

GEO-Sense Footfall Headline Report

Slough

August 2023

379,066

Total visits this period

Footfall is
-9%
down
based on
last month

12,228

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-9%** decrease
- The total number of visitors was **379,066** of which **262,733** (69%) have visited previously and **116,333** (31%) were new
- The average number of visitors per day has decrease by **-12%** based on the year to date average
- Footfall for the year to date has increased by **1%** (33,371) based on the same period last year
- The busiest zone during August was the **Brunel Way - Taxi Rank (2)** with **121,188** visitors, **32%** of the total venue visitors

Busiest Days

- The busiest day this month was **Monday 14th** with **14,861**, **4%** of the total of which **1,976** (13%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **178** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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