

GEO-Sense Footfall Headline Report

Eastleigh

February 2024

240,875

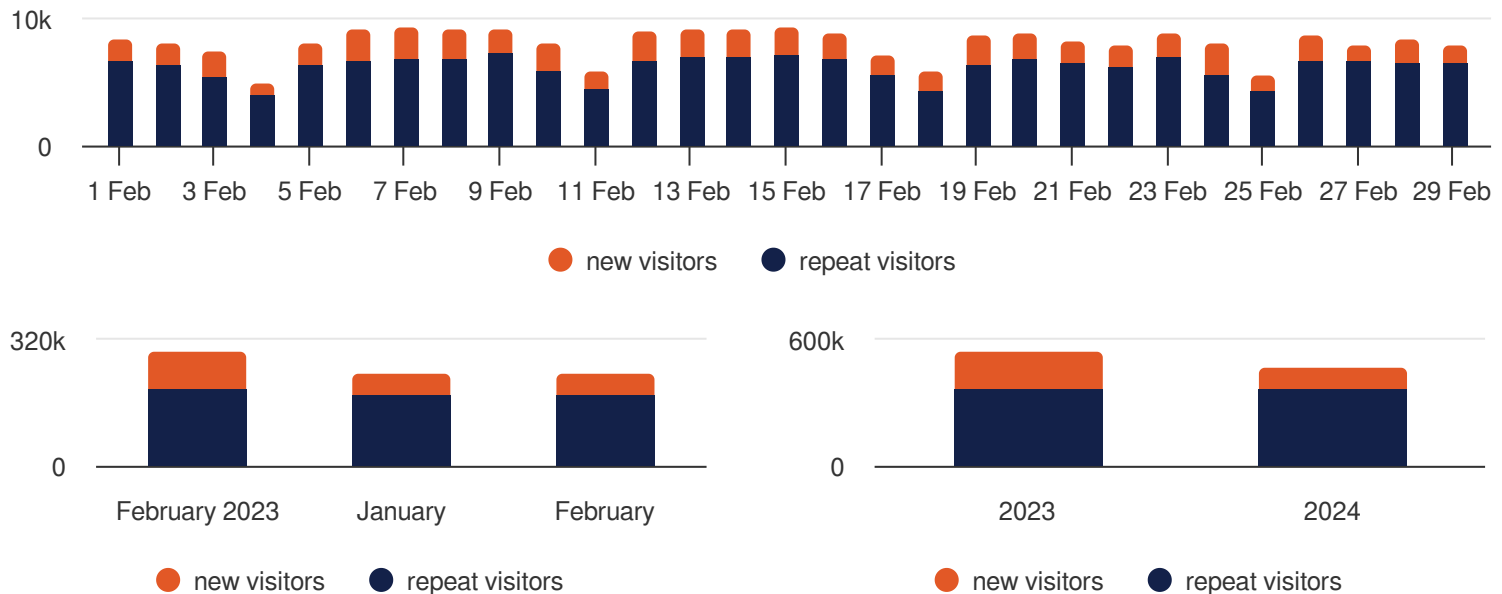
Total visits this period

Footfall is
1%
up based
on last
month

8,306

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **1%** increase
- The total number of visitors was **240,875** of which **184,840** (77%) have visited previously and **56,035** (23%) were new
- The average number of visitors per day has increase by **8%** based on the year to date average
- Footfall for the year to date has decreased by **-16%** (-78,738) based on the same period last year
- The busiest zone during February was the **Train Station (S05)** with **110,821** visitors, **46%** of the total venue visitors

Busiest Days

- The busiest day this month was **Thursday 15th** with **9,449**, **4%** of the total of which **2,125** (22%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **259** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>