

GEO-Sense Footfall Headline Report

Slough

February 2024

267,767

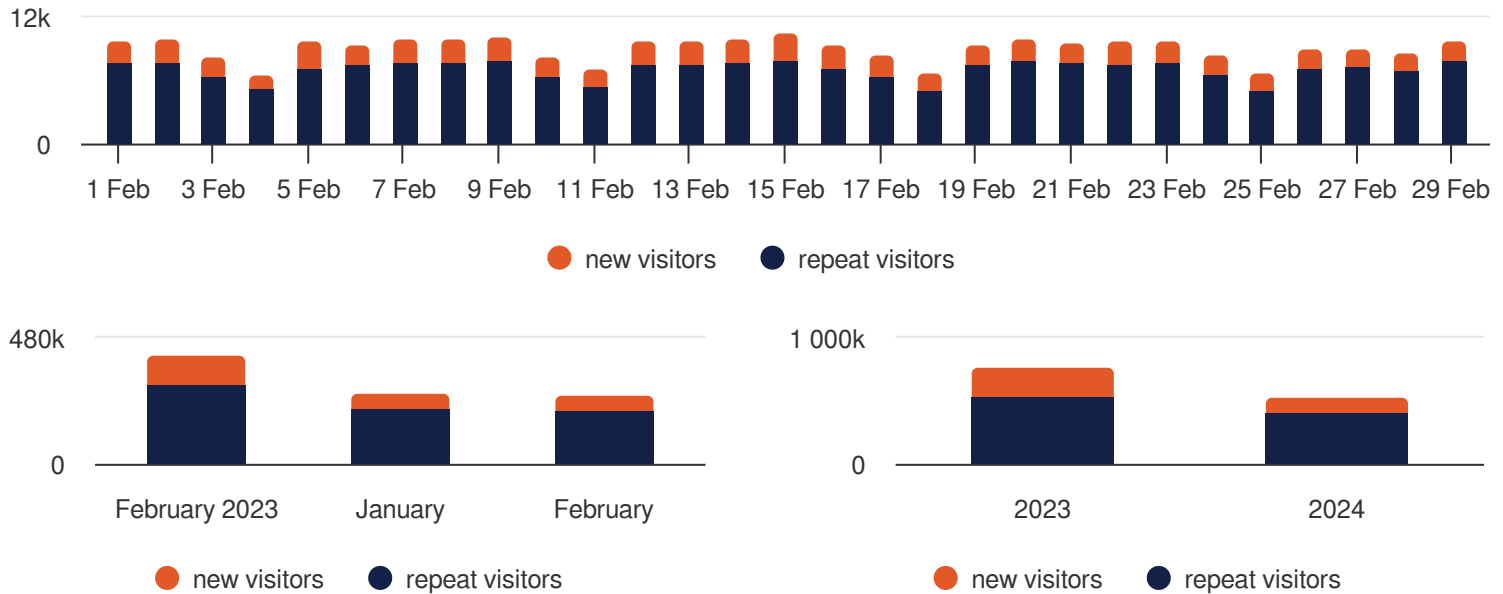
Total visits this period

Footfall is
-2%
down
based on
last month

9,233

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-2%** decrease
- The total number of visitors was **267,767** of which **207,717** (78%) have visited previously and **60,050** (22%) were new
- The average number of visitors per day has increase by **5%** based on the year to date average
- Footfall for the year to date has decreased by **-44%** (-239,639) based on the same period last year
- The busiest zone during February was the **Brunel Way - Taxi Rank (2)** with **102,682** visitors, **38%** of the total venue visitors

Busiest Days

- The busiest day this month was **Thursday 15th** with **10,736**, **4%** of the total of which **2,807** (26%) were new visitors
- During this day the busiest time was between **15:00 and 16:00**
- Average Dwell for the day was **174** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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