

GEO-Sense Footfall Headline Report

Eastleigh

December 2023

243,722

Total visits this period

Footfall is
-9%
down
based on
last month

7,862

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-9%** decrease
- The total number of visitors was **243,722** of which **182,594** (75%) have visited previously and **61,128** (25%) were new
- The average number of visitors per day has decrease by **-20%** based on the year to date average
- Footfall for the year to date has increased by **4%** (149,609) based on the same period last year
- The busiest zone during December was the **Train Station (S05)** with **112,717** visitors, **46%** of the total venue visitors

Busiest Days

- The busiest day this month was **Friday 15th** with **10,069**, 4% of the total of which **2,554** (25%) were new visitors
- During this day the busiest time was between **15:00 and 16:00**
- Average Dwell for the day was **240** minutes

Intelli-Sense Analytics

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