

GEO-Sense Footfall Headline Report

Leighton Buzzard

October 2022

116,484

Total visits this period

Footfall is
-2%
down
based on
last month

3,758

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-2%** decrease
- The total number of visitors was **116,484** of which **89,492** (77%) have visited previously and **26,992** (23%) were new
- The average number of visitors per day has decrease by **-17%** based on the year to date average
- Footfall for the year to date has increased by **-26%** (-350,516) based on the same period last year
- The busiest zone during October was the **High Street(4)** with **57,502** visitors, **49%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 1st** with **4,627**, **4%** of the total of which **649** (14%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **205** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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