

GEO-Sense Footfall Headline Report

Slough

November 2021

403438

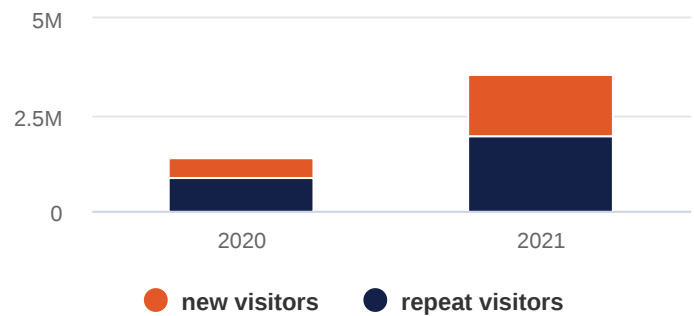
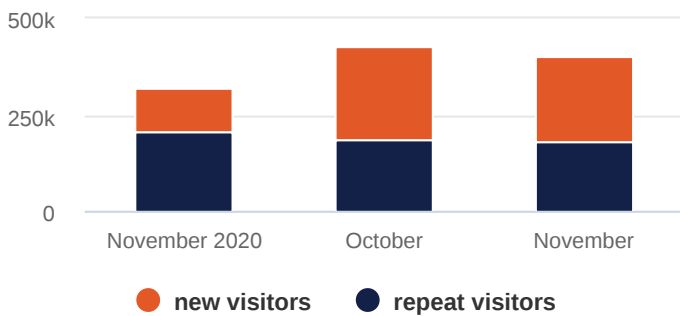
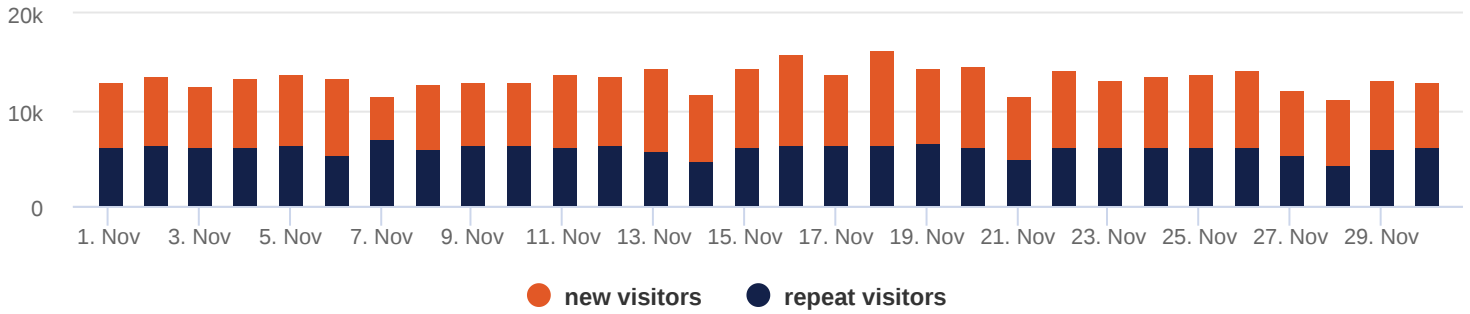
Total visits this period

footfall is
-5.94%
down based
on last
month

13448

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-5.94%** increase
- The total number of visitors was **403438** of which **181239** (45%) have visited previously and **222199** (55%) were new
- The average number of visitors per day has increased by **29.37%** based on the year to date average
- Footfall for the year to date has increased by **60.72%** (2163700) based on the same period last year
- The busiest zone during November was the **Brunel Way - Taxi Rank (2)** with **128054** visitors, **31.74%** of the total venue visitors

Busiest Days

- The busiest day this month was **Thursday 18th** with **16346**, 4% of the total of which **9894** (61%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **162** minutes

Intelli-Sense Analytics

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