

GEO-Sense Footfall Headline Report

Slough

October 2023

398,309

Total visits this period

Footfall is
11%
up based
on last
month

12,849

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **11%** increase
- The total number of visitors was **398,309** of which **254,019** (64%) have visited previously and **144,290** (36%) were new
- The average number of visitors per day has decrease by **-5%** based on the year to date average
- Footfall for the year to date has increased by **3%** (114,383) based on the same period last year
- The busiest zone during October was the **Brunel Way - Taxi Rank (2)** with **122,444** visitors, **31%** of the total venue visitors

Busiest Days

- The busiest day this month was **Thursday 5th** with **14,720**, 4% of the total of which **5,597** (38%) were new visitors
- During this day the busiest time was between **15:00 and 16:00**
- Average Dwell for the day was **192** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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