

# GEO-Sense Footfall Headline Report

## Shrewsbury

## July 2023

### 176,359

Total visits this period

Footfall is  
**-4%**  
down  
based on  
last month

### 5,689

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-4%** decrease
- The total number of visitors was **176,359** of which **144,527** (82%) have visited previously and **31,832** (18%) were new
- The average number of visitors per day has increase by **2%** based on the year to date average
- Footfall for the year to date has decreased by **-29%** (-344,013) based on the same period last year
- The busiest zone during July was the **Market Sq** with **85,155** visitors, **48%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Friday 7th** with **7,729**, **4%** of the total of which **1,269** (16%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **212** minutes

**Intelli-Sense Analytics**

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