GEO-Sense Footfall Headline Report

Shrewsbury

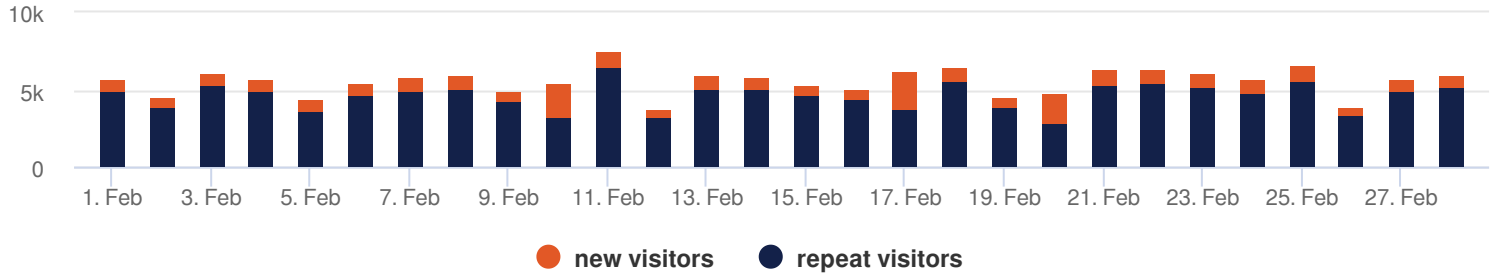
February 2023

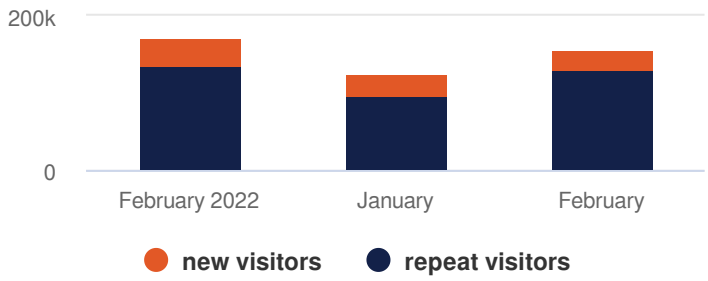
156,232
Total visits this period

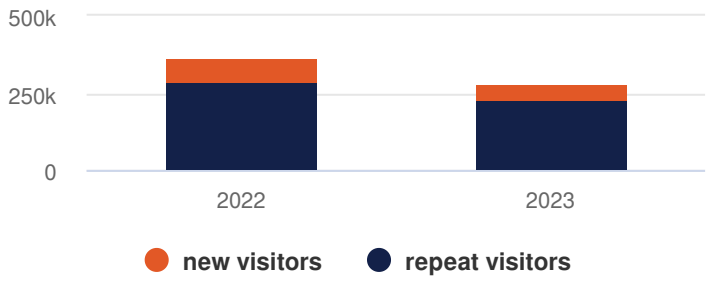
Footfall is **26%** up based on last month

5,580
Average visitors per day

Overall footfall statistics







Headlines

- The change in footfall compared to the previous month is a **26**% increase
- The total number of visitors was **156,232** of which **129,726** (83%) have visited previously and **26,506** (17%) were new
- The average number of visitors per day has increase by **39**% based on the year to date average
- Footfall for the year to date has decreased by **-30**% (-82,882) based on the same period last year
- The busiest zone during February was the **Market Sq** with **82,201** visitors, **53**% of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 11th** with **7,537**, **5**% of the total of which **1,033** (14%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **192** minutes