

GEO-Sense Footfall Headline Report

Slough

December 2021

544466

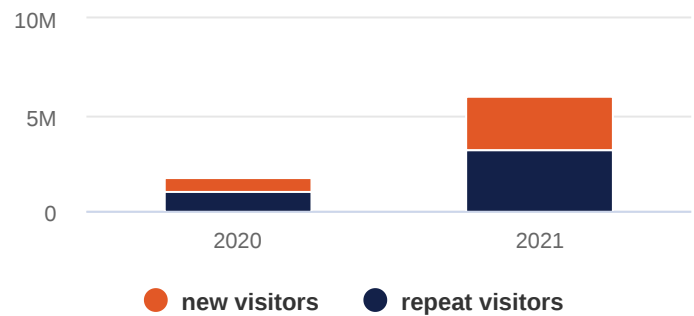
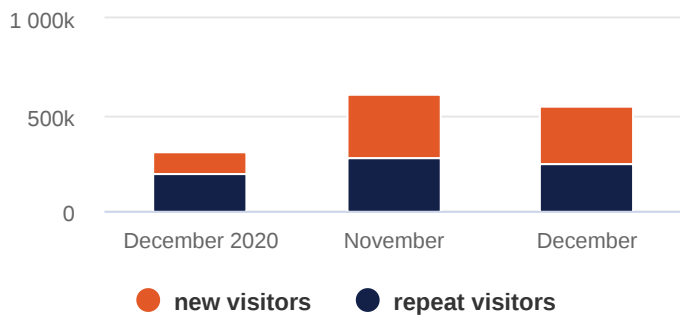
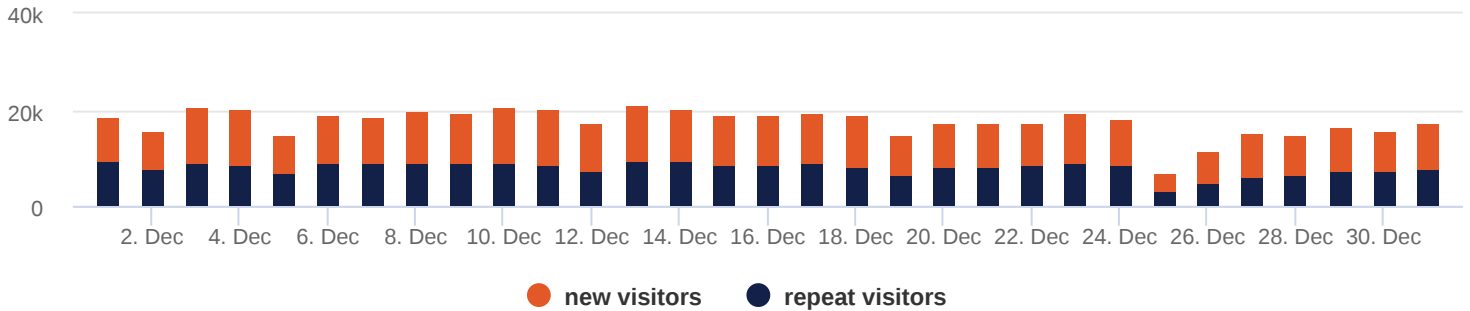
Total visits this period

footfall is
-11.21%
down based
on last
month

17564

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-11.21%** increase
- The total number of visitors was **544466** of which **250168** (46%) have visited previously and **294298** (54%) were new
- The average number of visitors per day has increased by **8.3%** based on the year to date average
- Footfall for the year to date has increased by **56.4%** (3361872) based on the same period last year
- The busiest zone during December was the **Brunel Way - Taxi Rank (2)** with **178492** visitors, **32.78%** of the total venue visitors

Busiest Days

- The busiest day this month was **Monday 13th** with **20973**, 4% of the total of which **11636** (55%) were new visitors
- During this day the busiest time was between **16:00 and 17:00**
- Average Dwell for the day was **166** minutes

Intelli-Sense Analytics

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