

GEO-Sense Footfall Headline Report

Leighton Buzzard

July 2022

132,985

Total visits this period

Footfall is
3%
up based
on last
month

4,290

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **3%** increase
- The total number of visitors was **132,985** of which **104,814** (79%) have visited previously and **28,171** (21%) were new
- The average number of visitors per day has decrease by **-9%** based on the year to date average
- Footfall for the year to date has increased by **-20%** (-191,231) based on the same period last year
- The busiest zone during July was the **High Street(4)** with **65,344** visitors, **49%** of the total venue visitors

Busiest Days

- The busiest day this month was **Wednesday 27th** with **60,349,620,321,395**, **4%** of the total of which **12,906,974,246,547** (21%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **229** minutes

Intelli-Sense Analytics

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