

Geo-Sense Footfall Headline Report

Loughborough

September 2026

273,995

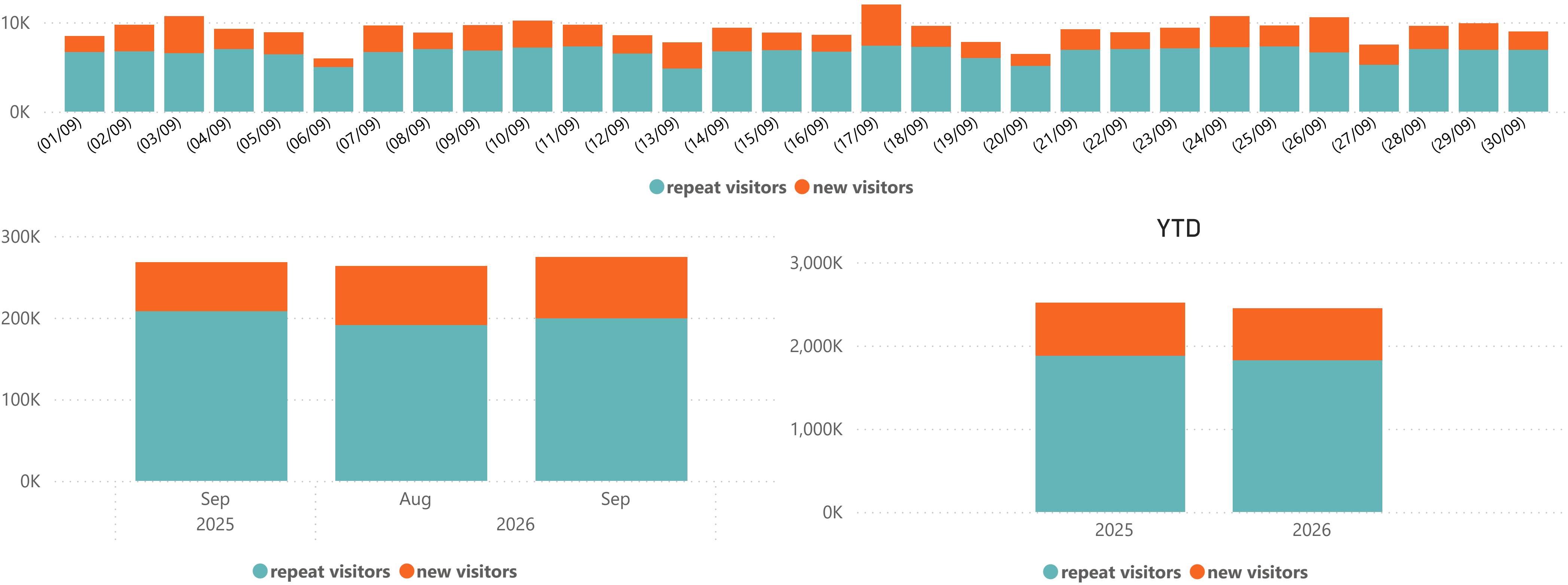
Total visits this period



9,133

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **4 % increase**
- The total number of visitors was **273,995** of which **199,099 (73%)** have visited previously and **74,896 (27 %)** were new
- This months average visitors per day is **up** by **2%** based on the year to date average visitors per day
- Total footfall for the year to date has **decreased** by **-3% (-66,414)** based on the same period last year
- The busiest zone during **September** was **The Rushes - S8** with **78,022** visitors **28%** 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 **Thursday 17th** with **11,949**, **4 %** of the total visitors of which **4,572 (38%)** were new visitors
- Average dwell for the day was **169** minutes.

Intelli-Sense Analytics

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