

GEO-Sense Footfall Headline Report

Slough

October 2021

428930

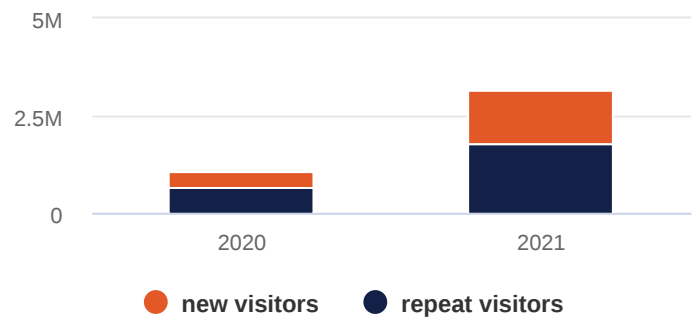
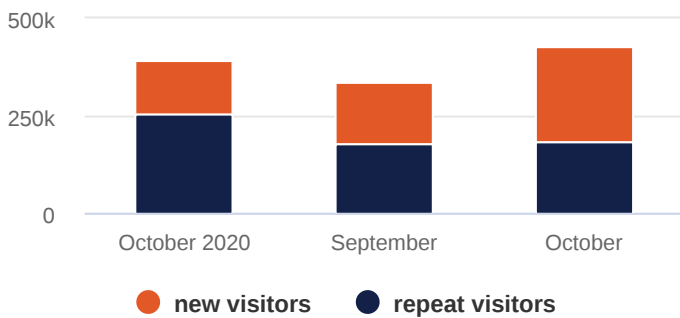
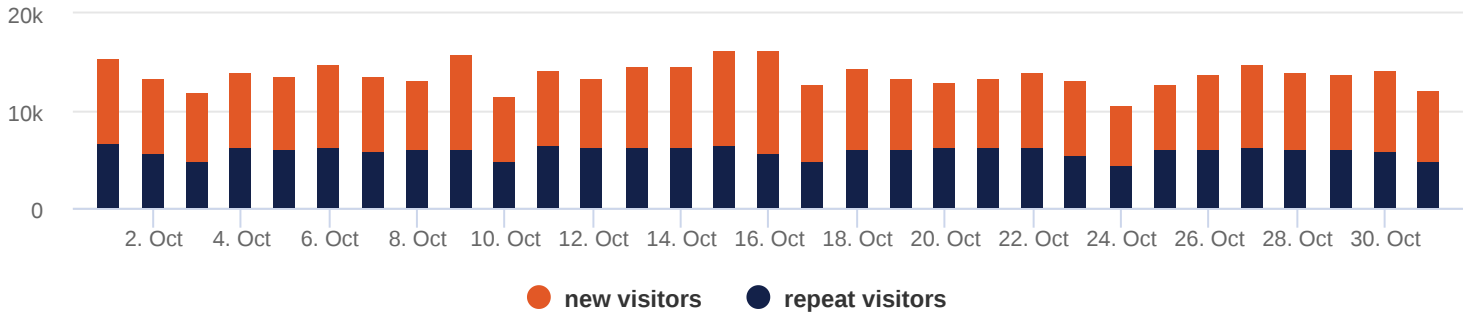
Total visits this period

footfall is
27.42%
up based on last
month

13836

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **27.42%** increase
- The total number of visitors was **428930** of which **184367** (43%) have visited previously and **244563** (57%) were new
- The average number of visitors per day has increased by **38.31%** based on the year to date average
- Footfall for the year to date has increased by **65.79%** (2079095) based on the same period last year
- The busiest zone during October was the **Brunel Way - Taxi Rank (2)** with **147385** visitors, **34.36%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 16th** with **16278**, 4% of the total of which **10471** (64%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **149** minutes

Intelli-Sense Analytics

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