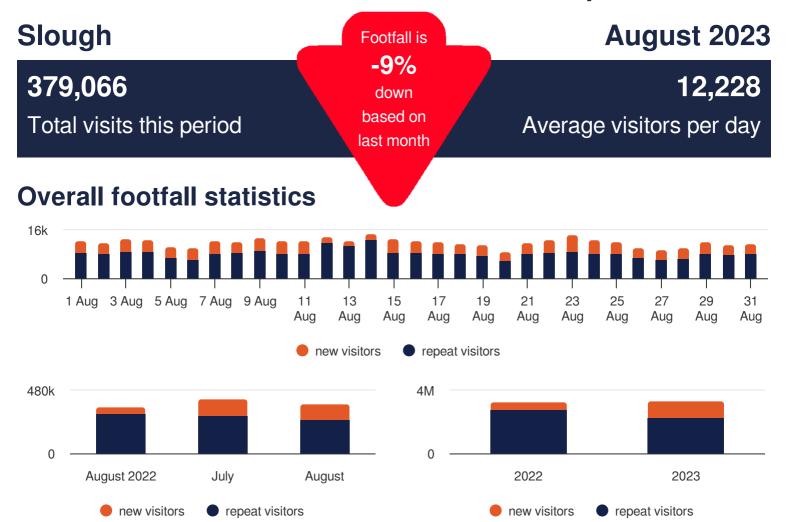
## **GEO-Sense Footfall Headline Report**



## **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**

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