

GEO-Sense Footfall Headline Report

Loughborough

February 2021

160311

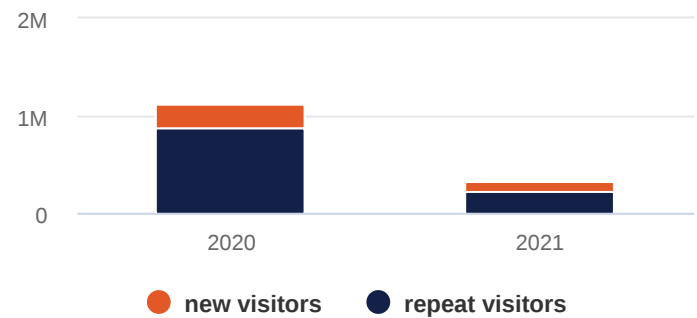
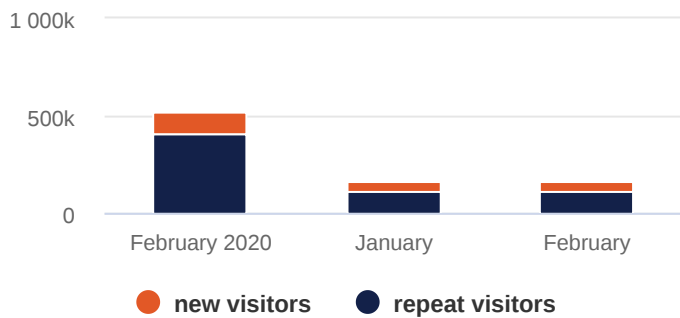
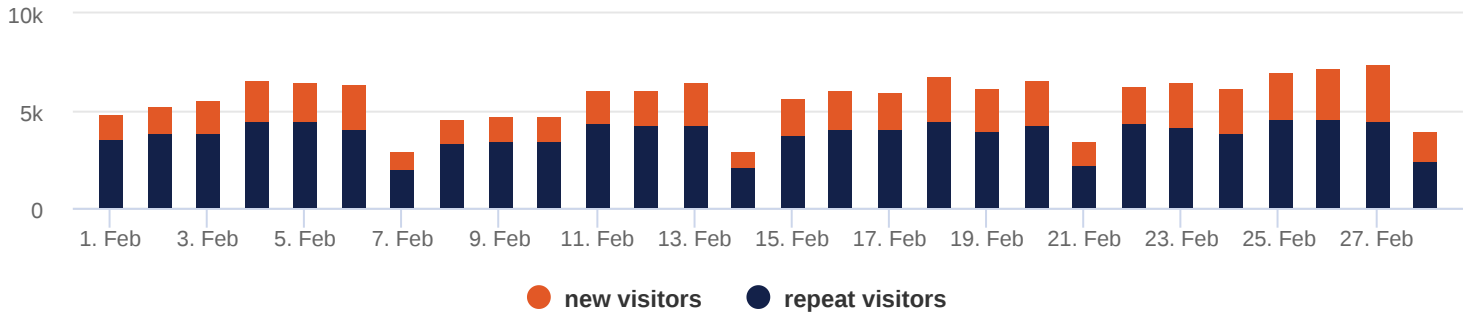
Total visits this period

footfall is
-1.58%
down based
on last
month

5725

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-1.58%** increase
- The total number of visitors was **160311** of which **107304** (67%) have visited previously and **53007** (33%) were new
- The average number of visitors per day has increased by **8.96%** based on the year to date average
- Footfall for the year to date has decreased by **-246.76%** (-797518) based on the same period last year
- The busiest zone during February was the **Market Place - S2** with **51290** visitors, **31.99%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 27th** with **7484**, 5% of the total of which **3044** (41%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **119** minutes

Intelli-Sense Analytics

powered by GEO-Sense

www.geo-sense.co.uk

www.geo-sense.co.uk

