

GEO-Sense Footfall Headline Report

Leighton Buzzard

December 2022

113,670

Total visits this period

Footfall is
-3%
down
based on
last month

3,667

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-3%** decrease
- The total number of visitors was **113,670** of which **75,994** (67%) have visited previously and **37,676** (33%) 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 **-24%** (-367,778) based on the same period last year
- The busiest zone during December was the **High Street(4)** with **53,573** visitors, **47%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 24th** with **5,231**, **5%** of the total of which **773** (15%) were new visitors
- During this day the busiest time was between **10:00 and 11:00**
- Average Dwell for the day was **191** minutes

Intelli-Sense Analytics

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