

GEO-Sense Footfall Headline Report

Eastleigh

February 2023

293,259

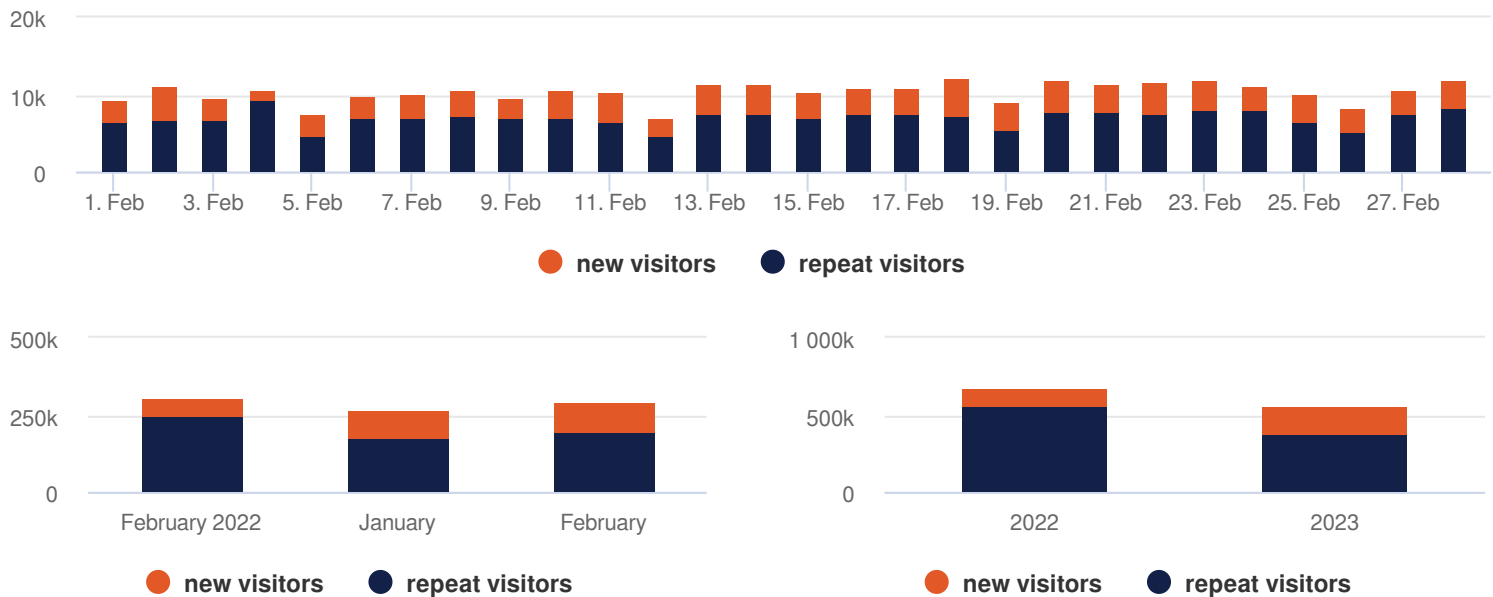
Total visits this period

Footfall is
11%
up based
on last
month

10,474

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **11%** increase
- The total number of visitors was **293,259** of which **197,285** (67%) have visited previously and **95,974** (33%) 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 **-21%** (-118,545) based on the same period last year
- The busiest zone during February was the **Train Station (S05)** with **131,518** visitors, **45%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 18th** with **12,269**, **4%** of the total of which **5,034** (41%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **191** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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