

GEO-Sense Footfall Headline Report

Loughborough

May 2021

294311

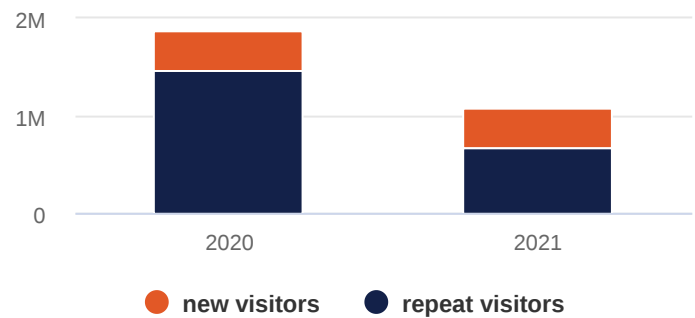
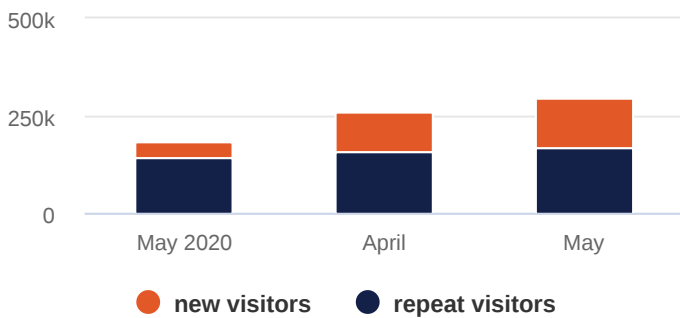
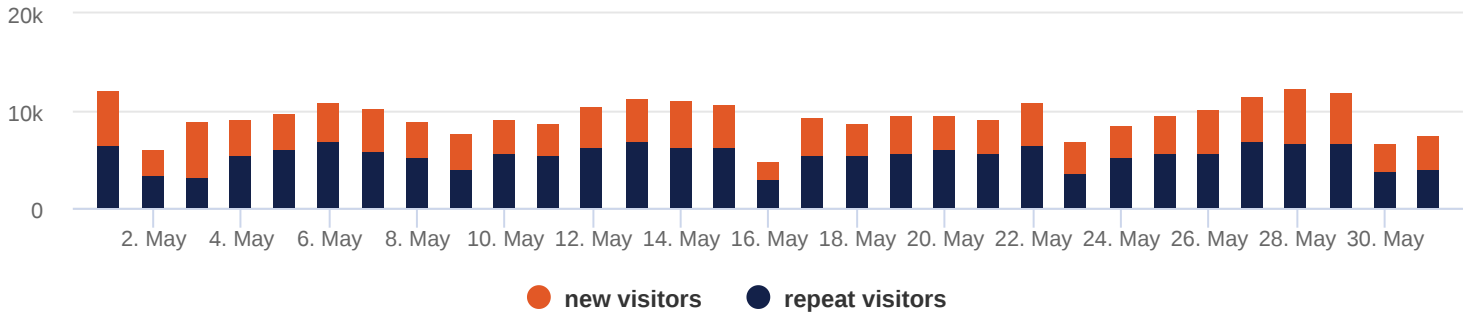
Total visits this period

footfall is
12.71%
up based on last
month

9494

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **12.71%** increase
- The total number of visitors was **294311** of which **170855** (58%) have visited previously and **123456** (42%) were new
- The average number of visitors per day has increased by **44.02%** based on the year to date average
- Footfall for the year to date has decreased by **-72.26%** (-784297) based on the same period last year
- The busiest zone during May was the **Market Place - S2** with **95277** visitors, **32.37%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 28th** with **12471**, 4% of the total of which **5763** (46%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **128** minutes

Intelli-Sense Analytics

powered by GEO-Sense

www.geo-sense.co.uk

www.geo-sense.co.uk

