

# GEO-Sense Footfall Headline Report

Slough

September 2023

360,059

Total visits this period

Footfall is  
**-5%**  
down  
based on  
last month

12,002

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-5%** decrease
- The total number of visitors was **360,059** of which **249,270** (69%) have visited previously and **110,789** (31%) were new
- The average number of visitors per day has decrease by **-13%** based on the year to date average
- Footfall for the year to date has increased by **2%** (56,629) based on the same period last year
- The busiest zone during September was the **Brunel Way - Taxi Rank (2)** with **111,973** visitors, **31%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Wednesday 6th** with **13,431**, **4%** of the total of which **4,437** (33%) 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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