

GEO-Sense Footfall Headline Report

Slough

November 2023

291,590

Total visits this period

Footfall is
-27%
down
based on
last month

9,720

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-27%** decrease
- The total number of visitors was **291,590** of which **211,718** (73%) have visited previously and **79,872** (27%) were new
- The average number of visitors per day has decrease by **-28%** based on the year to date average
- Footfall for the year to date has increased by **2%** (77,979) based on the same period last year
- The busiest zone during November was the **Brunel Way - Taxi Rank (2)** with **97,360** visitors, **33%** of the total venue visitors

Busiest Days

- The busiest day this month was **Wednesday 1st** with **12,943**, **4%** of the total of which **4,367** (34%) were new visitors
- During this day the busiest time was between **16:00 and 17:00**
- Average Dwell for the day was **187** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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