

# GEO-Sense Footfall Headline Report

Slough

May 2023

434,666

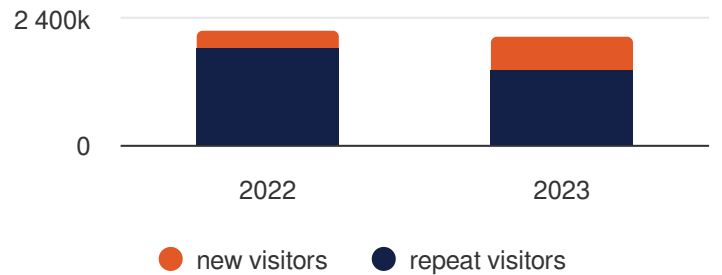
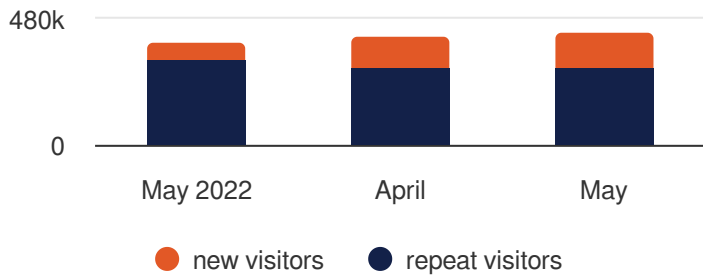
Total visits this period

Footfall is  
**4%**  
up based  
on last  
month

14,021

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **4%** increase
- The total number of visitors was **434,666** of which **296,231** (68%) have visited previously and **138,435** (32%) were new
- The average number of visitors per day has increase by **2%** based on the year to date average
- Footfall for the year to date has decreased by **-6%** (-133,151) based on the same period last year
- The busiest zone during May was the **Brunel Way - Taxi Rank (2)** with **132,785** visitors, **31%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Friday 12th** with **15,776**, **4%** of the total of which **2,016** (13%) were new visitors
- During this day the busiest time was between **16:00 and 17:00**
- Average Dwell for the day was **185** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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