

# Geo-Sense Footfall Headline Report

Loughborough

February 2026

272,431

Total visits this period

Footfall is

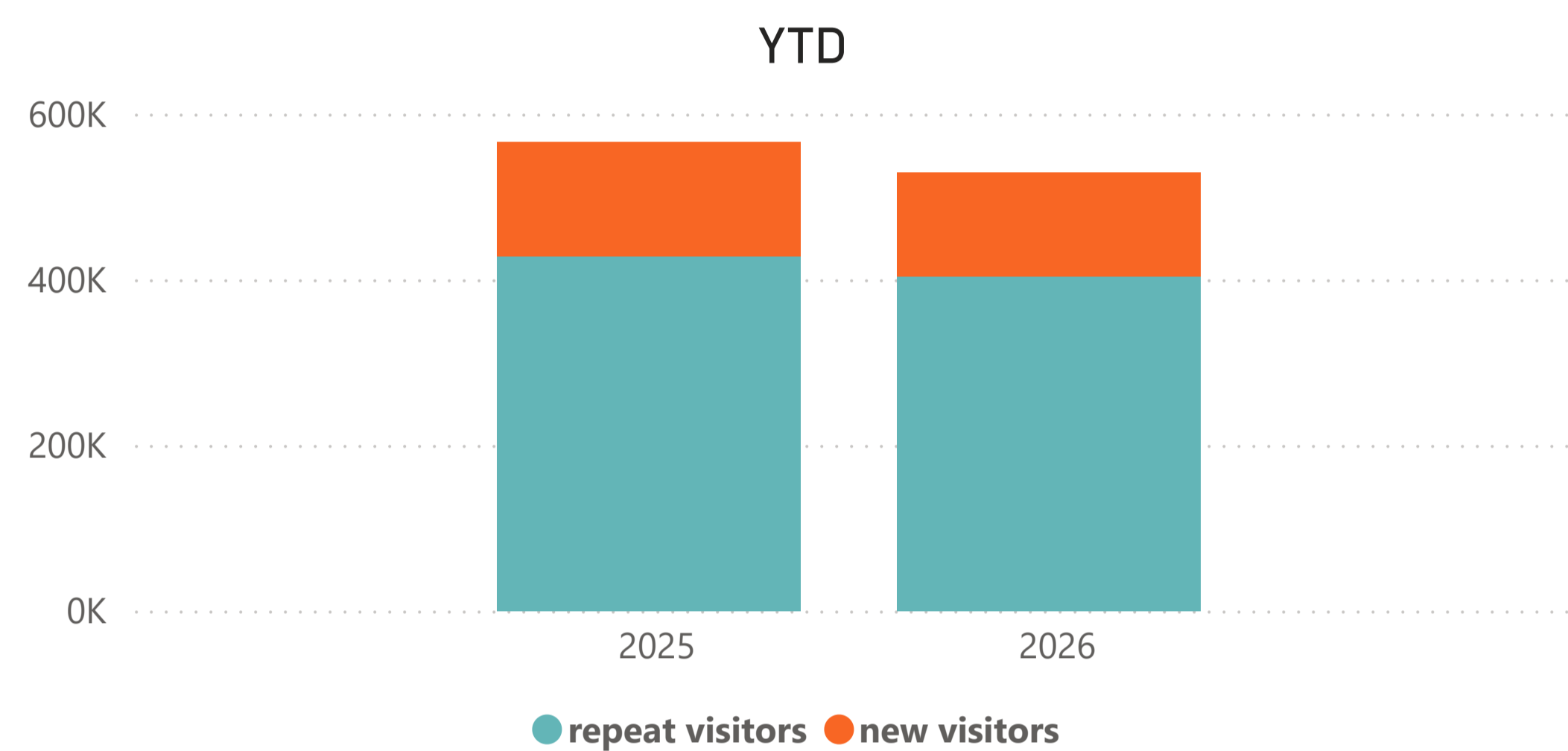
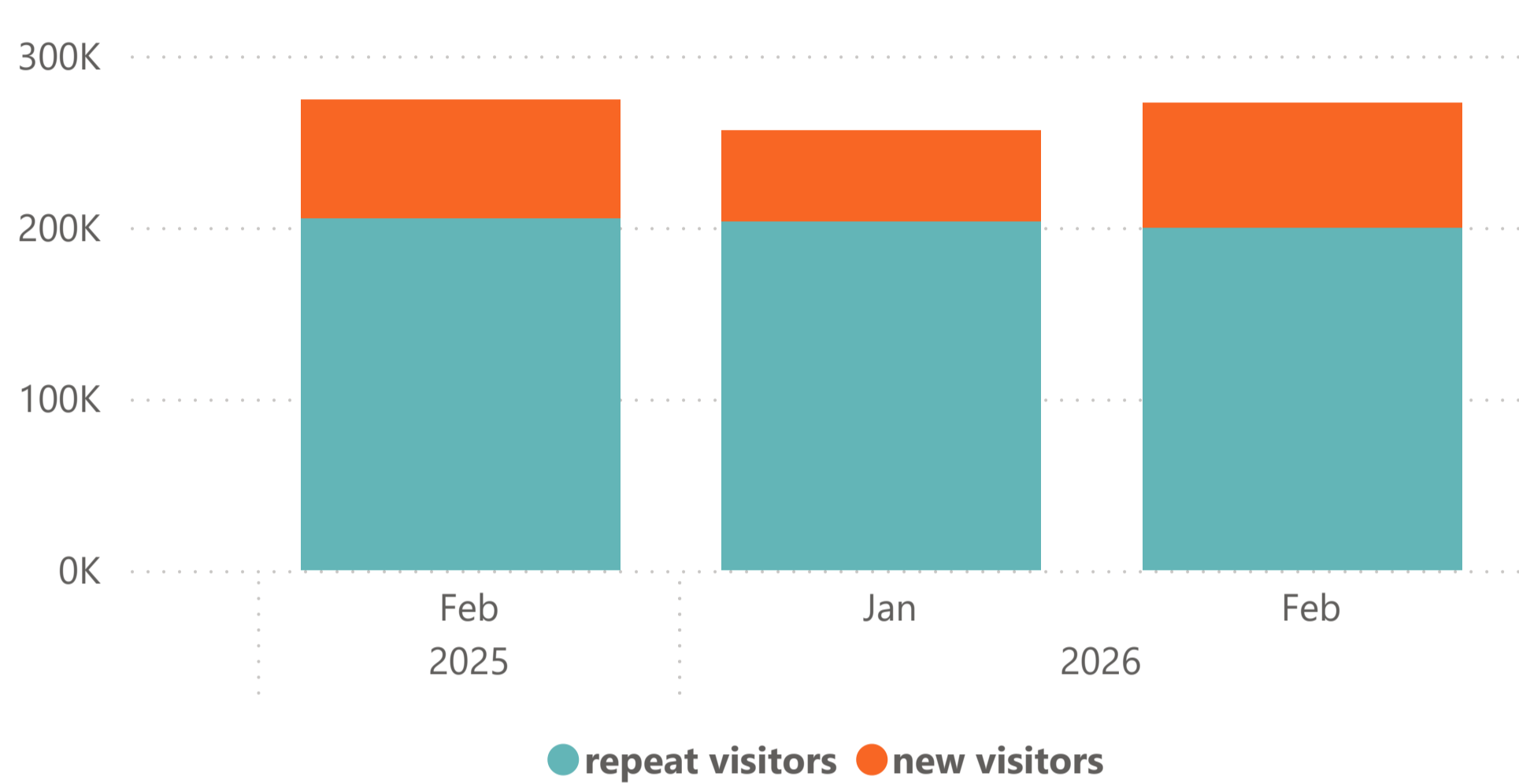
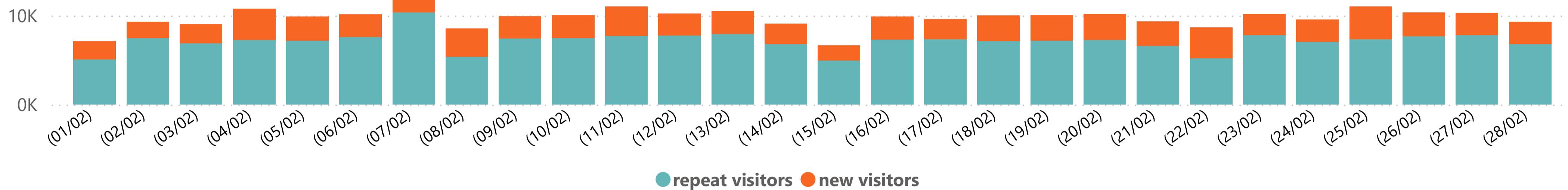
6%

up based on last month

9,730

Average visitors per day

## Overall footfall statistics



## Headlines

- . The change in footfall compared to the previous month is a **6 % increase**
- . The total number of visitors was **272,431** of which **199,716 (73%)** have visited previously and **72,715 (27 %)** were new
- . This months average visitors per day is **up** by **7%** based on the year to date average visitors per day
- . Total footfall for the year to date has **decreased** by **-6% (-36,365)** based on the same period last year
- . The busiest zone during **February** was **The Rushes - S8** with **70,642** 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 **Saturday 7th** with **11,917**, **4 %** of the total visitors of which **1,566 (13%)** were new visitors
- . Average dwell for the day was **161** minutes.

**Intelli-Sense Analytics**

powered by GEO-Sense

<https://proximityfutures.com>