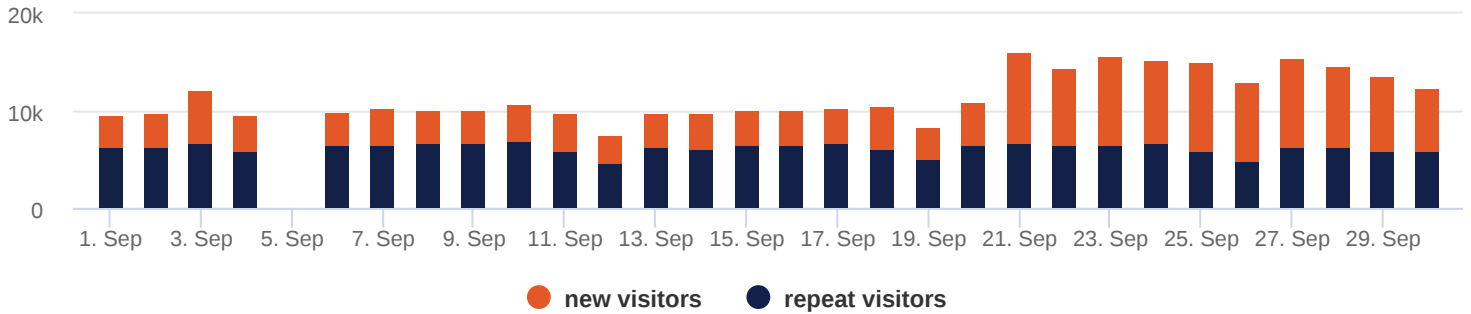
Total visits this period

footfall is
8.12%
up based on last
month

11221

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **8.12%** increase
- The total number of visitors was **336617** of which **180978** (54%) have visited previously and **155639** (46%) were new
- The average number of visitors per day has increased by **13.87%** based on the year to date average
- Footfall for the year to date has increased by **74.8%** (2043001) based on the same period last year
- The busiest zone during September was the **Brunel Way - Taxi Rank (2)** with **112390** visitors, **33.39%** of the total venue visitors

Busiest Days

- The busiest day this month was **Tuesday 21st** with **16043**, **5%** of the total of which **9359** (58%) were new visitors
- During this day the busiest time was between **17:00 and 18:00**
- Average Dwell for the day was **157** minutes

Intelli-Sense Analytics

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