

GEO-Sense Footfall Headline Report

Slough

December 2023

270,395

Total visits this period

Footfall is
-15%
down
based on
last month

8,722

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-15%** decrease
- The total number of visitors was **270,395** of which **205,083** (76%) have visited previously and **65,312** (24%) were new
- The average number of visitors per day has decrease by **-34%** based on the year to date average
- Footfall for the year to date has increased by **1%** (35,765) based on the same period last year
- The busiest zone during December was the **Brunel Way - Taxi Rank (2)** with **94,006** visitors, **35%** of the total venue visitors

Busiest Days

- The busiest day this month was **Wednesday 6th** with **11,717**, **4%** of the total of which **3,263** (28%) were new visitors
- During this day the busiest time was between **10:00 and 11:00**
- Average Dwell for the day was **159** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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