

GEO-Sense Footfall Headline Report

Eastleigh

August 2023

266,270

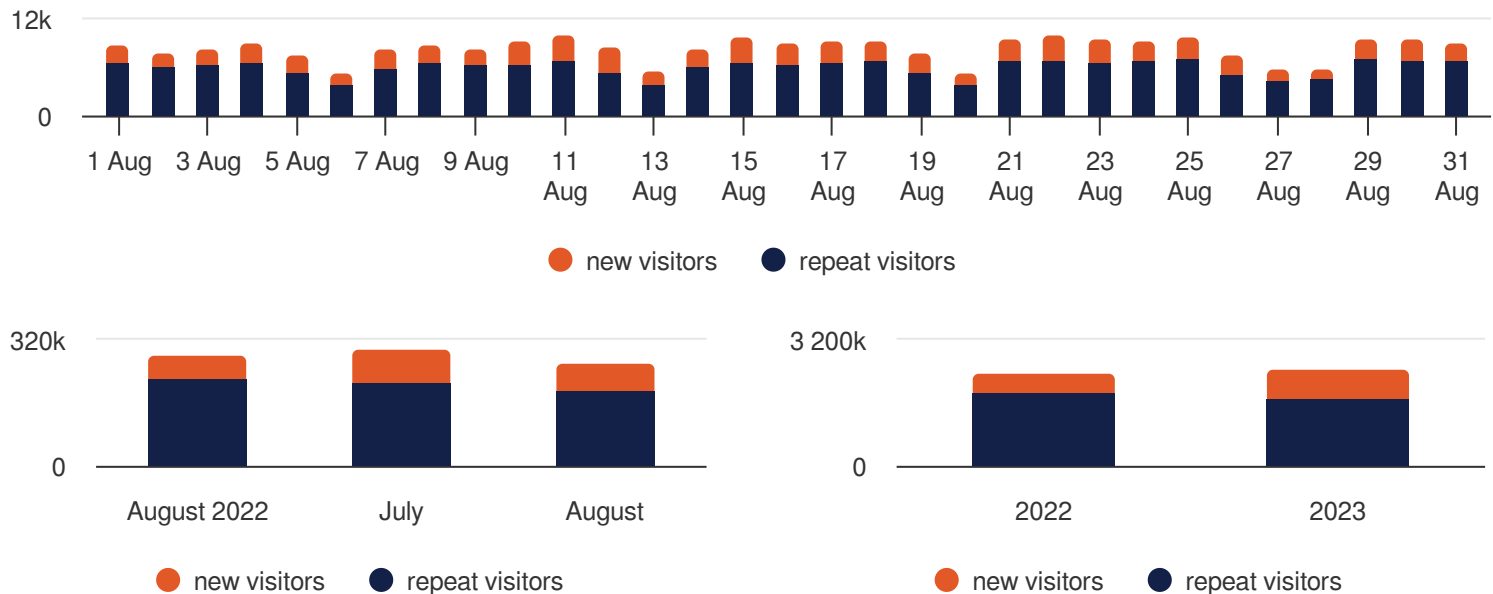
Total visits this period

Footfall is
-12%
down
based on
last month

8,589

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-12%** decrease
- The total number of visitors was **266,270** of which **191,471** (72%) have visited previously and **74,799** (28%) were new
- The average number of visitors per day has decrease by **-19%** based on the year to date average
- Footfall for the year to date has increased by **4%** (95,184) based on the same period last year
- The busiest zone during August was the **Train Station (S05)** with **119,570** visitors, **45%** of the total venue visitors

Busiest Days

- The busiest day this month was **Tuesday 22nd** with **10,186**, **4%** of the total of which **3,214** (32%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **253** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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