

GEO-Sense Footfall Headline Report

Shrewsbury

May 2023

194,361

Total visits this period

Footfall is
13%
up based
on last
month

6,270

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **13%** increase
- The total number of visitors was **194,361** of which **158,517** (82%) have visited previously and **35,844** (18%) were new
- The average number of visitors per day has increase by **20%** based on the year to date average
- Footfall for the year to date has decreased by **-28%** (-231,997) based on the same period last year
- The busiest zone during May was the **Market Sq** with **88,917** visitors, **46%** of the total venue visitors

Busiest Days

- The busiest day this month was **Sunday 7th** with **10,017**, 5% of the total of which **2,077** (21%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **243** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>