

# GEO-Sense Footfall Headline Report

## Loughborough

## August 2021

### 249082

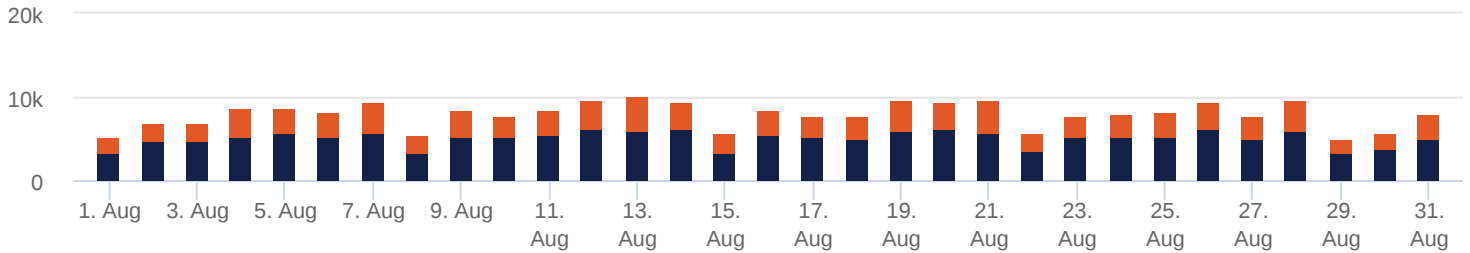
Total visits this period

footfall is  
**-2.29%**  
down based  
on last  
month

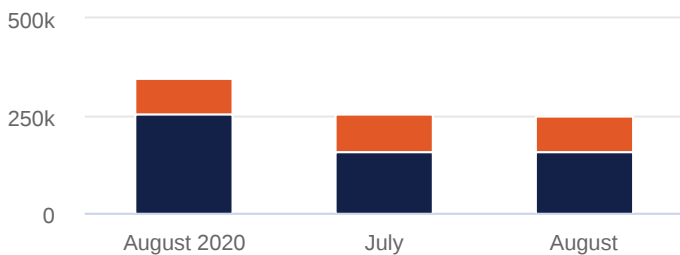
### 8035

Average visitors per day

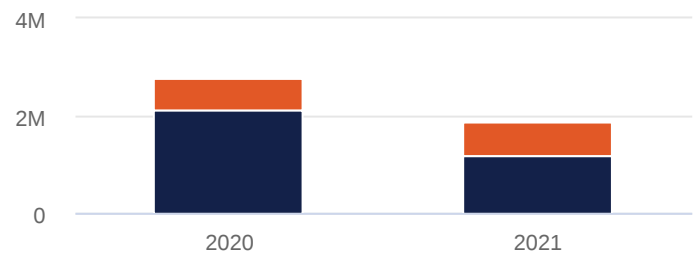
## Overall footfall statistics



● new visitors ● repeat visitors



● new visitors ● repeat visitors



● new visitors ● repeat visitors

## Headlines

- The change in footfall compared to the previous month is a **-2.29%** increase
- The total number of visitors was **249082** of which **158356** (64%) have visited previously and **90726** (36%) were new
- The average number of visitors per day has increased by **5.79%** based on the year to date average
- Footfall for the year to date has decreased by **-49.07%** (-912331) based on the same period last year
- The busiest zone during August was the **The Rushes - S8** with **77063** visitors, **30.94%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Friday 13th** with **10187**, 4% of the total of which **4146** (41%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **138** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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