

GEO-Sense Footfall Headline Report

Slough

July 2023

418,585

Total visits this period

Footfall is
-10%
down
based on
last month

13,503

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-10%** decrease
- The total number of visitors was **418,585** of which **289,594** (69%) have visited previously and **128,991** (31%) were new
- The average number of visitors per day has decrease by **-4%** based on the year to date average
- Footfall for the year to date has increased by **1%** (16,027) based on the same period last year
- The busiest zone during July was the **Brunel Way - Taxi Rank (2)** with **134,112** visitors, **32%** of the total venue visitors

Busiest Days

- The busiest day this month was **Wednesday 19th** with **19,184**, **5%** of the total of which **3,028** (16%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **191** minutes

Intelli-Sense Analytics

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