

GEO-Sense Footfall Headline Report

Loughborough

April 2021

261121

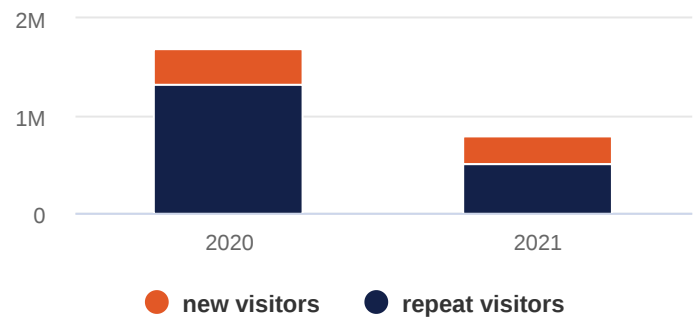
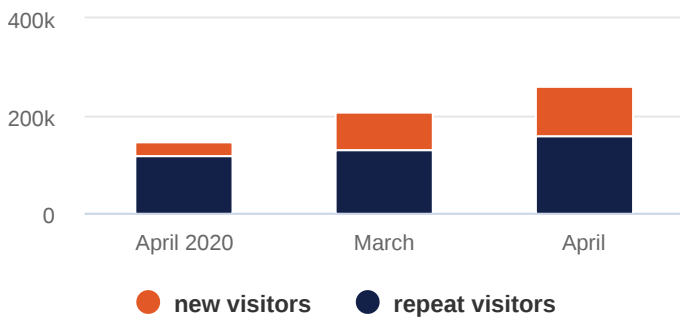
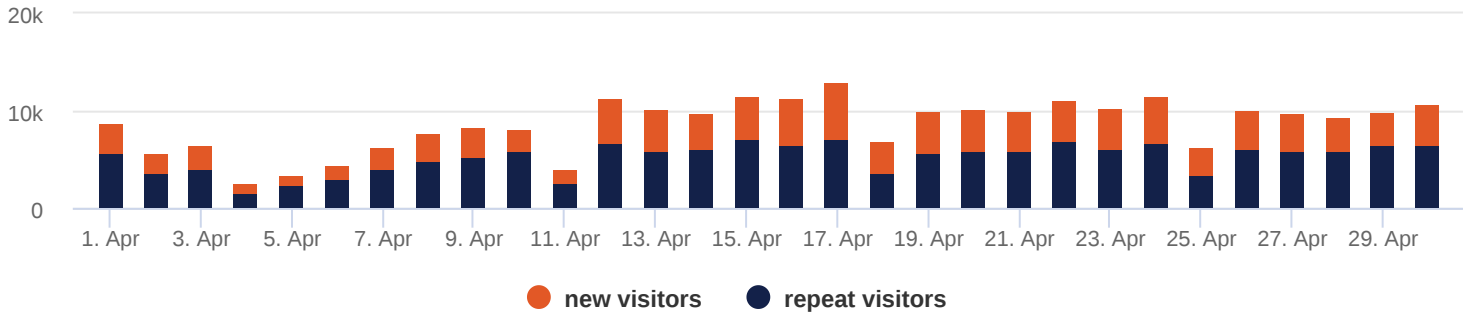
Total visits this period

footfall is
26.31%
up based on last
month

8704

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **26.31%** increase
- The total number of visitors was **261121** of which **157970** (60%) have visited previously and **103151** (40%) were new
- The average number of visitors per day has increased by **47.82%** based on the year to date average
- Footfall for the year to date has decreased by **-112.95%** (-893484) based on the same period last year
- The busiest zone during April was the **Market Place - S2** with **89680** visitors, **34.34%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 17th** with **13006**, 5% of the total of which **5948** (46%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **120** minutes

Intelli-Sense Analytics

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