

GEO-Sense Footfall Headline Report

Shrewsbury

June 2023

183,834

Total visits this period

Footfall is
-5%
down
based on
last month

6,128

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-5%** decrease
- The total number of visitors was **183,834** of which **153,602** (84%) have visited previously and **30,232** (16%) were new
- The average number of visitors per day has increase by **13%** based on the year to date average
- Footfall for the year to date has decreased by **-27%** (-267,462) based on the same period last year
- The busiest zone during June was the **Market Sq** with **87,937** visitors, **48%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 24th** with **8,169**, **4%** of the total of which **1,396** (17%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **240** minutes

Intelli-Sense Analytics

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