

GEO-Sense Footfall Headline Report

Eastleigh

September 2023

256,223

Total visits this period

Footfall is
-4%
down
based on
last month

8,541

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-4%** decrease
- The total number of visitors was **256,223** of which **188,544** (74%) have visited previously and **67,679** (26%) 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 **4%** (113,495) based on the same period last year
- The busiest zone during September was the **Train Station (S05)** with **111,780** visitors, **44%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 29th** with **10,404**, **4%** of the total of which **3,282** (32%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **246** minutes

Intelli-Sense Analytics

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