

GEO-Sense Footfall Headline Report

Eastleigh

March 2023

361,425

Total visits this period

Footfall is
23%
up based
on last
month

11,659

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **23%** increase
- The total number of visitors was **361,425** of which **245,034** (68%) have visited previously and **116,391** (32%) were new
- The average number of visitors per day has increase by **23%** based on the year to date average
- Footfall for the year to date has decreased by **-10%** (-91,344) based on the same period last year
- The busiest zone during March was the **Train Station (S05)** with **156,203** visitors, **43%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 17th** with **13,543**, **4%** of the total of which **4,620** (34%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **218** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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