

GEO-Sense Footfall Headline Report

Eastleigh

March 2024

276,821

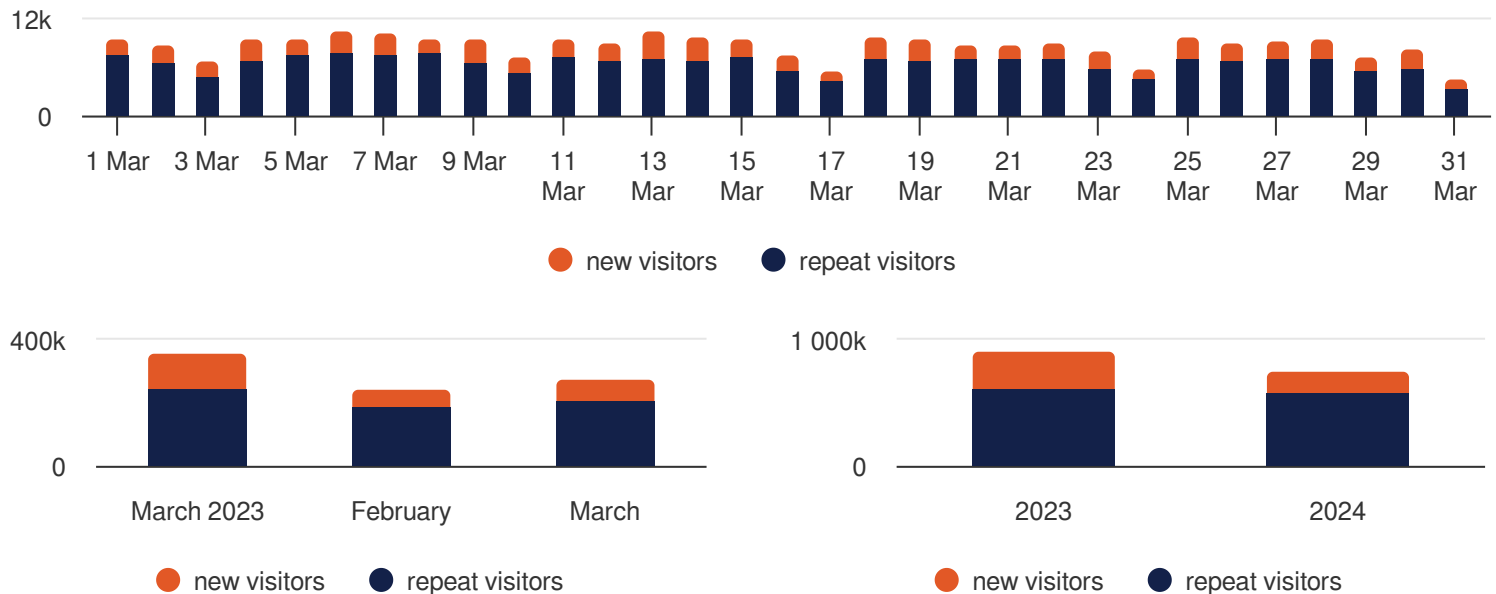
Total visits this period

Footfall is
12%
up based
on last
month

8,930

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **12%** increase
- The total number of visitors was **276,821** of which **207,721** (75%) have visited previously and **69,100** (25%) were new
- The average number of visitors per day has increase by **11%** based on the year to date average
- Footfall for the year to date has decreased by **-21%** (-157,163) based on the same period last year
- The busiest zone during March was the **Train Station (S05)** with **121,023** visitors, **44%** of the total venue visitors

Busiest Days

- The busiest day this month was **Wednesday 6th** with **10,747**, 4% of the total of which **2,677** (25%) were new visitors
- During this day the busiest time was between **11:00 and 12:00**
- Average Dwell for the day was **260** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>