

# GEO-Sense Footfall Headline Report

Shrewsbury

September 2022

174,014

Total visits this period

Footfall is  
**-33%**  
down  
based on  
last month

5,800

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-33%** decrease
- The total number of visitors was **174,014** of which **143,630** (83%) have visited previously and **30,384** (17%) were new
- The average number of visitors per day has decrease by **-21%** based on the year to date average
- Footfall for the year to date has increased by **-8%** (-164,396) based on the same period last year
- The busiest zone during September was the **Market Sq** with **89,344** visitors, **51%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Saturday 17th** with **8,257**, **5%** of the total of which **1,560** (19%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **177** minutes

**Intelli-Sense Analytics**

powered by GEO-Sense

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