

GEO-Sense Footfall Headline Report

Loughborough

January 2021

162887

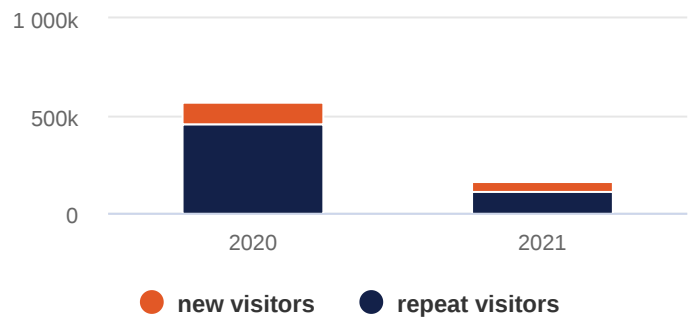
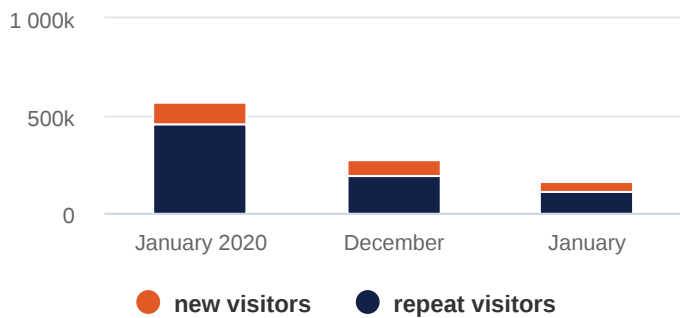
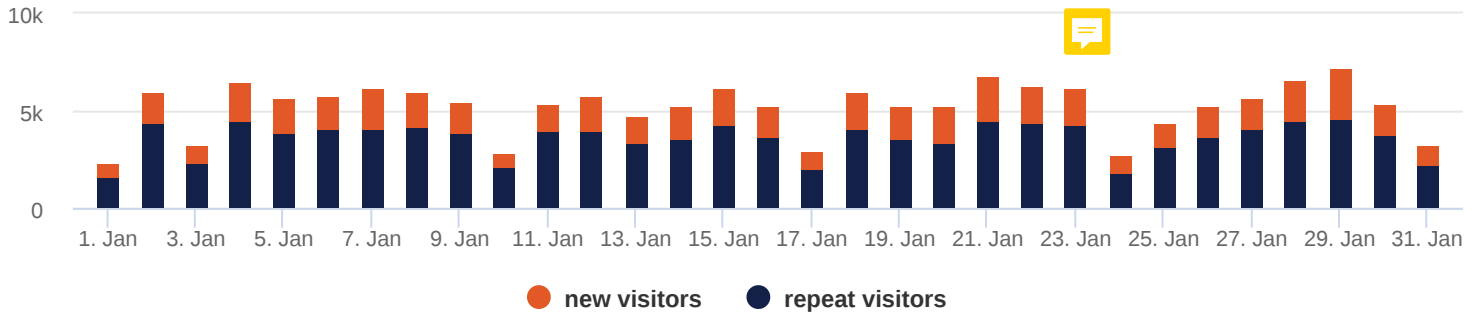
Total visits this period

footfall is
-40.96%
down based
on last
month

5254

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-40.96%** increase
- The total number of visitors was **162887** of which **112146** (69%) have visited previously and **50741** (31%) were new
- The average number of visitors per day has increased by **0%** based on the year to date average
- Footfall for the year to date has decreased by **-253.25%** (-412513) based on the same period last year
- The busiest zone during January was the **Market Place - S2** with **49234** visitors, **30.23%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 29th** with **7279**, 4% of the total of which **2723** (37%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **123** minutes

Intelli-Sense Analytics

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