

Geo-Sense Footfall Headline Report

Loughborough

January 2026

256,442

Total visits this period

Footfall is

-2%

down based on last month

8,272

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-2 % decrease**
- The total number of visitors was **256,442** of which **203,440 (79%)** have visited previously and **53,002 (21 %)** were new
- This months average visitors per day is **down** by **-3%** based on the year to date average visitors per day
- Total footfall for the year to date has **decreased** by **-12% (-34,428)** based on the same period last year
- The busiest zone during **January** was **The Rushes - S8** with **66,939** visitors **26%** of the total venue visitors
- The months busiest time of day was between **12:00** and **13:00**

Busiest Days

- The busiest day this month was **Tuesday 27th** with **10,237**, **4 %** of the total visitors of which **3,518 (34%)** were new visitors
- Average dwell for the day was **182** minutes.

Intelli-Sense Analytics

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