

GEO-Sense Footfall Headline Report

Leighton Buzzard

November 2021

126881

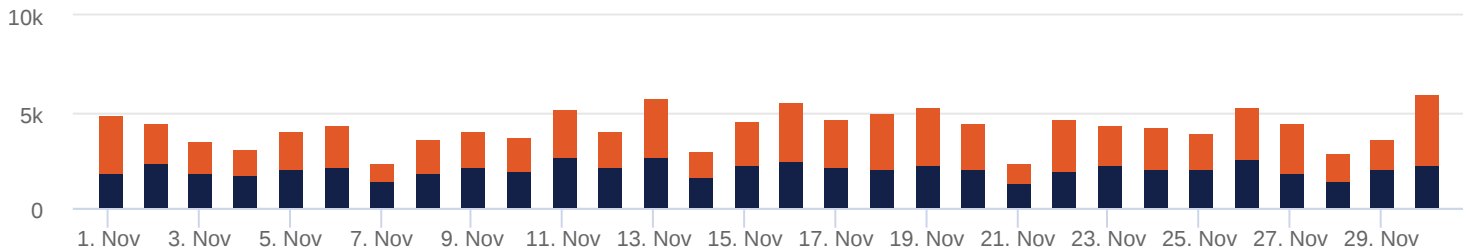
Total visits this period

footfall is
-2.85%
down based
on last
month

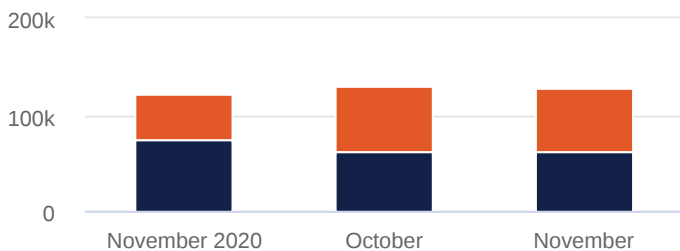
4229

Average visitors per day

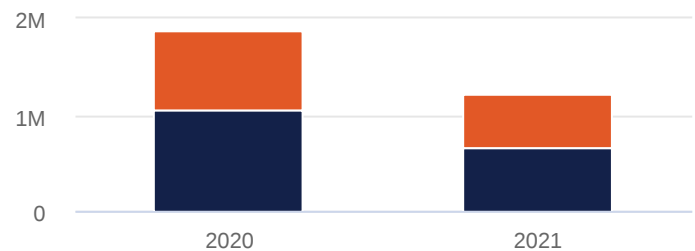
Overall footfall statistics



● new visitors ● repeat visitors



● new visitors ● repeat visitors



● new visitors ● repeat visitors

Headlines

- The change in footfall compared to the previous month is a **-2.85%** increase
- The total number of visitors was **126881** of which **61853** (49%) have visited previously and **65028** (51%) were new
- The average number of visitors per day has increased by **19.13%** based on the year to date average
- Footfall for the year to date has decreased by **-56.14%** (-677187) based on the same period last year
- The busiest zone during November was the **High Street(4)** with **59613** visitors, **46.98%** of the total venue visitors

Busiest Days

- The busiest day this month was **Tuesday 30th** with **6003**, 5% of the total of which **3728** (62%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **177** minutes

Intelli-Sense Analytics

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