

GEO-Sense Footfall Headline Report

Shrewsbury

October 2023

153,164

Total visits this period

Footfall is
6%
up based
on last
month

4,941

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **6%** increase
- The total number of visitors was **153,164** of which **121,118** (79%) have visited previously and **32,046** (21%) were new
- The average number of visitors per day has decrease by **-10%** based on the year to date average
- Footfall for the year to date has decreased by **-28%** (-463,785) based on the same period last year
- The busiest zone during October was the **Market Sq** with **75,481** visitors, **49%** of the total venue visitors

Busiest Days

- The busiest day this month was **Wednesday 18th** with **8,985**, **6%** of the total of which **1,797** (20%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **260** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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