

GEO-Sense Footfall Headline Report

Leighton Buzzard

August 2020

198943

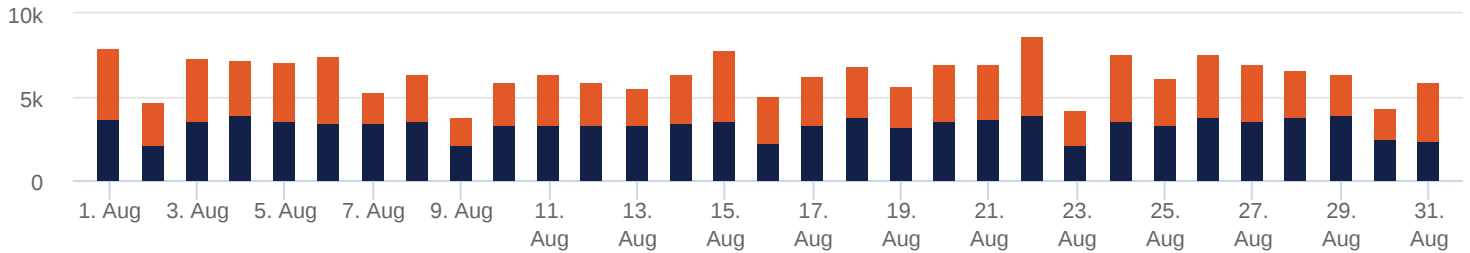
Total visits this period

footfall is
35.33%
up based on last
month

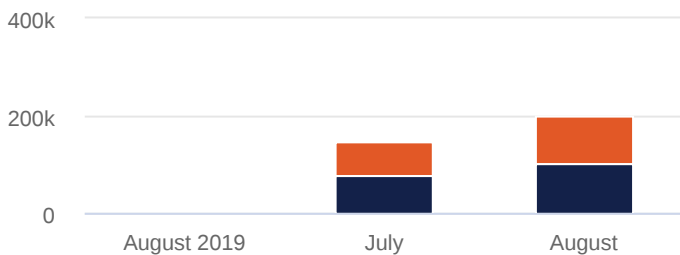
6418

Average visitors per day

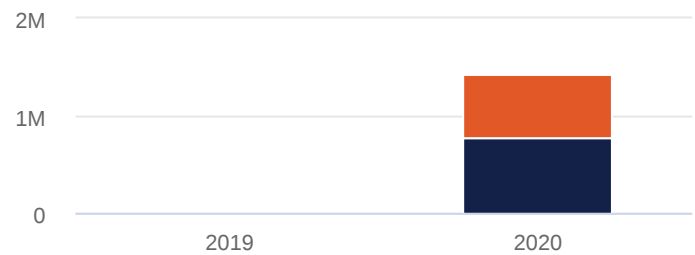
Overall footfall statistics



● new visitors ● repeat visitors



● new visitors ● repeat visitors



● new visitors ● repeat visitors

Headlines

- The change in footfall compared to the previous month is a **35.33%** increase
- The total number of visitors was **198943** of which **102953** (52%) have visited previously and **95990** (48%) were new
- The average number of visitors per day has increased by **7.9%** based on the year to date average
- Footfall for the year to date has increased by **100%** (1429092) based on the same period last year
- The busiest zone during August was the **High Street(4)** with **102639** visitors, **51.59%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 22nd** with **8703**, **4%** of the total of which **4755** (55%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **16** minutes

Intelli-Sense Analytics

powered by GEO-Sense

www.geo-sense.co.uk

www.geo-sense.co.uk

