

GEO-Sense Footfall Headline Report

Leighton Buzzard

September 2021

105153

Total visits this period

footfall is
10.53%
up based on last
month

3505

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **10.53%** increase
- The total number of visitors was **105153** of which **60533** (58%) have visited previously and **44620** (42%) were new
- The average number of visitors per day has increased by **0.97%** based on the year to date average
- Footfall for the year to date has decreased by **-69.46%** (-658985) based on the same period last year
- The busiest zone during September was the **Lake Street(6)** with **48061** visitors, **45.71%** of the total venue visitors

Busiest Days

- The busiest day this month was **Tuesday 28th** with **5585**, 5% of the total of which **3353** (60%) were new visitors
- During this day the busiest time was between **8:00 and 9:00**
- Average Dwell for the day was **169** minutes

Intelli-Sense Analytics

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