

GEO-Sense Footfall Headline Report

Loughborough

November 2020

228099

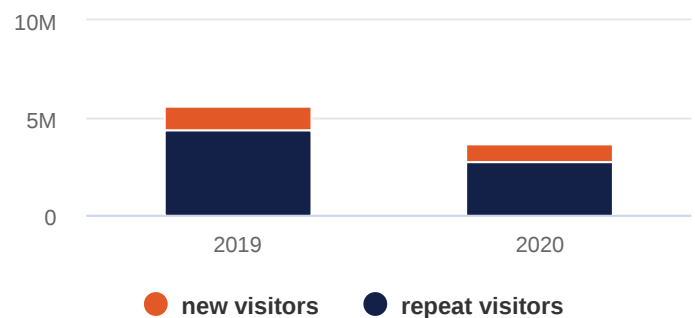
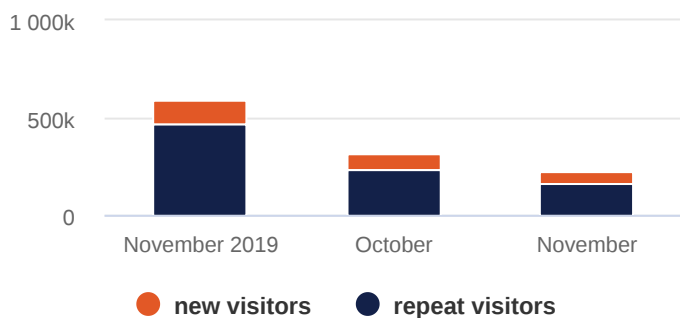
Total visits this period

footfall is
-28.8%
down based
on last
month

7603

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-28.8%** increase
- The total number of visitors was **228099** of which **165282** (72%) have visited previously and **62817** (28%) were new
- The average number of visitors per day has decreased by **-32.74%** based on the year to date average
- Footfall for the year to date has decreased by **-53.45%** (-1962981) based on the same period last year
- The busiest zone during November was the **Market Place - S2** with **73827** visitors, **32.37%** of the total venue visitors

Busiest Days

- The busiest day this month was **Wednesday 4th** with **13757**, **6%** of the total of which **4078** (30%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **116** minutes

Intelli-Sense Analytics

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