

# GEO-Sense Footfall Headline Report

Shrewsbury

March 2023

175,516

Total visits this period

Footfall is  
**12%**  
up based  
on last  
month

5,662

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **12%** increase
- The total number of visitors was **175,516** of which **133,040** (76%) have visited previously and **42,476** (24%) were new
- The average number of visitors per day has increase by **19%** based on the year to date average
- Footfall for the year to date has decreased by **-25%** (-113,514) based on the same period last year
- The busiest zone during March was the **Market Sq** with **95,426** visitors, **54%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Saturday 18th** with **8,461**, **5%** of the total of which **1,191** (14%) were new visitors
- During this day the busiest time was between **15:00 and 16:00**
- Average Dwell for the day was **187** minutes

Intelli-Sense Analytics

powered by GEO-Sense

<https://proximityfutures.com>