

GEO-Sense Footfall Headline Report

Slough

December 2022

337,693

Total visits this period

Footfall is
3%
up based
on last
month

10,893

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **3%** increase
- The total number of visitors was **337,693** of which **237,167** (70%) have visited previously and **100,526** (30%) were new
- The average number of visitors per day has decrease by **-16%** based on the year to date average
- Footfall for the year to date has increased by **-21%** (-995,622) based on the same period last year
- The busiest zone during December was the **Brunel Way - Taxi Rank (2)** with **96,356** visitors, **29%** of the total venue visitors

Busiest Days

- The busiest day this month was **Tuesday 20th** with **15,079**, **4%** of the total of which **2,088** (14%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **174** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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