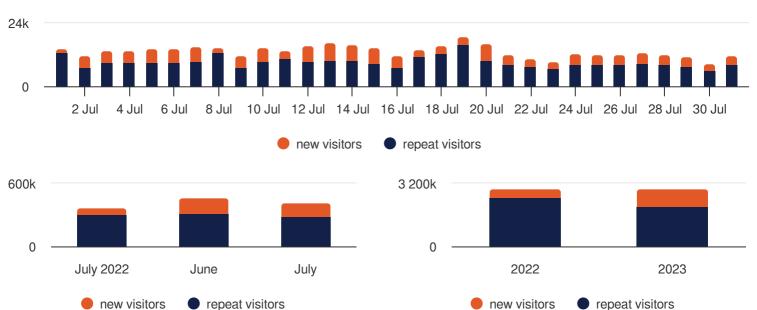
# **GEO-Sense Footfall Headline Report**



#### **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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