

GEO-Sense Footfall Headline Report

Loughborough

March 2021

206728

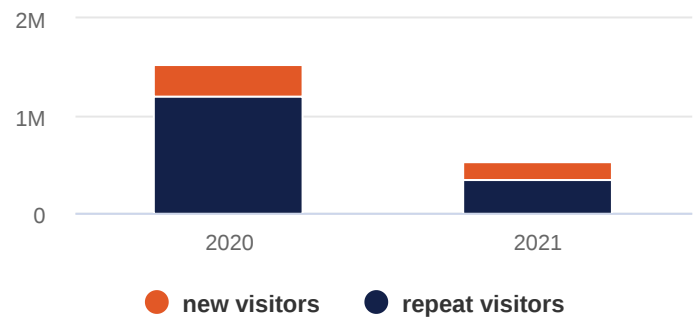
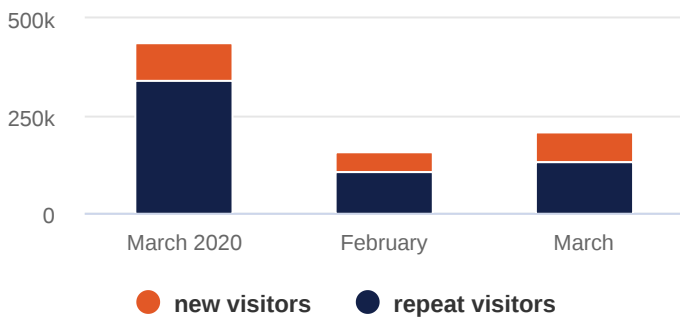
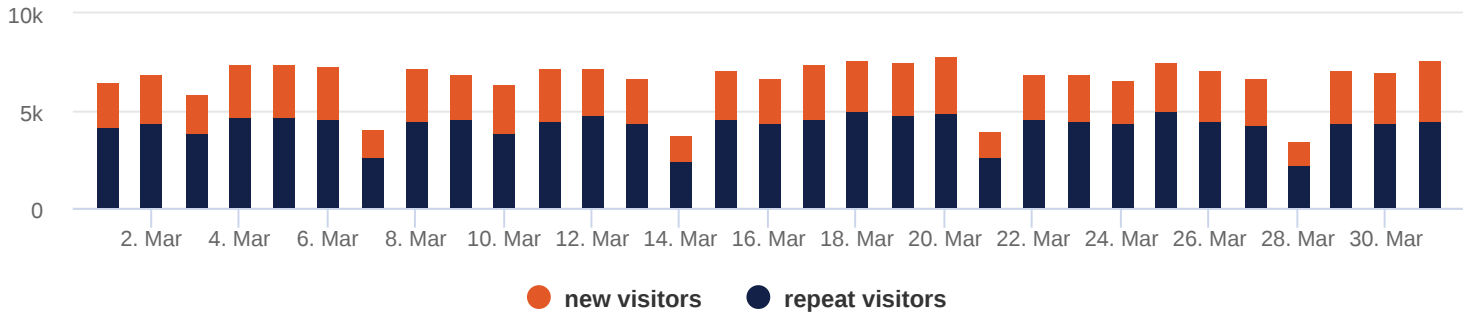
Total visits this period

footfall is
28.95%
up based on last
month

6669

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **28.95%** increase
- The total number of visitors was **206728** of which **131976** (64%) have visited previously and **74752** (36%) were new
- The average number of visitors per day has increased by **21.74%** based on the year to date average
- Footfall for the year to date has decreased by **-190.06%** (-1007187) based on the same period last year
- The busiest zone during March was the **Market Place - S2** with **62226** visitors, **30.1%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 20th** with **7829**, 4% of the total of which **2935** (37%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **110** minutes

Intelli-Sense Analytics

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