Geo-Sense Footfall Headline Report

Loughborough

October 2026

283,682

Total visits this period

Footfall is

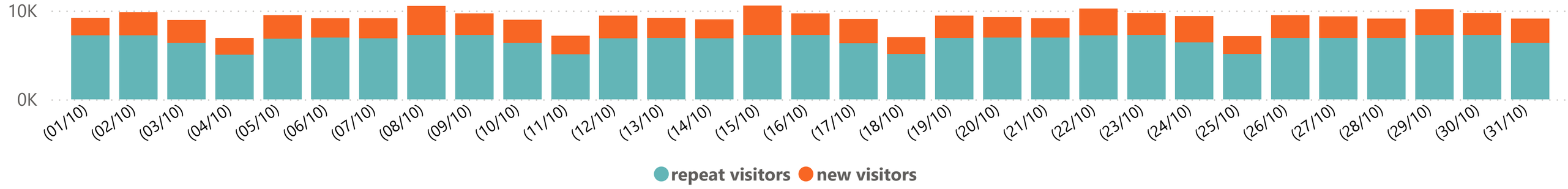
4%

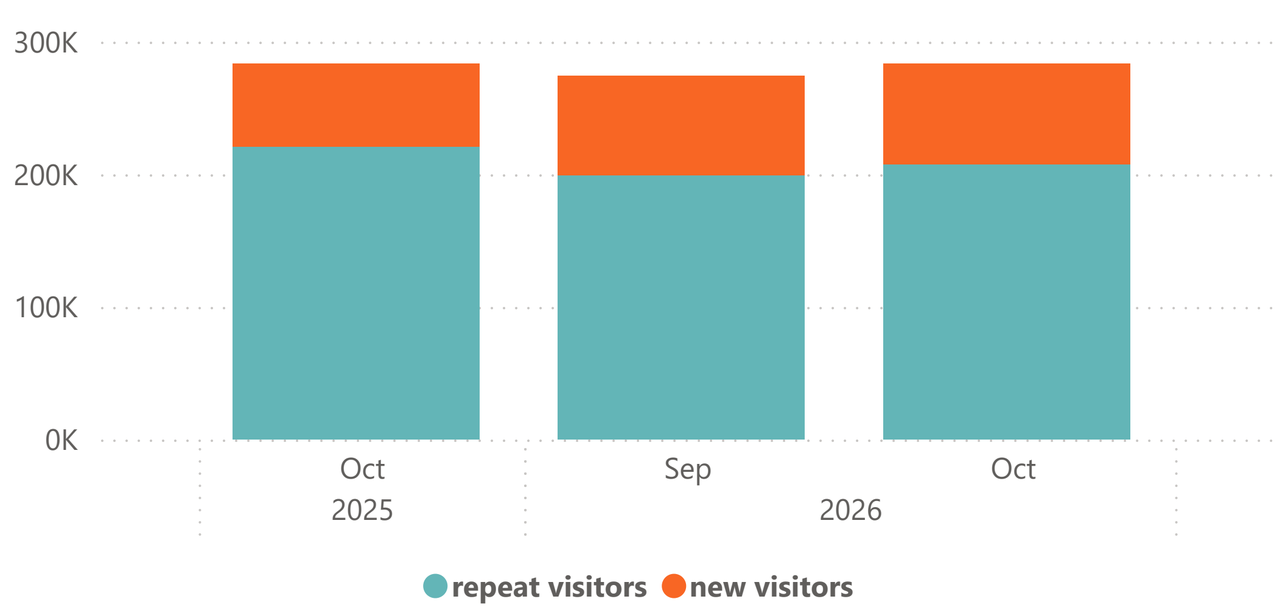
up based on last month

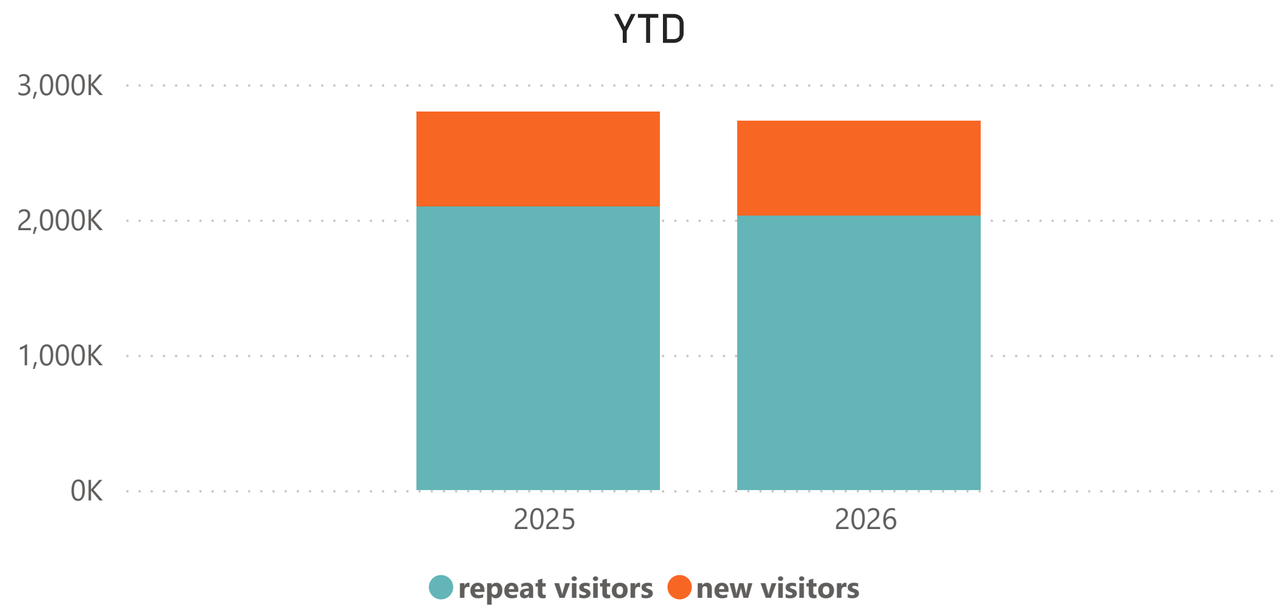
9,151

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 **283,682** of which **207,729 (73%)** have visited previously and **75,953 (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 **-2% (-66,298)** based on the same period last year
- The busiest zone during **October** was **The Rushes - S8** with **73,487** visitors **26%** of the total venue visitors
- The months busiest time of day was between **11:00** and **12:00**

Busiest Days

- The busiest day this month was **Thursday 15th** with **10,576**, **4 %** of the total visitors of which **3,309 (31%)** were new visitors
- Average dwell for the day was **167** minutes.